

MEMBERS HANDBOOK

ALLIED ARTS COUNCIL OF SPRUCE GROVE

[Updated December 2010]

Overview

MISSION STATEMENT:

The Allied Arts Council of Spruce Grove provides, promotes and furthers the visual arts and cultural opportunities for the enrichment of community life in Spruce Grove and surrounding area.

OBJECTIVES:

- To educate and increase the public's understanding and appreciation of the arts by working within the community to improve the standards, quality and range of artistic expression.
- To encourage more people to participate in artistic activities by providing art classes, shows, workshops and awarding art scholarships to students.

OUR OBJECTIVES ARE MET BY PROVIDING:

- An arts facility
- Art exhibitions
- Art education
- Art resource network
- Special events and cultural activities

VISION STATEMENT:

It is the vision of the Allied Arts Council of Spruce Grove to be the link between the arts community and the community at large so that all people may enjoy and experience the benefits of art.

The Allied Arts Council is a unique organization that not only contributes to the community as an art group in various capacities, but also manages and operates *The Spruce Grove Art Gallery*.

The Spruce Grove Art Gallery has a dual purpose: 1) It offers a venue in which you, the member artist, may display and sell your work, and 2) offers customers and the Community a place through which to purchase artwork and one-of-a-kind gift items created by members of the AAC.

The Business of the AAC, an artist-run centre, is conducted by a Board of Directors chosen from within the membership of AAC, consisting of the following elected Executive Officers: President, Vice President, Treasurer, Secretary, Exhibition Director,

Membership Chairperson and Past President; and also the Standing Committee Chairs/Directors.

Elections take place at our Annual General Meeting on the first Wednesday in January each year. Besides the Board of Directors, the AAC has two paid positions, that of two part-time Office Administrators, who take care of the daily activities of the Gallery. Also employed by the AAC is a part-time Accountant who looks after payroll and month & year end for AAC. During the summer months there is often a Summer Student hired for Special Projects.

HISTORY:

The Allied Arts Council of Spruce Grove (AAC) came in to being from a vision of Arliss Cuff to show case the arts. Sponsorship provided by Melcor Developments established the first Juried Art Exhibition. The success of this event encouraged organizers to form the Allied Arts Council of Spruce Grove in October of 1981.

In 1990/91 the AAC opened a small gallery on McLeod Avenue. The gallery was well received, and members were encouraged to lobby the City of Spruce Grove for the soon-to-be-vacant Golden Age Centre. The Kinsmen and AAC joined forces in the spring of 1992 to create the Kinsmen Art Centre. The groups applied and were successful in receiving funding from a CRC grant. The AAC also provided substantial matching dollars towards that grant (probably somewhere in the \$20,000.00 to \$30,000.00 range. The Kinsmen provided the expertise and labour to match the funds. The newly renovated facility became the Little Church Gallery in what used to be the church sanctuary and the annex, a community-use facility, which was available for rent to the public or other community groups. The annex provided the Allied Arts Council with a venue out of which art classes, workshops, meetings, competitions and other programs were run.

The beginnings can be traced back to 1890 when a log church was erected on the corner of Pioneer Road and Highway 16 by the name of Union Church. A cairn stands there today. Several denominations worshipped there. In 1920, a new structure was built at the corner of McLeod Avenue and Main Street and was given the name St. Andrews United Church. The church was uprooted in 1977 to its present location. A friendship club, The Golden Age Club, enjoyed meetings in it for quite a while. Eventually, the congregation went on to bigger accommodations; the church fell into neglect until the Kinsmen and AAC joined forces and renovated the facility to its present state.

The Allied Arts Council was housed in Little Church Gallery until early 2007.

In 2006 the AAC attained their Charitable Status, thus opening up many new opportunities for fund raising.

In 2006 the AAC joined forces with the City of Spruce Grove to create the new state of the art **Spruce Grove Art Gallery, which is located in the Melcor Cultural Centre at #35 – 5TH Avenue, in Spruce Grove, along with the Spruce Grove Public Library.**

This wonderful new facility opened on February 20th, 2007, with the Grand Opening Ceremonies on May 3, 2007.

The Allied Arts Council, along with the Spruce Grove Public Library cooperatively uses the Program Room and meeting room spaces provided in the new facility. This enables the AAC to function as a liaison between the artist and the community. The AAC is a not-for-profit, charitable organization, which manages and operates the Spruce Grove Art Gallery.

The original artwork of local and Alberta artists is presented in the Spruce Grove Art Gallery and the Spruce Grove Public Library.

FEATURE ARTISTS

Each year, Alberta artists are invited to submit exhibition proposals for selection of Feature Artist opportunities throughout the year.

For more information and to see a listing of the upcoming Feature Artists show openings, go to our web site www.alliedartscouncil.com

ANNUAL ART EXHIBITIONS AND SALES

Juried Active Members Exhibition & Sale
Students Art Exhibition & Sale
Seniors Art Exhibition & Sale
Annual Open Art Competition & Sale
Annual Christmas Store & Sale
Various Member Theme Shows
Feature Artist Shows & Sales

For dates and Call for Artists for these shows, please look on our web site www.alliedartscouncil.com

GENERAL MEETINGS:

General Meetings are held on the **first Wednesday** of each month [except for July & August] at 7:00 p.m. in the Board Room at the Spruce Grove Art Gallery, which is located in the Melcor Cultural Centre at #35 – 5th Avenue, Spruce Grove.

Fellowship with other artists and refreshments are enjoyed. Attendance at the General Meeting maximizes your membership with the AAC. In order to qualify to enter the Juried Active Members Show, you must attend a minimum of four [4] General Meetings since the previous year's Juried Active Members Show, as well as meet the 'member in good standing' criteria.

DISPLAYING YOUR WORK IN THE GALLERY:

As a member, you are encouraged to display your artwork in *The Spruce Grove Art Gallery*.

To do this you must first have your art evaluated to our Standards (copy attached) by the Standards Committee. If your work is accepted to hang in the gallery, you will receive a letter of acceptance along with a Terms of Agreement form, which you must sign and return to the Office Administrator. Your art will then be accepted into the gallery at the next gallery rotation. [Note: Policy on Gallery Hanging] This can be found on our web site www.alliedartscouncil.com.

Members are also able to display artwork at the Westgrove Clinic, FCSS Offices, and in the Program Room of the Melcor Centre.

CLASSES AND WORKSHOPS:

The Allied Arts Councils/Spruce Grove Art Gallery offers a variety of art classes and workshops for all ages taught by qualified instructors. Prices are reasonable, with members enjoying a ten percent [10%] discount on the registration fees. Workshops are offered to encourage, motivate, inspire and teach anyone that is interested in furthering their knowledge of the art process, and are arranged according to expressed interest. Attending can create a greater sense of community among artists and members. Watch the Newsletter for details and /or pick up a current Class / Workshop brochure or go to our web site www.alliedartscouncil.com

GALLERY TOURS:

Tours of the Gallery are offered to any group including schools, children's clubs, or anyone that enjoys the arts. Contact the Gallery at 962-0664 or email at alliedac@telus.net to make arrangements.

DEMONSTRATIONS:

The Allied Arts Council of Spruce Grove believes in bringing art to the community. Local artists can be seen demonstrating their techniques at our Summer Demos and Tea, and also during Alberta Arts Days weekend in mid-September. Members as well as the general public are all welcome.

INFORMATION AND ADVICE:

The Allied Arts Council/Spruce Grove Art Gallery provides a venue for the artist to interact, exchange ideas and techniques with peers. Guest speakers are invited for regular meetings, or a critique may take place by members attending a meeting. Professional critiques may also be arranged. The business of art and professional development for the artist is also encouraged.

Library: A collection of art-related books, tapes and DVD's is continually being built upon. The library consists of books that have been either purchased or donated or are on loan from members. Members are encouraged to use the library for either enjoyment or to further their knowledge. Books may be borrowed for a one-month period.

OPEN ART COMPETITION:

The Open Art Competition is an annual event, open to all Alberta artists, which provides a venue for the City of Spruce Grove to purchase works of art for their municipal collection. Funding for the art purchases has been made available by a grant awarded to the City by Melcor Developments. In addition to the opportunity of having works purchased for the municipal collection - prize money, gift certificates and ribbons are also awarded. A reception and awards presentation makes this a gala event.

SCHOLARSHIPS:

Each year the Allied Arts Council of Spruce Grove holds an Annual Juried High School Art Exhibition. A scholarship of a one-week all expenses paid trip to Red Deer College's, Summerscapes program is awarded to the first place winner in each Grade [10, 11 and 12].

Second and Third place winners in each grade (10, 11 & 12) will each receive scholarships of workshops presented locally by a Professional Artist or supplies for the medium of their choice.

Ribbons will also be presented to the recipient of 1st, 2nd, 3rd & Honourable Mention in each of the Grades [10, 11 & 12].

MEMBERSHIP:

Membership is open to all artists, as well as those interested in becoming Patrons of the Arts by supporting and promoting the arts in our community.

Standards Committee is a volunteer group from your membership. We encourage learning, teaching and all skill levels to be part of the Allied Arts Council and Spruce Grove Art Gallery. We encourage quality in representation and presentation of all work.

Your 2010 Standard Committee Members Are:

Chairperson: Steve Nagy

Committee Members: Kathy Meaney, Uta Preuss, Susan Casault, Gail Seeman

We, the Standard Committee, suggest that the following standards be applied to any and all visual art to be shown at the Spruce Grove Art Gallery. This criteria is to be met for new members, competition, gallery rotation and showing in the Gallery. No copies or reproductions of any kind will be accepted. *Copyright infringement is the sole responsibility of the artist.*

ORIGINAL ART:

Only **original art** will be accepted in the following mediums:

Oil, watercolour, acrylic, pastel, pencil drawing, ink, mixed media, fabric art, batik, encaustic collage, silk painting, print making, sculpture in jade and papier mache, soapstone, marble, metal, wood, clay, pottery, raku, porcelain, glass (painted, blown, fused, and stained), as well as any other original that the Standards Committee would deem acceptable.

Photography: The artist (photographer) must be directly involved in the creative process. Please refer to full Standards for photography at www.alliedartscouncil.com.

Digitally Based Artwork: Where the artist utilizes a computer and imaging software (e.g. painter, photo-shop, alchemy) to create an original piece that may include elements that are traditional in nature (e.g. scanned paintings, photographs, sketches, etc.) or digitally created. The artist must be directly involved in the creative process and must not rely solely on randomly generated elements.

At this time, edition prints /reproductions **WILL NOT** be accepted. (If you need clarification on this matter, please contact the executive members)

FRAMING

All framing must be archival. Matting and all other materials used in mounting must be acid free. Wire must be installed as shown. Attached are some diagrams of correct and incorrect ways of hanging paintings. No clip frames, claw hooks, wire loops, string, bailer twine, nails or notches cut into frames will be accepted. Frames may be purchased anywhere, as long as the product is archival, properly wired, and the back of open frames is covered with a dust cover.

We will accept stretched canvases that do not have dust covers providing they are a minimum 1 inch depth or deeper. The stretched canvas must be fully painted. Side staples on canvases are not accepted. Dust covers are recommended on all framed artwork. All canvases must be framed if they are less than 1 inch in depth. Framed canvases with canvas exposed from side view are not acceptable and will be returned.

Note: Canvas Board will be an accepted support for artwork submitted. However, those who purchase artwork on canvas board should be made aware that it is not totally archival (e.g. may warp) over time.

Artists: Please be cognizant of the fact that canvas board may not be accepted at some galleries.

CARD RACK AND SHRINK-WRAPPED ART:

Only small, original, matted, shrink-wrapped art under 11” by 14” will be accepted. Cards and bookmarks will be accepted. Commercial clear envelopes especially made for cards and paintings can be purchased at a reasonable price. Zipper or freezer bags will not be accepted.

It is the responsibility of all members to care for their own stock and change it out at least 3 or 4 times a year to keep art works fresh and seasonal. Please make sure your cards are put in your rack only! If you do not have one as yet, one will be provided for you on request. This change out applies to shrink wrapped art as well

Computer-generated images of **your art** will be accepted for cards only, provided they are printed on a photosensitive surface (photo paper.)

*Those wishing to have greeting cards professionally printed with their artwork may do so and display and sell them in the gallery. This applies to greeting cards **ONLY**.*

SUBJECT MATTER:

Any tastefully presented work of art will be accepted, including the human form, when it is rendered in a spiritually, sensitive and edifying manner. The Standards Committee reserves the right to refuse any questionable alternative art.

NUMBER OF PIECES OF ART ALLOWED PER ARTIST PER GALLERY ROTATION

Each artist shall be allowed to hang on the wall:

the equivalent of two 32” x 40” paintings or

six 10” X 12” or

four 16” x 20” or

any combination of these sizes

AND 24 art cards, which may include original works, original photographs, collage and photographs of your artwork

THREE DIMENSIONAL ART

All other art that is three dimensional such as sculpture, glass, small table pieces, turned wood, etc., shall be limited to 10 pieces per artist. This is in addition to the hanging art.

THE CHRISTMAS STORE

The intent of the Christmas Store is to produce quality handmade original gifts for sale to be made by an AAC member. All ornaments, etc. must be original (no copies). Purchased merchandise of any kind is against our mandate, and therefore shall not be allowed for resale. Matted and shrink-wrapped paintings will be permitted if they are 16” X 20”and under. There is no limit on the number of pieces a member may show at the Christmas Store, as we want to have a grand display at the Gallery during the festive season. *Cards professionally printed with your artwork will be accepted and other prints will be allowed only at the discretion of the Christmas Store committee.*

MEMBERSHIP:

In order to insure that the quality of art is kept to outlined standards, the Standards Committee is recommending that all new members wishing to show in the Gallery be evaluated on the presentation of their work. If a person has been a member for some time, but has never shown in the Gallery, the artwork presentation of that member is subject to evaluation before being able to hang.

If you have been a member that has previously had artwork hung, but have not hung work for a period of more than 2 years, a re-evaluation may be required due to changing standards that you may be unaware of.

If your membership has been allowed to lapse, you will be considered a new member and will need to adhere to the “new member” policies in regard to hanging of artwork in the gallery.

EVALUATION OF ART PRESENTATION:

An evaluation of how your art is *presented* (this does not mean your art) for new members and/or members wanting to show at the Gallery, takes place on the first Wednesday of every month at 6:30 pm. There are no General Meetings July and August.

Appointments for evaluations must be made through the gallery at least 2 days prior to the day of the meeting.

Three framed, ready to hang paintings or three three-dimensional pieces of art (sculpture, pottery, woodwork etc.) are to be brought in for presentation evaluation. Your art work is accepted or rejected solely on its presentation NOT on the status of the artwork *(This is assuming that your artwork meets the “subject matter” clause previously mentioned.)*

New members who are successful in passing the presentation Evaluation will be notified by the executive and may bring in artwork for display in accordance with the A.A.C. policies. *(Please check with the gallery for the next rotation date once you have qualified). If there is a concern with the artwork, a member of the standards or Executive may discuss this with the artist.*

Revised December 2010