

Thank you for your interest in joining The Kelly as an Artist Associate member! Please review all the information thoroughly and complete the application below with all the requested information for consideration into the program.

PROGRAM BENEFITS

Accepted Artist Associates enjoy many benefits from their membership with The Kelly.

1. Artist Associates are granted 30” wide x 40” tall wall space within the gallery to display their 2-D artwork(s) year-round. These artworks do not need to fit the main exhibition’s theme, whether it be subject, style, or medium. 3-D objects are accepted based on available space, which may change per main exhibition and may be displayed in the Museum Shop area. PLEASE NOTE that the above (including the size of the space allocated) is experimental and subject to adjustments/changes in the future.
 - i. Within the 30” wide x 40” tall wall space, artists are limited to a maximum amount of six (6) total pieces at a time. This is to ensure proper spacing within the space itself as well as enough spacing from their Artist Associate neighbors.
 - ii. Artist Associate wall spaces are intended to be rotated roughly once a quarter. This is to encourage repeat visitor interaction and help guests see new pieces.
2. Artist Associates are encouraged to display up to 25 artworks on our website. Artist Associates should send photos of their artworks to Registrar@TheKelly.org with details (title, medium, year created, etc), and indicate in the email message that these are for their online gallery.
3. Artist Associates receive either free or discounted rates for Art Classes and Demonstrations.
4. Artist Associates have access to Studio Days and Art Talks for free.
5. The Christmas Artists’ Market fees are waived for Artist Associates who participate.

CONTACT DETAILS

Artist Name: _____

Artist Website/Social: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Phone Number(s): _____

Preferred Way to be Contacted: Call Text Email Other: _____

ARTIST ASSOCIATE APPLICATION FORM

PORTFOLIO

Please provide up to ten (10) quality photos that best represent your work, along with the following information: title, size, medium, year created, and prices (or insured price if not for sale). If you create artworks you intend to display in several different mediums, techniques, or subjects, please send at least one photo to represent each.

IMPORTANT: All artwork(s) and object(s) must be works created by the Artist Associate submitting them. Plagiarized art is not allowed and may result in revocation of the Artist Associate's membership.

Please send this filled-out application and your entries to us at Exhibits@TheKelly.org or to our office at 301 Hill Street, Wetumpka, AL 36092. If you have any questions, concerns, or accommodation needs, please do not hesitate to reach out to us at (334)478-3366 or Exhibits@TheKelly.org.

PROGRAM INFORMATION AND RULES

1. **AVAILABILITY:** These memberships are for artists and craftsmen only, and there is a limited number of available Artist Associates memberships. Submitting this application does not guarantee acceptance, as The Kelly can only accept a limited number of artists at a time. Applications that are not accepted due to no vacancies are placed on a wait list and will be contacted if/when space becomes available.
2. **ACCEPTANCE:** Once accepted, please make a payment of \$150.00 within thirty (30) days by cash, check, card, or PayPal. You may make payments out to "The Kelly" and either come by the office or mail your payments to us at PO Box 641, Wetumpka, AL 36092.
 - i. If we do not receive your payment, a signed w-9, AND a signed Exhibition Agreement within thirty (30) days of notification, we will assume you are no longer interested and release the membership to the next artist on the waiting list.
3. **COMMISSION:** The Kelly implements a mandatory donation of 25% for any art/objects sold through The Kelly. The Kelly handles the sales taxes and adds a 3% credit card surcharge fee (when applicable), so the Artist Associate is remitted a true 75% of their artwork's sale. Please account for this while pricing.
 - i. You may submit artwork(s) that are for Not For Sale in both the physical location and The Kelly's online gallery. Please notate this clearly, and provide an insurance price (if at physical location).
4. **SUBJECT MATTER:** We do not have any expectations for medium, style, techniques, or subject matter. However, The Kelly reserves the right to refuse artwork(s)/object(s) that may be deemed detrimental or risky to The Kelly's professional image.
5. **INVOLVEMENT REQUIRED:** We require that all Artists Associates be actively engaged with The Kelly. Artists may fulfill this requirement by at least one of the following means: volunteering, donating artworks to fundraiser events, having great sales, and/or frequent attendance to Kelly functions and events. Artists are expected to contribute to The Kelly through a meaningful amount of engagement, and artists who do not will likely not have their next application approved upon annual renewal.
6. **HANGING INSTRUCTIONS:** We require that all artwork(s) are either framed or gallery-wrapped and have gallery wire installed securely on the back of the artwork. Gallery wire is sometimes donated to The Kelly, and if available, Artist Associates may use these materials while at the gallery. Artwork that does

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not have gallery wire installed will not be hung and will be returned to the artist. This is for the artworks' safety, as gallery wire is the safest professional method for hanging artwork.

- i. Artwork(s) that are damaged due to improper wire installation (e.g., wire snaps off frame due to improper screw installation and thus falls to the ground) are *not* the responsibility of The Kelly.
7. **ROTATION:** Artists must remove and replace/rotate any artwork that has been on display for six (6) months. Artists will be notified upon the six-month mark, though artists can contact The Kelly any time concerning the status of their art inventory. This mandatory six-month rotation is to encourage repeat visitor interaction, help guests see new pieces, and assist in the artists' chance for sales.
- i. **Pick Up:** Once an artist has been notified that their art must be rotated, that artwork becomes subject to the exhibition agreement's pick-up policy, where failure to remove it within ninety (90) days of notification shall mean that the artist has decided to donate the piece to The Kelly.
8. **ART DROP OFF:** When dropping off your art at The Kelly, we require:
- i. A filled-out form indicating title, year created, medium, dimensions, sales price or not for sale, and an insurance price (if not for sale).
 - ii. Artwork(s) are ready to hang—gallery-wire installed, and framed or gallery-wrapped.
 - iii. A signed exhibition agreement on file for the current year.
 - iv. A filled out and signed W-9 form for the current year.

We cannot hang nor insure your artwork(s) until all the above information is received.

9. **MARKETING:** The Kelly may use images of your artwork(s) and object(s) for marketing purposes in digital, printed, and other publications, like social media and marketing materials.
10. **W-9:** The Kelly is legally required to report to the IRS the sales of any and all artists who sell more than \$600 through The Kelly in a tax year. Thus, we now require a signed W-9 from all our Artist Associates to have on file in the event that an Artist Associate meets this legal requirement.
11. **PAYMENT:** If/when your art sells, The Kelly will issue a check payment to your mailing address on file. These payments are released in bulk at the beginning of each month. Please be sure to keep your mailing address up to date with us.
12. **SHIPPING:** At this time, The Kelly cannot offer to ship your artwork(s) on your behalf. Please indicate if you would or would not like to be contacted to ship an artwork to a potential buyer:
- I would like The Kelly to inform a potential buyer that I may be able to ship an artwork to them for an additional charge (to be quoted by the shipping company).
 - I would like The Kelly to inform a potential buyer that I may be able to ship an artwork to them for no additional charge.
 - I do not want to ship my artwork to a potential buyer.

ARTIST ASSOCIATE APPLICATION FORM

MUSEUM SHOP

Please indicate if you are interested in your artworks and/or original craft objects being displayed in the Museum Shop (located near the front door):

- I am interested in my artwork(s) being displayed on the museum shop's walls.
- I am interested in my artwork(s)/object(s) being displayed in the museum shop.
- I want my object(s) to ONLY be displayed in the museum shop.
- I do NOT want my artwork(s)/object(s) to be displayed in the museum shop at all.

For objects to be displayed in the museum shop, please refer to the following guidelines:

1. Any art and/or craft object(s) must be works created by the Artist Associate. Crafts that take a material and change it into a different form may be acceptable so long as the object is appreciably altered by the Artist Associate, to be approved on a case-by-case basis.
2. Artists **MUST** submit photos and descriptions to The Kelly for approval PRIOR to drop-off. The Museum Shop has limited space and storage; thus, artwork(s)/object(s) are juried based on quantity and other similar objects. Artwork(s)/object(s) dropped off without The Kelly's prior approval, notification, or consent will not be displayed, but will be returned to the Artist.
3. Labels should be affixed to oddly shaped objects (clothing, jewelry, etc) to let customers and visitors know that it was created by the artist, ie. "Created by [Artist Name]."
4. Prints must be the result of an original artwork created by the artist.
5. Use of trademarked or copyrighted materials is not permitted, unless the artist provides (and includes with each object) a statement from the original owner providing legal and written consent for its usage to the Artist Associate.

SIGNATURES

I have read and understood the above information, and if accepted, agree to the above.

Applicant Signature

Date

Applicant Printed Name