

Art 53: Exhibition Design and Management

Spring 2019, 9:30am - 2pm on Saturdays 1/26, 2/2, 2/9, 2/16... 4/13, 4/20, 4/27, 5/4

Location: Analay Hall room 740 and Art Gallery

Instructor: Ben Cressy, bcressy@santarosa.edu

Catalog Description:

Studio class in preparing artwork for gallery exhibition includes: receiving, shipping, conservation, matting, documentation, lighting and installing. This class would be of interest to those students who wish to work in a gallery setting or prepare their artwork for exhibition.

1. Identify necessary tools and procedures in receiving, documenting, shipping, insuring and preparing art work in a gallery environment.
2. Make critical choices in displaying, labeling and lighting of art work to create a gallery exhibit.
3. Use a working vocabulary of exhibition terminology including archival conservation vocabulary.

Objectives:

Upon completion of this course students will be able to:

1. Employ creative thinking skills and exercise decision-making skills in regard to exhibiting artwork.
2. Use a working vocabulary of exhibition terminology including archival and conservation vocabulary.
3. Demonstrate skills in preparing gallery for exhibition such as: painting, filling and movable wall assembly.
4. Use a variety of two-and three-dimensional presentation media to communicate visual ideas including matting, mounting, lighting and labeling techniques.
5. Use visual perception skills and critical analysis to design an effective exhibition plan.
6. Demonstrate best practices with regard to legal and physical standards of handling and shipping artwork.

Topics and Scope

1. Fundamentals of exhibitions as visual communication.
2. Methods of space planning and traffic flow in relation to art exhibition needs.
3. Exhibition terminology and use.
4. Professional preparation/repair of a gallery space for exhibition and the receiving of artwork.
5. Archival matting techniques, safe methods of hanging work, and design/printing of labels.
6. Appropriate dismantling, packaging and shipping methods for artwork from an exhibition.

For repeating students:

1. Will develop and install a lighting plan.
2. Media usage to increase visitors via press releases and mailing lists.
3. Photo documentation for insurance and web management.

Grading

Grade will be based on attendance, class participation and completion of a project. There are only 8 class meetings, so attendance is crucial. Our class is responsible for installing exhibitions for the gallery. There may be opportunities to earn extra credit by attending the gallery during open hours.

Schedule (subject to change as needed)

Exhibition 1

- 1/26 Introductions and Overview
Gallery operations, roles and processes. Expectations of Artists and Gallerists
Tools/Hardware and terms
Exhibition design and curatorial processes. Museum vs commercial gallery.
Patching and painting the walls and pedestals. (What color!)
- 2/2 Registration and paperwork, Gallery Inventory software overview
Insurance and Pricing
Art handling overview (the do's and don'ts)
Preparing artwork for delivery/installation. Wrapping and shipping options.
Exhibition layout and installation techniques for known artworks/locations
- 2/9 Photographing artwork, processing images with photoshop.
Continued Installation of known artworks/locations
- 2/16 Installing Vinyl lettering, Labels, Lighting options, finishing touches.
Photo Documentation, Exhibition checklists. Marketing and outreach options.

Student Exhibition:

- 4/13 Discussion of Personal exhibition design assignment. Curation concepts.
Photoshopping potential artworks into space.
Scaling images
Initial curation/layout of selected works in student exhibition.
- 4/20 Scaled mockup personal exhibition.
Framing options. Matting overview (if time/materials)
Artwork Layout adjustments and installation of known artworks/locations
- 4/27 Scaled mockup personal exhibition.
Installation continues. Pedestal touchup.
- 5/4 Scaled mockup personal exhibition due.
Installation, labels and lighting and finishing touches

Recommended tools of the trade (not required for this class):

Tape Measure. Hammer, 24" Level (with ruler), Screwdriver, Cordless Drill. Boxcutter,
Pliers/Wirecutter, Nitrile Gloves, Blue Tape, magic eraser, tapegun, spackle, spackle knife.