



Art in City Hall Pilot Program Guidelines

The City of Alameda's Art in City Hall Pilot Program provides exhibit opportunities for professional and emerging Alameda artists and arts organizations, with the goal of supporting the local arts community, creating a memorable experience for the public, and celebrating Alameda's diverse history and community. The guidelines below describe the application process, exhibit schedule, artwork requirements, artist responsibilities and other program details.

Art in City Hall is one-year pilot program for the 2018 calendar year. These guidelines will be re-evaluated and refined, as needed, when the pilot period concludes.

Program Overview

- The Art in City Hall program will consist of two gallery spaces: one on the first floor and one on the third floor of Alameda's City Hall
- Each gallery will feature four displays per year. A total of eight artists or artist groups can be showcased each year
- The program is open to all professional and emerging artists living or working in Alameda, or arts organizations based in Alameda
- The City will publish a Call for Artists to fill the eight gallery dates. Artists will be chosen by lottery
- Artists are encouraged to have a reception at City Hall on the second Friday of a month during the installation period, to coincide with the City's 2nd Friday Artwalk. Receptions must be scheduled in advance with City staff to determine an available date and time. The artist is responsible for the reception, set-up, supplies, non-alcoholic refreshments, and clean-up following the reception
- While every reasonable precaution will be taken during the exhibition of artwork, the City of Alameda, its officials, officers, employees, commissions or volunteers do not assume responsibility for any loss or damage to the artwork incurred in connection with the Art in City Hall display. Artists must agree to look to their own insurance coverage for claims of loss or damage

Application Process

- The City will publish an annual Call for Artists to fill the eight gallery dates. The Call for Artists will be published in a press release from the City of Alameda, and posted on social media and the City's website. The City will also establish an email list of interested artists and arts organizations and they will be kept updated about the Art in City Hall program
- As described in the Call for Artists, artists will need to complete an application to be considered for the program. There is no fee to apply



- Entries must be submitted along with a minimum of three JPG images of artwork that are the same or similar to what the artist plans to display
- Artists will be selected by random through a public lottery conducted by the City Clerk's office

Exhibit and Installation Schedule

- The 2018 program year exhibit schedule is as follows:
 - Friday, January 12 – Thursday, April 12, 2018
 - Friday, April 13 – Thursday, July 12, 2018
 - Friday, July 13 – Thursday, October 11, 2018
 - Friday, October 12 – Thursday, January 10, 2019
- Exhibits will be open to the public during regular City Hall hours: Monday to Thursday, 7:30am-6pm
- Exhibit installations will take place the second Friday of January, April, July, and October unless notified of a different date. Artwork must be installed between 9am and 2pm. No exceptions will be made
- Art pieces must be removed the second Thursday of January, April, July, and October unless notified of a different date. Artwork must be removed between 1pm and 6pm. No exceptions will be made
- The City will not be responsible for storing any artwork at any time or for any reason.

Artwork Requirements and Artist Responsibilities

- Artist is solely responsible for the transportation, installation, and removal of the artwork and must be available on the designated installation and removal dates
- Artwork may be hung on open wall space in the gallery area only, using the provided hanging system. Absolutely no nails, hooks, and/or mounting tape will be allowed to install any artwork
- All artwork must be ready to hang, using the following specifications for the Arakawa Rail Hanging System:
 - All artwork must have two d-rings or wire loops mounted to the back of the piece, equidistant from the center
 - Maximum weight is 100 pounds. It is the artist's responsibility to ensure that the wire and/or d-rings be rated the proper weight for the piece, as this weight rating is only for the hardware installed in City Hall
 - More information around hanging specifications will be provided at the Orientation meeting
- Gallery size and capacity are as follows:
 - First floor gallery: 68 linear sq. ft. of Arakawa wall-mounted art rails, with hardware to hang up to 12 pieces of artwork
 - Third floor gallery: 72 linear sq. ft. of Arakawa wall-mounted art rails, with hardware to hang up to 13 pieces of artwork



- The exact number of pieces that can fit in each gallery will vary based on the size of the artwork
- The artists must provide City staff an inventory of exhibition artwork at least 3 weeks before the installation date, including the name and year of each piece of artwork. City staff will provide display labels for the artwork
- Artwork cannot have a price listed on it, but artist contact information will be provided on the City website
- City Hall is a location where people of all ages, ethnicities, and religious affiliations gather and conduct business. No artwork depicting nudity, profanity, violence, religious symbols, or advertisements will be permitted.
- Artwork should be available to hang in City Hall for the duration of the exhibit. If a piece is sold or removed by the artist for any reason, the artist will coordinate the installation of a replacement piece with City staff within 3 days of removal of the previous work

Liability

- Artists must submit a completed Artist's Agreement prior to exhibit installation
- The City recommends that artists arrange for private insurance coverage for their exhibit.
- All artwork displayed in City Hall will be displayed at the artist's own risk; the City does not accept responsibility for, and will not be liable for, any damage, destruction, loss or theft to any artwork in connection with or arising out of the artist's use of the City Hall galleries, regardless of the cause of such damage, destruction, loss or theft as more fully described in the Artist Agreement.
- The artist will defend, indemnify, and hold harmless the City from any and all losses, claims, or liability in connection with or arising out of the artist's use of the City Hall gallery.
- The gallery must be left in the same condition as it existed when the display was installed, as determined by the City in its reasonable discretion, and artists will be responsible for making any repairs to the gallery that the City determines are necessary as a result of the artist's use of the gallery