



## Heron Hall Art Exhibit Parameters and Application

900 Sanford Road  
Santa Rosa, CA 95401  
(707) 527-9277  
[www.lagunafoundation.org](http://www.lagunafoundation.org)

Dear Artist,

Thank you for your interest in exhibiting your artwork at Great Blue Heron Hall! Our goal is not only to provide beautiful art for the diverse community that uses the hall, but to reach a broader audience and touch people with the art-nature connection in meaningful ways. Before you fill-out the application located at the end of this document, please make sure you can comply with the following parameters:

- Art should be 2-dimensional and nature-based (e.g., not figure).
- The Foundation assumes no responsibility for the costs the artist incurs with their exhibit.
- Gallery shows generally run for 4 months, 3 shows each year: Jan-Apr, May-Aug, and Sept-Dec.
- A 40% commission will be retained by the Laguna Foundation on all work sold from the exhibit. 100% of the exhibited work must be for sale.
- Art must be **original**, framed and ready to hang. Additional unframed artwork secured in plastic sleeves with a firm backing can be displayed in a free-standing rack (provided by the artist) in the Gift Shop. All pieces should be labeled with artist name, title and price.
- Artists hang their own show, with final approval (of placement, etc.) by the Art Exhibit Committee. A layout plan must be approved by the Art Exhibit Committee at least two weeks prior to installation.
- Only the interior walls are available for hanging art work. Gallery offers 65 feet of linear wall space. Minimum size for framed art piece = 20"x20".
- Artwork must be hung at least 44" from the floor. In general, one row for paintings is preferred, spaciouly placed (not crowded together), but themed groupings are possible.
- Each piece of artwork will have a corresponding removable label that sticks to the wall and lists the artist name, title, medium and price (the artist provides the information via email to LF staff at least one week prior to installation, and LF staff will print and place the labels once the exhibit is installed).
- Price sheets will be provided by the artist, with the title of each numbered piece, for the public to use while viewing the work.
- The existing lighting is the only lighting. No additional lighting allowed.
- A binder with clear plastic sleeves will be available for the artist's business cards, artist statement, resume, and contact information. Artists are encouraged to create an artist statement and to have a Guest Book on hand for visitors to leave comments.
- The Foundation will promote the exhibition in its monthly E-News and triannual newsletter, on its website, and through social media, as well as through press releases and online community calendars.

- Artists create their own postcard/flyer and mail it to their own list. They are welcome to leave postcards and/or flyers at the LF for visitors (in Heron Hall and in the office).
- Artist takes a lead, in coordination with Laguna Foundation staff, in setting up their own Art Opening reception. The artist is responsible for providing the food and drinks, set-up and clean-up for the event. Laguna Foundation will provide 2-3 volunteers to help.
- Laguna Foundation provides Heron Hall for the opening, and up to one other exhibit-related event, e.g., an evening slideshow or workshop.
- Laguna Guides will staff the sales during the Art Opening, Open Houses, and during Public Education events (approximately 2 or 3 events per month). Guests are welcome to view the art Monday-Friday 9am-5pm, but we recommend they call ahead to make sure the hall is available (707-527-9277, x107).
- While all reasonable care and precautions will be taken, insurance for the art displayed will be the responsibility of the exhibiting artists. Laguna Foundation will assume no liability for damage or loss.

Please contact me if you have any questions. I look forward to hearing from you!

Anita Smith  
 Public Education Coordinator and Heron Hall Manager  
 Laguna de Santa Rosa Foundation  
 (707) 527-9277 x.110  
[anita@lagunafoundation.org](mailto:anita@lagunafoundation.org)

-----

### Art Exhibition Application

Today's Date: \_\_\_\_\_ Artist's Name: \_\_\_\_\_

Group Name (if applicable): \_\_\_\_\_ Medium: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Proposed Title of Exhibition: \_\_\_\_\_

Description of proposed art show): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please return to:**  
 Anita Smith, Laguna de Santa Rosa Foundation  
 900 Sanford Road, Santa Rosa, CA 95401