

# Guide for Curators and Exhibiting Artists

## Spudnik Press Cooperative



### Press Release

- The press release is used to promote exhibitions through postcards, our website, e-mail campaigns, online and print publications. The press release is co-written by the curator and Spudnik staff.
- Please include a descriptive promotional statement about the exhibition (about 150 words)
- Please include a short bio of participating artists and/or the curator.
- The same image is typically used for the press release and online marketing. Provide an image credit (artist, title, date).

### Additional Marketing

- Spudnik Press creates a Facebook event one month before the opening of an exhibition and increases online marketing two weeks before the opening, including an email campaign, twitter posts, and priority placement on our website.
- Curators are expected to help promote the exhibition as much as possible, and are encouraged to create and distribute additional promotional materials.

### Artists' Book / Exhibition Publication / Editioned Print Project

- Exhibitions at Spudnik coincide with the production and release of a small-run publication or limited edition print.
- Edition sizes will be determined based on the parameters and cost to produce the publication or print.
- The Spudnik Press Publishing Program will provide technical assistance and editions will be split 50/50 between the artist and Spudnik Press Cooperative.
- Spudnik Press Cooperative will price and sell the resulting artwork to fund the Exhibitions Program.

### Insurance

- Our insurance will cover up to \$25,000 of fine art. Artists must fill out our Work on Loan form to qualify for insurance. Spudnik Press does not insure artwork in transit.

### Install and Deinstall

- Staff will work alongside curator to install and deinstall. Install and deinstall generally take place in the week leading up to and following the opening and closing of the exhibition. A specific schedule will be arranged between staff in the month leading up to the opening.
- Spudnik Press provided basic hanging supplies: levels, nails, drywall anchors, magnets, silver bull clips, etc., as well as a small assortment of shelves.
- Spudnik Press provided wall labels, vinyl title, and a price sheet, as needed.

### Budget

- Spudnik Press has a modest exhibition budget to cover costs associated with painting the gallery, installation, shipping of artwork and to support the production of a limited edition print or publication.
- Exact exhibition budgets will be determined based on the particular needs of each exhibition.

### Sales

- Artwork on loan to Spudnik Press may be available for sale at the discretion of the artist. Spudnik Press will retain 50% of any sales as a donation to our organization. The artist may request that purchasers contact them directly.

### Documentation

- Curators will be provided with digital images of installed exhibitions. Each individual artwork is not documented; curators may choose to have their own photographer document the exhibition.

### Contact

- For all questions, please contact Angee Lennard ([angee@spudnikpress.org](mailto:angee@spudnikpress.org)).

16 feet

Various printmaking equipment / All art must be hung above 48"

The Annex  
Floor Plan

30 feet

8 feet

11 feet

