



PORTALS – THE CVAC CENTRE OF ARTS, CULTURE AND HERITAGE

2012 USER INFORMATION PACKAGE

Established February, 2012

Our goal is to be an inspiring “go to” place in which CVAC members and guests share local, regional and national arts, culture and heritage information and experiences with residents of the entire Cowichan Valley. Focused on creative excellence and best practice, PORTALS showcases the integration of all types of creative and artistic genres and highlights both the Cowichan Valley Arts Council members and the community at large.

Protocol of respect:

All of the work of the CVAC Board, PORTALS Team and staff is based on the fourfold principle of: *one speaker, who speaks from the heart without blame, and who shows up to solve problems!* Thank you for your respect in this regard.

The PORTALS staff and TEAM (PT):

More than thirty volunteer CVAC members have been trained to provide support for exhibitors when they use the PORTALS space. Their most important function is to be ambassadors who greet guests, and exhibitors and further engages them in discussion. They perform opening and closing duties and have been trained in security, sales, record-keeping, best practice in display and hanging, and are charged with the supervision of the space in two hour blocks. There will usually be PT members on site at all times and will assist with hanging and show take down.

Possible uses of the PORTALS space:

PORTALS is a CVAC member-user space. While it can be used by non-members, discounted rates are set to emphasize the opportunity for CVAC member use. This document refers specifically to the use of the whole space (as opposed to the Rent-A-Wall and Teaser Board programs).

(see cowichanvalleyartscouncil.ca more details or

[email cvartscouncil@shaw.ca](mailto:cvartscouncil@shaw.ca))



PORTALS – THE CVAC CENTRE OF ARTS, CULTURE AND HERITAGE

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PORTALS – opportunities

“rent a wall”

- Any individual who is over 19 years of age may rent a 4' x 8' section of the PORTALS display wall to display a piece or series of pieces of their art, changing to new work twice in a 16 day display period. Exhibitors are welcome to frequent the space as often as they wish, bringing guests and potential buyers in to see their work.
- Contracts must be for a minimum of 16 days to a maximum of 32 days. (see Appendix Five for prices)
- Labels are provided by CVAC for this usage. In order to ensure unity and harmony, **all hanging decisions are the responsibility of the PORTALS staff.**
- On two days during the rotation, the exhibitor is required to be in PORTALS for one hour, in order to meet and greet community members. The artist visit times will be arranged at their convenience.
- There is no commission charged by CVAC

whole space usage

- CVAC members may use the entire 450 square foot space for an 8 day rotation (see Appendix Five for prices) This includes 1 ½ days for set up, ½ day for take down and 6 days of display.
- While PORTALS TEAM members are in attendance to help with hanging, the majority of the show installation is done by the exhibitor. (See recommended hanging requirements page 6)
- There is no commission charged by CVAC.
- Label templates are provided by CVAC but must be completed by the exhibitor. For further information, contact the PORTALS co-ordinator.

“Teaser gallery”

- Any CVAC member may post bulletins and items that advertise or “tease out” an upcoming cultural event on our Teaser gallery bulletin board wall.
- Every attempt will be made to maintain the bulletin board wall during whole use PORTALS shows. However, if space becomes an issue, the whole use exhibitor’s need will be met first.
- Members may also post want ads for culturally-related items such as workshop requests, equipment and supplies requests, etc.
- Items may not be posted more than one month in advance of the event and will be removed as soon as the event is over.
- This opportunity is only available to CVAC members in good standing. For further information, contact the PORTALS co-ordinator.

workshop rental

- Any CVAC member may rent PORTALS in order to facilitate a small meeting or workshop. (see Appendix Five for prices)
- Participation is limited to a maximum of ten workshop participants; meeting sizes may be larger.
- Chairs and tables and running water are available.
- PORTALS TEAM members will be in attendance to help facilitate the activity if needed.
- All clean up is the responsibility of the user.



PORTALS – booking schedules_

In order to make the very best use of the space, your time and the time of the PORTALS Staff and PORTALS TEAM members, we use this rotation system*. A maximum of four different events can be scheduled every six weeks. Each rotation allows the user the same amount of time to hang, show, host, and dismantle their event. Usage may be as short as one rotation or as long as four rotations. **PORTALS is not able to be open on Sundays for non-CVAC sponsored shows.**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Set up rotation 1 AIM to be able to hang in one day	Continue set up rotation 1 if necessary. Show begins asap	First full day 10:00 – 5:00	Second full day 10:00 – 5:00	Third full day 10:00 – 5:00	Fourth full day 10:00 – 1:00
Fifth full day 10:00 – 5:00	Sixth full day 10:00 – 5:00	Take down rotation 1 Clean space Prep walls	Set up rotation 2 can begin	Set up rotation 2 if necessary. Show begins asap	First full day 10:00 – 1:00
Second full day 10:00 – 5:00	Third full day 10:00 – 5:00	Fourth full day 10:00 – 5:00	Fifth full day 10:00 – 5:00	Sixth full day 10:00 – 5:00	Take down rotation 2 10:00 – 1:00 Clean space Prep wall
Set up rotation 3 AIM to be able to hang in one day	Continue set up rotation 3 if necessary. Show begins asap	First full day 10:00 – 5:00	Second full day 10:00 – 5:00	Third full day 10:00 – 5:00	Fourth full day 10:00 – 1:00
Fifth full day 10:00 – 5:00	Sixth full day 10:00 – 5:00	Take down rotation 3 Clean space Prep walls	Set up rotation 4 can begin	Set up rotation 2 if necessary. Show begins asap	First full day 10:00 – 1:00
Second full day 10:00 – 5:00	Third full day 10:00 – 5:00	Fourth full day 10:00 – 5:00	Fifth full day 10:00 – 5:00	Sixth full day 10:00 – 5:00	Take down rotation 4 10:00 – 1:00 Clean space Prep walls

***one rotation = 1 ½ days to set up; 6 full days of show; ½ day to take down**



PORTALS – what kinds and how many pieces to include in a display/show

Best Practice requirements:

- Users must be the designers, photographers, and/or creators of the items included in the show.
- Original paintings are strongly encouraged. Reproductions i.e. giclee prints must be to professional standards and clearly identified as reproductions. **Giclee is not allowed in any CVAC sponsored show.**
- All work should be well conceived, professionally executed without technical faults and demonstrate an identity of design.
- Include only items made by hand or using a hand controlled process. No manufactured end products are acceptable.
- Ready-made components are acceptable only if their importance is secondary to the skill and design contributed by the artist or artisan and where their use is clearly appropriate to the nature and design of the work.
- Articles made from molds are acceptable only where the mold is the design and product of the artist or craftsperson or where the mould is subordinate to the maker's creativity.
- Outsourced items made by another person and articles in any medium using a commercial kit are not permitted to be included in your show.
- A limited number of art cards may be included to supplement larger pieces.
- **Items may not have appeared in any previous PORTALS show.**
- A limited number of Not For Sale (NFS) items may be included if they are clearly identified.
- All items must be ready to hang and follow professional framing practice. Wire, taped on ends, approximately 1/3 from the top of the piece and affixed with eye screws. Avoid inexpensive commercial clips on the backs of frames. Use acid-free mat board, tape etc. Ensure that all glass is clean. Unframed canvas edges must be free of staples and painted.
- In order to respect the integrity of the display, works should generally be collected by the purchasers after the run of the show. Red dots indicate sold items. Green dots indicate item being held for 48 hours. Never place a sold "dot" on a NFS item.
- A biography or artist's statement must accompany each exhibitor. Desktop and print on 8 ½ x 11 bond paper. Acrylic holders are provided. Business cards are encouraged as well.

Hints for Success:

- Use your newest and strongest work. *More* does not make the show better.
- In order to generate interest, choose a theme for your show: retrospectives, thematic events, latest works, series work, plein air, or bodies of travel or incident-inspired works.



PORTALS – display and hanging requirements

Background:

- The PORTALS TEAM member is present to assist you. Hanging decisions are yours but must comply with the recommended practices below. An ISC loading trolley is located outside PORTALS and is available for use to load and unload pieces.
- All equipment needed for hanging is provided and is carefully stored in a large plastic bin marked “hanging supplies”. Return all items to this bin and return to the locked storage closet when finished.
- Whenever possible, use the PORTALS hanging system (wire) which is accompanied by a magnetic pole for easy use. Take care not to tangle the lines when removing from storage.
- Always use ladders provided to adjust lights etc. **Never stand on chairs.**
- Picture hangers (never nails) may be used for multiple groupings.
- Corners of pictures secured to the drywall using the blue or white putty will ensure that the piece remains level. Ensure that the putty is not visible.
- Consider the label as a part of the overall effect of the display. Generally place it in a consistent, predictable manner.
- PORTALS provides label templates that include: title, medium and price. It is the responsibility of the exhibitor to complete the labels in a professional manner. Non-template formats will be approved on presentation to PORTALS staff but should not exceed 15 square inches.
- 3D work may be placed on plinths provided by the exhibitor or those provided by PORTALS. Two glass display cabinets (16 inches x 16 inches x 60 inches) are available for use. Avoid use of bottom shelf and the very top of unit in order to have a sleek finished look.

Recommended practice for displays in PORTALS:

- If the items are consistent in some manner (same sizes/frames) hanging becomes easy. If not, group visual work by size, colour, theme, a series cluster or shape. Large group users should allow a mixing of the pieces, rather than a wall of work by one person.
- **PORTALS wall space cannot support more than 24 moderately-sized pieces (see diagrams Appendix One and Two)**
- Place the work around the room (leaning against the wall) before you begin. Cull if you have too many pieces; choose pieces that work best together. Avoid including duplicates unless editions of prints are in sleeves.
- For extra security when moving pieces, hold the wire on the back and the bottom of the frame.
- White gloves for delicate items are located in the “hanging supplies” bin.
- **Begin by hanging large pieces 63 inches to the centre of the piece. Smaller, grouped pieces should “close off” to that piece in some manner (see diagrams Appendix One and Two)**
- Avoid double hanging. Triple hanging is absolutely undesirable unless the pieces are extremely small or part of a multiple work.
- Large unrelated pieces need at least 16 inches between outside edges. Moderate-sized pieces (16 inches wide) work well with 4 inches between outside edges. Minimum distance between grouped pieces is best no closer than 3 inches.
- The halogen track and spot lights will enhance your work. The fluorescent fixtures are “state of the art lighting” but are not necessary in most display cases. **Ask the PORTALS staff person to adjust the lighting.**



PORTALS – advertising, signage, labels, show openings, extra opportunities:

Advertising:

- All exhibitors must provide a media release to the PORTALS Coordinator as well as a PDF version of poster design **AT LEAST 15 days before the show dates.**
- All promotions must include the dates and times of the show.
- The venue must be referred to as *PORTALS – the CVAC Centre of Arts, Culture and Heritage* and refer to the address as 2687 James Street, Duncan
- All promotion is the responsibility of the exhibitor. However, PORTALS staff will post the event in the following:
 - **CVAC website - event to appear Portals page as well as online bulletin.**
 - **CVAC E Communique - this digital newsletter goes out monthly to CVAC membership as well as individuals who have confirmed email addresses in PORTALS guest book**
 - **CVAC Facebook Page**
 - **Valley Voice - event information must be provided prior to 15th of month preceding event.**
 - **Duncan-Cowichan Chamber of Commerce weekly digital newsletter**
 - **South Cowichan Chamber of Commerce weekly digital newsletter**
- It is advisable that the exhibitor submits articles etc. to the local newspapers, which may choose to arrange interviews with the exhibitor directly.
- The *PORTALS logo* may be used on promotional material but the *CVAC logo* may not be used without express, written consent.

Signage:

- The event poster provided by exhibitor will be circulated in the immediate vicinity of PORTALS by the PORTALS TEAM. Postings outside this immediate area are the responsibility of the exhibitor.
- One large poster provided by exhibitor will be displayed on an easel at the front door of PORTALS during the run of the show.

Labels:

- PORTALS has a pre-printed label that exhibitors may use or they may provide their own.
- List of Works to be provided one week prior to event containing title, size, medium and pricing.
- Labels may be no larger than 15 square inches (5" x 3" works well) and should not distract from the overall appeal of the exhibit. *Latest practice in metropolitan galleries is a system using discrete numbers that are referred to in show catalogues or on a larger chart placed in a central location in the space.*

Show openings:

- PORTALS is an “alcohol-free” zone.
- All costs for openings is the responsibility of the exhibitor.
- All openings must take place within PORTALS regular hours unless arranged as below.
- See PORTALS coordinator for catering options.

Extra opportunities:

- PORTALS staff can be hired to open/host the space after hours at an additional cost of \$20.00 per hour.
- For an additional cost of \$50. PORTALS staff can prepare a digital poster for the exhibitor. The ordering and the cost of printing are the responsibility of the exhibitor.



PORTALS – booking arrangements, deposits, contracts, cancellation policy, insurance, record keeping, sales

Booking arrangements/deposits/contracts:

- While PORTALS TEAM members may assist potential exhibitors with times and logistics of shows, **all booking arrangement are negotiated and confirmed by the PORTALS coordinator.** The PORTALS coordinator reserves the right to deny requests for use of the space based upon these needs: to ensure that a balance of various activities booked into PORTALS; to ensure a high level of craftsmanship/quality; and to ensure that ethical, artistic and sales standards are consistently met.
- All contract arrangements are made with the PORTALS coordinator.
- One individual must assume legal responsibility for completing applications for larger groups.
- All bookings must be accompanied by a **NON-REFUNDABLE 50% deposit, payable at the time of booking.**

Cancellation:

- Should it become necessary to cancel an exhibition, please do so as soon as possible so that others bookings can be arranged.

Insurance:

- CVAC agrees that if loss or damage occurs to an exhibitor's work at any time during the show period, they will notify the Artist-Consignor forthwith.
- **The exhibitor must ensure that work is insured against loss or damage during the full period of show.**
- Damages to a consigned work resulting from fragile or vulnerable materials with which the work is made shall be the responsibility of the exhibitor.

Record-keeping:

- All items on display and for sale must be listed on the forms provided. Include: artist's; name, title, medium, size, price and a column in which sales are recorded.
- A digital record of the final sales transactions will be provided to the exhibitor within 15 business days of the end of the show.

Sales Procedure:

- Sales may be made in cash, with a cheque payable to CVAC or by using the VISA, M/C or debit machine.
- All sales are recorded in triplicate in an invoice book. The white copy is stapled to the *customer's copy of the VISA, M/C or debit slip* and given to the customer.
- A second, *merchant copy* is stapled to the yellow copy of the invoice and is processed by PORTALS.
- If the exhibitor charges and files HST, **this amount must be included within the retail price. Round total to the nearest whole dollar.**
- Cheques for earned revenue are issued to exhibitors within 15 business days of the end of the show.

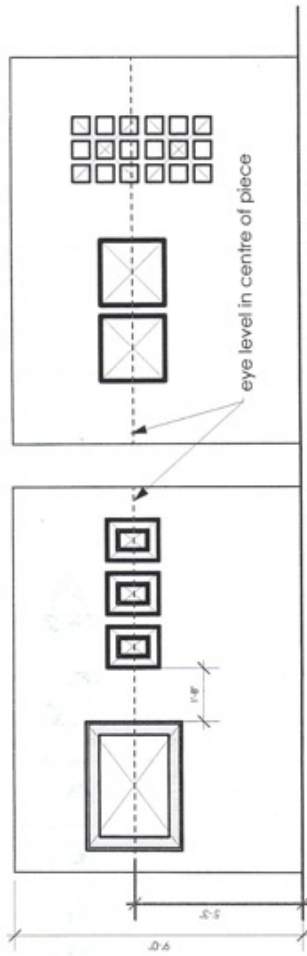


PORTALS – tips for maximizing sales in PORTALS

1. New work is “thirsted for” in our modern world. While visitors love to say, “I know the work of so and so”....they do not buy so easily if they have seen the actual work on previous occasions. They also delight in seeing growth within a favorite artist’s style.
2. There are many visitors to PORTALS who have neither the money nor the intention to buy art; *they simply are there to enjoy it*. This is wonderful and all creators appreciate and value this practice. However, true buyers expect work to demand a fair price, especially if it is framed. Pieces of obvious quality with very low prices can cause some buyers to be suspicious. Interestingly enough, people seldom seem to buy art because of its “good price”. If they like it and can afford to buy anything, they will purchase it.
3. The framing quality can be a large part of the buyer’s decision. Rather than thinking: “I can reframe this with a matt and frame of my choice”, they consider the frame and matt as part of their final purchase. **MAKE SURE TO ASK LOCAL FRAMERS FOR ARTIST DISCOUNTS.**
4. The more that an artist/creator talks personally about their creative process, the more likely a buyer will respond favorably; people like to have relationships (even though they may be fleeting) with the person behind the art.
5. Written biographies or artist’s statements can tell a great deal about the artist. A picture and a well crafted professional piece of writing can make the difference for a potential buyer.
6. A door prize offered to patrons or visitors such as allowing an e mail to become part of a future patrons’ list serve in exchange for a small gift or a draw for an original piece of artwork etc.
7. Traditional show openings are more social activities than business opportunities, especially if the majority of the opening guests are personal friends or family members.
8. Offering viewers a mechanism by which to provide feedback is a useful idea and one that engenders involvement by the public with the exhibitor. The traditional guest book is one way but Facebook feedback, suggestions boxes, cards containing the e mail of the exhibitor with the lead: “*How could I have improved this visual art experience for my viewers?*” etc. are all novel ways to engage the potential buyer.

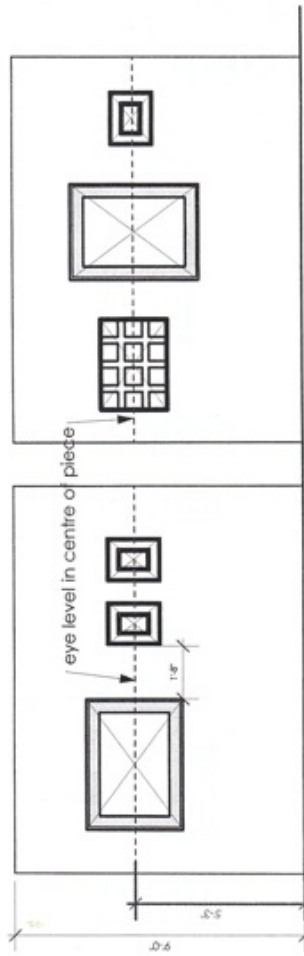
APPENDIX ONE

METHOD ONE - CENTERING METHOD



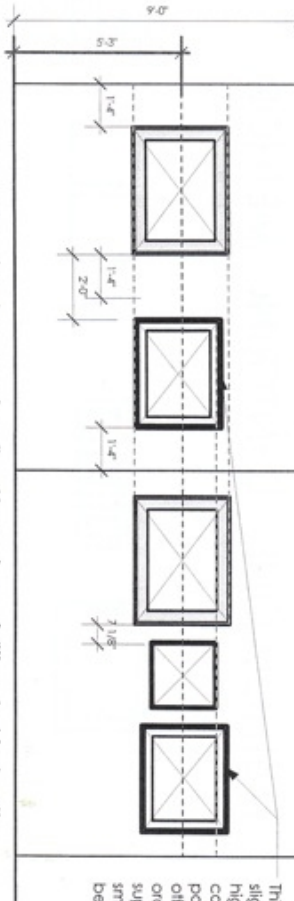
The simplest and most effective hanging method is to hang pieces so they're centered at average eye level (63 inches off floor). Space to **group at 4" - 6"** apart or spaced to **separate at 16" - 20"** apart.

Always consider grouping by style, colour, or a deliberate contrast between pieces.



METHOD TWO - CLOSING OFF METHOD

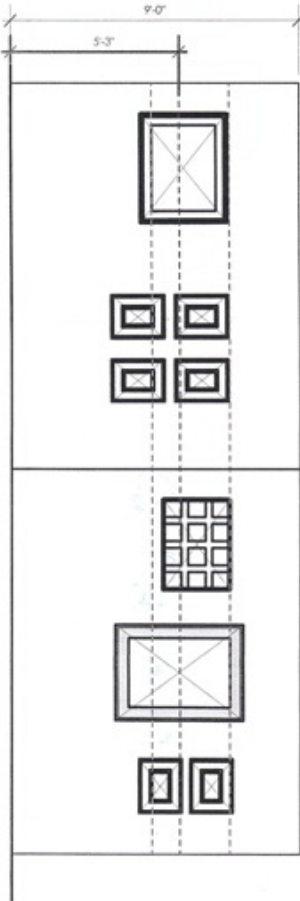
APPENDIX ONE (continued)



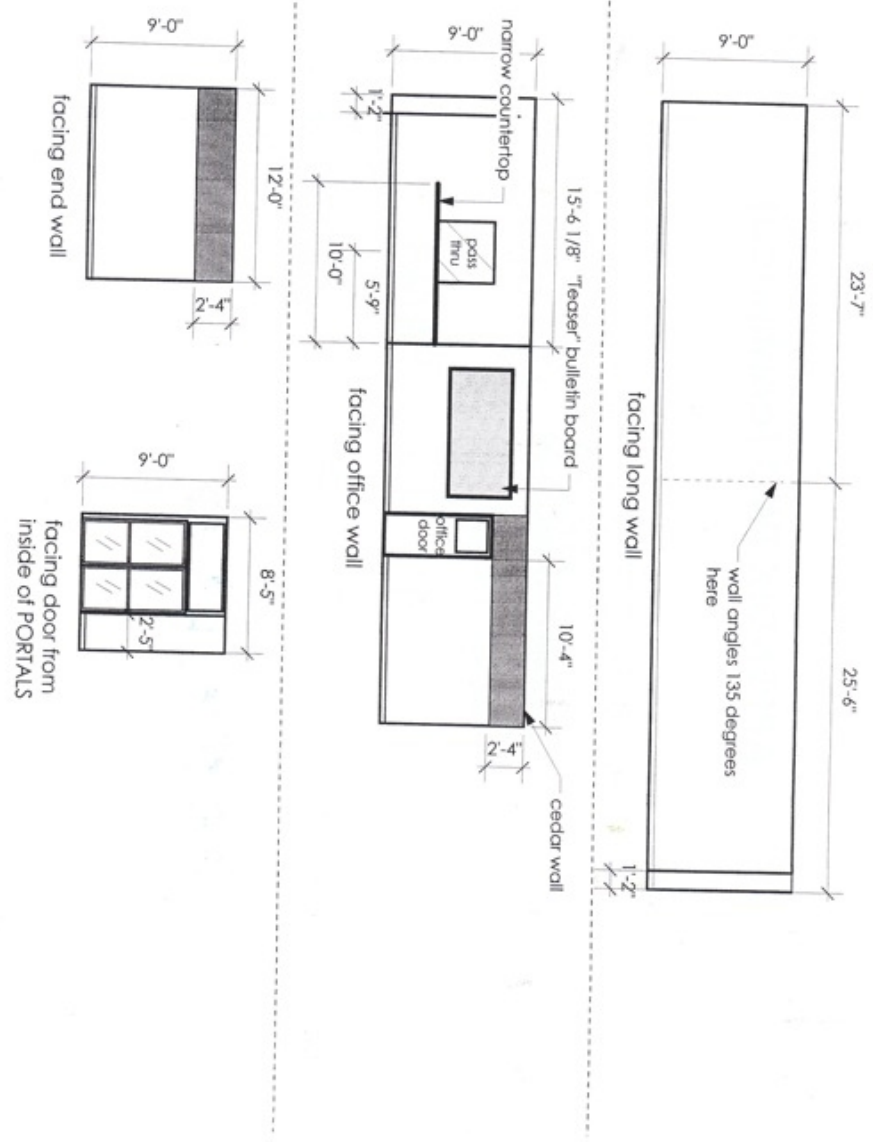
The problems in hanging arise when several small and large pieces of different subject matter and style have to be hung in close proximity. This can be addressed using **CLOSING OFF**: a method in which deliberate attempts are made to line up horizontal lines with elements of frames, matboard, or even with horizon lines that exist inside the subject matter itself, such as obvious horizon lines. Always begin by hanging the largest pieces at eye level. Then "close off" with smaller pieces.

The distance between the outside edges of the frames is important. Large, unrelated pieces need to be at least 16" apart.

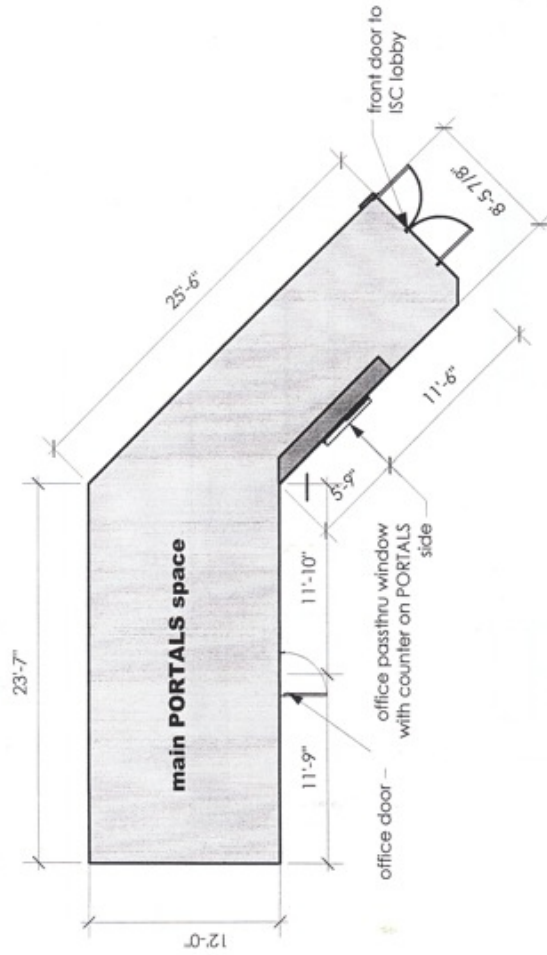
Moderate-sized pieces (16" wide) work well 4" - 6" apart.



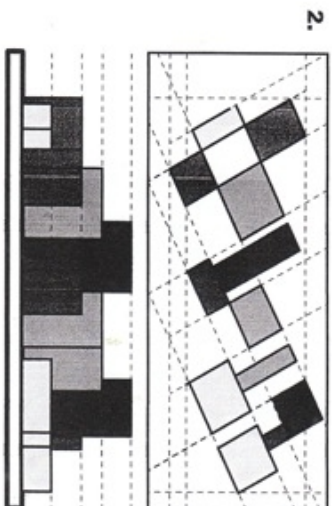
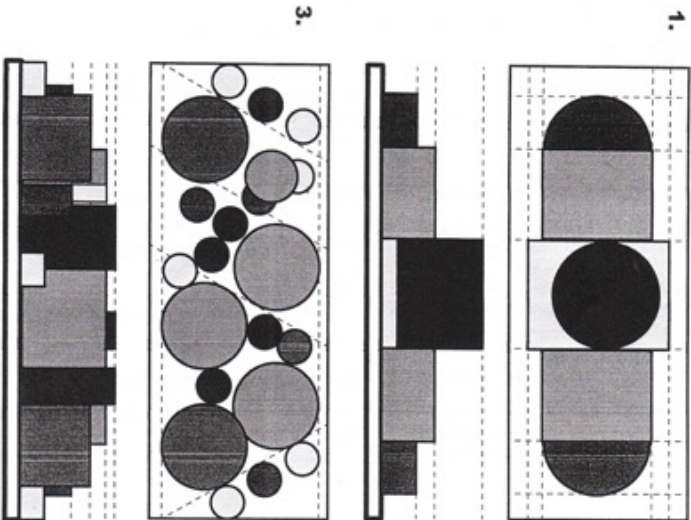
APPENDIX TWO



APPENDIX TWO (continued)



APPENDIX THREE



When arranging items in three dimensions such as on display tables or in shelving, have both a plan view (from the top) and an elevation view (from the side) in your mind before you start.

Incorporate a variety of heights, weights and textures.

Always consider all of the sides even though the display may not be viewed from the "back" in certain cases.



APPENDIX FOUR – Framing hints

How you present your work of art is up to you. However there are professional standards that should be applied when entering your work in a professional show. Many articles and books have been published on the subject and the Internet is full of ideas. We are fortunate in the Cowichan valley to have professional framers. Most offer CVAC members a discount if you ask.

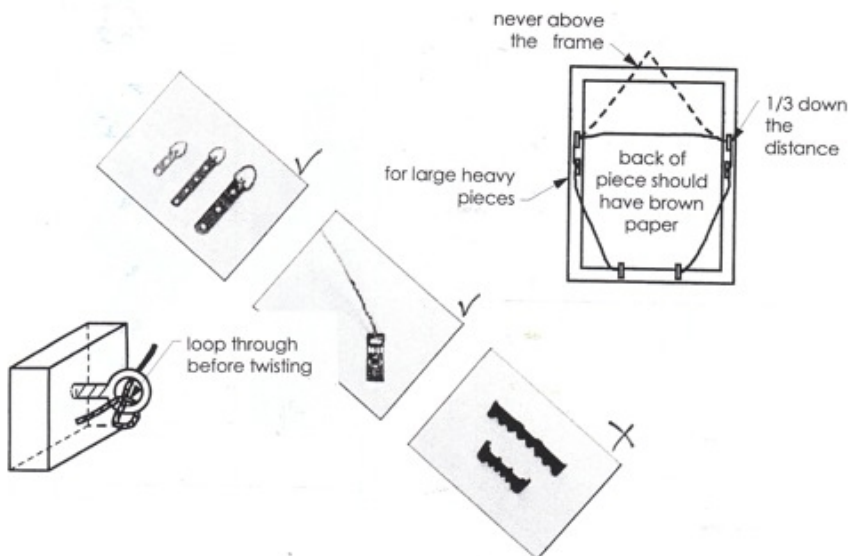
If you do decide to do your own framing, please pay attention to these basic rules:

- Art must be secure enough to hang without falling
- All sharp wire ends should be coated with masking tape so volunteers do not cut themselves when hanging your work
- Hardware should be properly sized for the weight of your piece.
- Use braided or plastic coated picture wire only. No string, shoelaces, airplane wire, solid wire, or coat hangers, etc.

For professional standards as needed for all CVAC shows and in order to hang your work in PORTALS

- No gummed cloth or saw-toothed hangers. They are not strong enough nor do they allow those hanging the work to easily level the piece on the wall.
- No frames intended for tabletop pieces.

When attaching wire on the back of your piece, use appropriately sized eye screws. Drill a guide hole and screw in eye screws until they are secure. Always loop your wire through the eye screw and then pull across to other side. Secure lightly so that the wire is almost taut before twisting the end around the wire. See diagram below





**APPENDIX FIVE - PORTALS – opportunities
price list**

New bookings as of February 1, 2012

Opportunity	Members cost	Non-Member Cost	Other
“rent a wall” (16 days including ½ days to hang and ½ day to take down)	\$55.	\$100.	No commission charged on sales Includes free use of VISA/MC, debit machine for single items less than \$300. in value. Single items greater than \$300. will have a 2% VISA use charge levied. For an additional cost of \$20.00 per hour, PORTALS staff can be hired to open/host the space after hours. For an additional cost of \$50. PORTALS staff can prepare a digital poster for the exhibitor. The ordering and the cost of printing are the responsibility of the exhibitor.
whole space usage (8 days including 1 ½ days to hang and ½ days to take down)	\$175. for first week, \$150. for second week. Maximum of two weeks	\$200. per week	As with rent-a-wall
“Teaser gallery”	none	not available	
workshop rental (four hours no charge for set up and clean up)	\$50.	\$100.	