

Rules for Exhibiting at the Carlsbad Inn August 2009

A. Purpose and Objectives

This document presents the Rules and Regulations which must be followed by any COAL member who wishes to display their art work at the COAL Art Mart located at the Carlsbad Inn. These rules have been enacted by the COAL Board of Directors to:

- Create an environment at the Art Mart that is honest and honorable, and will accurately represent the outlook of COAL and the management of the Carlsbad Inn.
- Maintain the quality of art work associated with COAL and its members
- Protect COAL and its members from any unwarranted or frivolous charges, liabilities, or financial obligations.
- Provide criteria by which art work submitted for display can be evaluated.
- Provide an operating environment at the Art Mart that is cooperative and supportive of all exhibitors by minimizing conflicts arising from misunderstanding and confusion about individual responsibilities.

The above is consistent with the position of the COAL Board of Directors, who will remain the final arbiters in any case in dispute. (See "Section C: Administration" below). Artist seeking to gain the right to show their work at this Art Mart must accept the view that the underlying intent of these rules, as stated above, is paramount. All artists are cautioned to remember this when displaying art work at the Carlsbad Inn. Repeated infractions or disruptive behavior will be dealt with immediately.

B. Eligibility

- *Established* artists who have been members of COAL for longer than 3 months, and have entered artwork into the gallery for 3 months of the most prior year.
- *New COAL members* must have been members for a minimum of 3 months and during that time must have entered artwork into the gallery 3 times in 3 months.
- Any items the artist intends to sell must be juried by the Board. Three original pieces of each medium must be juried. Prints or giclees are not acceptable for jurying in lieu of original work, but will be juried separately.
- The jurying process will occur AS REQUIRED. It will be announced in the *Brushmark*.
- New members, if accepted, will be provided with a copy of these rules, and "Rules Acceptance" form to be signed and immediately returned to the Board.
- Each exhibitor must have a valid resale license from the State of California, and a current Carlsbad City business license. A copy of each must be on hand at each show.
- To retain eligibility as an Art Mart exhibitor, participants of the Art Mart must continue to support the organization by entering work in the COAL gallery three (3) times each calendar year.

C. Administration

- The President shall designate a Chairperson (Director) of the Art Mart. This Chairperson may elect to have a co-chair, or co-director.)
- The Chairperson has the express responsibility of directly administering these rules on a day-to-day basis. The Chairperson may request the assistance of Art Mart participants in pursuing his/her responsibilities, in addition to the assistance of a co-chair person.
- If, after a ruling, an exhibitor involved in a dispute, may appeal the decision of the ruling. However, the final ruling will be made based not only on a strict adherence to these rules, but, as stated in Section A, on the underlying intent of these rules.

D. Definitions

Specific definitions of rules for the COAL organization are sent to all new members when they join the organization. The

latest update of these may be found on the COAL website, <http://www.coalartgallery.com/policies.html> under the heading of "Definitions and Clarifications."

E. Site Specific Rules of Operation

1. Normal exhibition hours are from 9AM to 4PM on Saturdays and Sundays.
2. No setup is allowed before 7AM and all setups shall be completed by 9AM.
3. Noise of any kind should be kept to a minimum during the Art Mart hours.
4. The fee for setting up is \$10.00 per day or \$15.00 for both days, when paid at the outset. Three day holidays extending into Monday are paid with an additional \$5.00 fee to be paid at the time the weekend fees are paid.
5. The display spaces at the Carlsbad Inn are to be assigned by the Chairperson, at the discretion and choice of the Chairperson. Reservations are made by E-mail or telephone during the week prior to the show.
6. A reservation system was adopted by the Chairperson with the permission of the Board of Directors in July of 2002. A site map, issued to members independent of this document, shows reserved spaces allocated to long time members if they so choose to be present

Artists are required to stay in assigned spaces, according to the Chairperson's assignment. Non-reserved artists may reserve by phone or email for empty spaces.

Reserved spaces must be occupied by the authorized holders by 8:30 AM. After 9AM unused spaces may be occupied. The Chairperson needs to be asked for the expansion privilege on a daily basis and the expansion paid for at the rate of \$5.00 per day, over and above the basic space rental (for each space used). Arguing over the spaces will not be tolerated. Exhibition rights could be retracted in such an event. The final arbitrator on site is always the Chairperson.

7. Exhibitors may not park in any of the Carlsbad Inn's lots.
8. Loading and unloading time must be kept to a minimum when using the circular drive. This can be implemented best by unloading the art work and displays, then removing your vehicle before setting up your display. Parking against the island's curb is not allowed. No individual artist has priority on this curb space. A suggested time limit is 1 hour. In case of too many artists, the chair person may rotate load times.
9. No pets, children or alcoholic beverages are allowed at the show. Alcoholic beverages are not to be concealed in soda cans, or thermos containers, at the risk of permanent and immediate dismissal from the organization. This is due to the legal requirements.
10. Since the Art Mart is sponsored by COAL, material promoting art groups or galleries other than COAL shall not be shown or disseminated by any exhibitor.
11. COAL could be liable for injuries suffered by customers or pedestrians while around the Art Mart area. Although we carry insurance for this purpose, every effort must be made to keep the area safe for all members of the public. Displays must be safe and neat at all times. A-frames, tables, and other display items must be placed a minimum of (12") from sidewalks.
12. No umbrellas are to be placed on the east side of the sidewalk, and umbrellas must be high enough to allow pedestrians to walk freely on the sidewalks. No painting or working on art pieces on the boulevard strip is allowed. This property belongs to the City of Carlsbad.
13. Spaces assigned are intended to have a "walk way" between the artist's displays. This is for the purpose of public access. The prospect of baby strollers, and wheel chairs should be considered. A Walk Way is considered to be 24" (2 feet) in width.
14. Display equipment such as "A" frames shall not exceed 5'. Taller equipment will be allowed on the back row only, or in the spaces across from Fidel's patio.
15. Members showing at the Carlsbad Inn on the Saturday & Sunday just prior to "Gallery Take-in Day" are afforded the following privileges on that same Saturday & Sunday:

1. Leave new artwork at the gallery with appropriate paperwork
2. Pickup previous month's unsold artwork.

16. Interference of any kind with other artists' sales possibilities will not be tolerated.

F. Additional site-specific rules:

- 1) Exhibitors must supply their own A-frames, display panels, tables, chairs, etc. Umbrellas are acceptable, but no "popup" canopies or tents of any kind are allowed. Tables should be covered to the ground if possible. **Supplies should be completely out of sight.**
- 2) All work must be framed with the exception of note cards, sculpture and material in "browse boxes." Excepted are paintings where the painting continues around the front of the canvas and covers all four side surfaces. (Wrap around canvases).
- 3) Properly framed and identified prints may be shown provided **at least 50% of an artist's display on the boards is original.**
- 4) Signs.
 - i) No signs to encourage sales, including competitive wording and multiple sales discounts are allowed.
 - ii) One sign only, shall contain the artist's name and medium/mediums and will not measure greater than one foot on any side.
 - iii) Individual pieces will be priced. Price and title may be printed on the front side of one standard size official business card. An alternative price tag may be the self adhesive label, but no larger than one inch in diameter. No other price tags are allowed.
 - iv) Each browse box will have one sign only, and will only state the subject category, medium, and/or the reproduction method and the "per each" price. No multiple pricing discounts on the signs. Size shall not measure greater than four inches on any visible side. Individual pieces need not be priced, providing they are all the same price.
 - v) Charge card signs, 3 by 5 inches are allowed.
 - vi) All other sales "tools" may be conducted by handouts or verbally as long as they are not obtrusive. No other signs are allowed. If in doubt, consult with a co-chair prior to making signs.
- 5) The artist's signature must appear on the face of each piece of art.
- 6) Definitions of acceptable art categories are given in Appendix B of the gallery manual.
- 7) Any piece of art which is not properly labeled must be fixed or removed from the exhibit.

G. Originality of Displayed work

An exhibitor may only show and sell his/her own work. *Partners, companions, or relatives and spouses are not allowed to sell for the artist, even when the artist is present.*

Plagiarized art is not permitted under any circumstances. If questioned by the Chairperson, the Chairperson may ask the artist to demonstrate the skills for the piece in question or refer the pieces to the Board for consideration.

H. Liability

Neither COAL, its officers, Chairpersons, Board of Directors, or Carlsbad Inn are liable for any **misrepresentation** by any of the artists regarding the originality, medium or any other characteristic of a piece of art shown at the Carlsbad Inn Art Mart.

I. Remedies for Non-compliance

Artists who repeatedly violate any of these rules will be given a **warning** letter, signed by the Chairperson and two board members. After two warning letters, one more infraction will result in the permanent loss of show privileges by the offending member. Letters will be mailed registered mail and filed copies kept in the gallery.

Appendix B may be found in the COAL operations manual.

Statement of Acceptance

I, _____, acknowledge that I have read and accept the rules, dated August of 2009 for showing and selling my work at the Carlsbad Inn.

Signed

Date

Items juried in: (listed here)