



altered|esthetics

Exhibiting Artist 101

A guide to submitting and exhibiting work with Altered Esthetics

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Altered Esthetics - Exhibiting Artist 101

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About Us

Altered Esthetics (AE) is a community gallery run by artists, for artists. We are a nonprofit 501(c) 3 and our mission is to sustain the role of artists as a true voice of society through our exhibits, events, services, workshops, and programs.

Altered Esthetics was founded in 2004 in Northeast Minneapolis in the heart of the Northeast Minneapolis Arts District. After two years of growth and development, we applied for and received our nonprofit status. Our brick-and-mortar location is currently at 1224 Quincy Street NE, Minneapolis MN 55413. Our online location is at alteredesthetics.org. Altered Esthetics is a volunteer driven organization.

Our exhibits are themed group shows, each show focusing on a different pressing aspect of society. Our opening exhibit was "the Art of War," and we've since touched on a variety of topics from science to horror, reincarnation to el Día de los Muertos. Altered Esthetics features the work of artists from around the world, including many artists from the greater Midwest. Artists' countries of origin include Mexico, Canada, Poland, Belarus, the U.K., The United States, and more. As of November 2007, Altered Esthetics has shown over 1000 works from over 700 artists. The media we feature is as diverse as our artist base; bringing together music, film, poetry, sculpture, and 2-dimensional art we are one of the most creatively diverse galleries in the Twin Cities.

Altered Esthetics is currently open to the public regularly Tuesdays and Thursdays 1pm-7pm and Saturdays 1pm-5pm with holiday adjustments as appropriate. E-mails are checked frequently and phone messages are checked as often as possible. Altered Esthetics does not hold normal M-F business hours.

Submitting Work

Current open call deadlines can be found at www.alteredesthetics.com/opencalls. Works can be submitted by e-mail or by regular mail. Altered Esthetics accepts slides, photographs, cds and dvds. Originals are not returned. Digital submissions sent via e-mail are preferred. To submit, artists are asked to send a completed submission form with appropriate detail of their work (image, music file, movie file, etc.) Altered Esthetics advises artists to include the name of the show to which they are applying in the subject line of their e-mail so it is not filtered out as spam. Artists will receive notification via e-mail when their submission is received. If a receipt e-mail is not received within one week following the submission, the artist should contact Altered Esthetics. Artists should add the following e-mails to their filters so their notification is not blocked: contact@alteredesthetics.org, contact@alteredesthetics.com, opencall@alteredesthetics.org, opencall@alteredesthetics.com.

Acceptance

Altered Esthetics shows are regularly curated by committee. Within 1 week of the submission deadline, the curatorial committee will meet to review the applicants. Applicants will be chosen based on a variety of factors: the theme of the show and the work's relevance to the theme, the diversity of the media within the show, the space required for the work and any limitations of the exhibition space and the overall aesthetic of the exhibit.

Altered Esthetics does not discriminate based on race, language, orientation, experience, age, or disability when selecting work for an exhibit.

Delivering Work

If accepted, you will receive a series of dates and deadlines including a deadline for delivering work to the gallery. It is important that you deliver your work to the gallery by this deadline so your work and all of your artist information is included with the brochure, tags, and other printed media for the show.

Accepted artists are responsible for their own postage and shipping to and from the gallery. Accepted artwork must be delivered by hand or by post to Altered Esthetics by the stated deadline to be included in the show. Accepted artists will be notified of the specific dates and deadlines for their specific show when they receive their acceptance notification.

Local artists can deliver works by hand during the open gallery hours preceding the deadline. Non-local artists can ship their work to the gallery. To avoid possible courier damage, Altered Esthetics recommends that non-local artists package their work well – in wooden crates whenever possible. Artists may use any courier of their choice when shipping packages to Altered Esthetics.

Altered Esthetics asks – please do not attempt to deliver work during an opening reception. It is okay to deliver artwork during the Artists' meet-and-greet potluck.

Promoting the Show

Altered Esthetics promotes each exhibit. Press releases, postcards, and web promotions are sent to our press and guest mailing lists. Altered Esthetics also posts information about the event on various sites. Please contact Altered Esthetics before posting information about an event on a public site other than the artists' own site to avoid event duplication. Artists are provided with 50 postcards each, or more as needed. Though Artists are welcome to send out postcards and newsletter e-mails to their own mailing lists, we recommend that artists do not send out their own individual press releases to news or media sources. If Artists have a particular media source they usually inform, please contact us to check if it is on our list before sending your own press release to avoid potential duplication of events.

Exhibition Donations

Altered Esthetics does not charge a submission fee, making submitting work to our shows accessible to all. In 2005, Altered Esthetics began asking artists to contribute an exhibition donation if their work is accepted to help cover the cost of promotional and exhibition expenses. In exchange for their exhibition donation Artists will receive: 50 postcards (or more as needed), ongoing website promotion for artwork, exhibition space for the accepted works, inclusion in the brochures and other applicable printed media for the show.

Though exhibition donations are appreciated and needed to help sustain our services, Artists should not let the exhibition donation discourage them from entering work. Altered Esthetics does not want any artist turned away due to a lack of funds, and waivers are made available on an as-needed basis. Alternatives to the exhibition donation include: helping to hang or light an exhibit, helping to take down an exhibit, trade of prints, and more. Please contact Altered Esthetics regarding any concerns about this policy.

Contracts & Forms

The contracts and forms used by Altered Esthetics were last updated in November of 2007 in preparation for the 2008 exhibition season. There are two forms needed by Altered Esthetics: the submission form and the exhibition contract.

The submission form is the first form Artists will fill out with the relevant information regarding the work they would like to submit to a particular show. The submission form can be sent via e-mail or regular mail. Digital submission forms are preferred.

The exhibition contract is the form Artists will fill out if their work is accepted to Altered Esthetics. The exhibition contract is for the protection of both the artist and the gallery, and contains information about shipping works, insurance, payment procedures and other standard policy. The exhibition contract was set up using standard procedures and practices from various exhibition spaces in the states. Artists will need to send this form as a hard-copy with their original signature. Altered Esthetics suggests Artists retain a copy for their records.

If Artists have any questions about the submission form or exhibition contract, please contact Altered Esthetics. Both forms can be found at towards the bottom of the open calls page at www.alteredesthetics.com/opencalls

The Artist Potluck

When artist Erin King designed the Altered Esthetics show, she commented that she liked how Altered Esthetics was made up of many parts, and tried to create a logo that showed many different parts coming together to make a whole. This observance is particularly appropriate when it comes to our group exhibitions. Without the artists that compose each group, Altered Esthetics would lose our vibrancy and vitality and the whole organization would suffer.

The group exhibition, environment and experience is indeed an important of Altered Esthetics and we try to nurture that dynamic whenever possible. As a result, Altered Esthetics holds an artist meet-and-greet potluck preceding each opening reception. Opening receptions can be busy and most artists are busy speaking with guests about their work. We wanted to provide another, quieter opportunity for the artists and curators of each exhibition group as well as Altered Esthetics' curators to get to know each other. We began doing artist "meet-and-greet" occasionally in 2005, and after positive artist feedback in 2006 we established them as a regular feature of our exhibitions.

Altered Esthetics understands that not all artists are able to make it to these meet-and-greet functions or the opening receptions. We currently try to keep non-local artists involved by including them with e-mail updates and sending them pictures and press information. A goal for 2008 is to also establish a section in our online forum for artists and interested parties to communicate regarding the exhibit in which they participated, networking with other artists around the world.

The Opening Reception

While Opening Receptions can be fun and festive, they can also be a source of stress for some artists. Altered Esthetics does our best to make the opening receptions a fun and enjoyable experience for everybody involved in the exhibition.

The Opening Reception is usually preceded by an hour-long Artists Reception. This hour is set aside for Artists to invite special friends, family, and guests. Press and sponsors may also be invited to give them a chance to talk to the artists without having to battle with the crowd. Refreshments are served at the opening reception.

Arriving artists should check in with gallery staff to be appropriately greeted. Name-tags are provided but wearing them is not mandatory.

Run of the Show

Altered Esthetics keeps the gallery staffed for consistent hours throughout the run of the show, opening the exhibit for extended public viewing. Artists are welcome to invite friends, family, and guests to see the show again (or for the first time) without the pressure or chaos of the busy opening night crowd. Altered Esthetics provides free coffee and water for guests that visit during the run of the show.

Closing

Altered Esthetics may decide to hold a closing reception for various reasons. Perhaps a show has received a great deal of press and we would like to invite the public for one more viewing. Perhaps there was a snow-storm the night of the opening or perhaps there is a building event we plan to join. Artists should not expect a closing reception but of course are welcome to participate should one be scheduled. Closing receptions, though often well attended, are generally more intimate than opening receptions and provide an excellent opportunity for artists, staff, and guests to visit with fewer interruptions.

Retrieving Unsold Work

After an exhibit closes, artists have 1 month to arrange for the return delivery or pick up of their work. Artwork will be stored while shipping or pickup arrangements are made. Altered Esthetics makes a concerted attempt to aid the prompt pickup and retrieval of hosted artwork. However, particularly in the case of negligent or absent artists, Altered Esthetics cannot be held responsible for the security of abandoned work. Artwork left un-retrieved or after 1 month will incur a \$10 per month storage fee. Artwork left un-retrieved or unclaimed for more than 3 months following the exhibition closing will be moved, stored, or sold as needed.

Local Artists can pick up work during regular gallery hours - but not during opening receptions. Artists can contact Altered Esthetics for an appointment to pick up work if they cannot make it during regular gallery hours.

Accepted artists are responsible for their own postage and shipping to and from the gallery. Non-local artists must provide a pre-paid return shipping label or valid account number for the return of unsold works using the courier method of their choice. Altered Esthetics will not ship via C.O.D. This information is included in the Exhibition Contract.

Sale of Works

It is not required that works exhibited at Altered Esthetics be open for sale – this decision is up to the individual artist. Artists may exhibit work purely for show, however artists will be asked to contribute an exhibition donation whether their works are for sale or not. If a work is for sale, the Artist establishes the sale price of the work. Artists are asked to determine a sale price that INCLUDES a gallery commission of 30%. For example: if an artist lists a work as \$100 and the work sells, the artist will receive \$70 from that sale. Average gallery commission is 50/50. Altered Esthetics believes that by giving artist a larger portion of the sales (70%), artists can price their works more reasonably and sell works more often.

On outright sales, Altered Esthetics shall pay Artist's share 14 days from receipt of payment from purchaser barring returns. Altered Esthetics reserves the right to hold payment longer in the case of any discrepancies with purchaser. Artists should allow some time for mail delivery.

Website

Altered Esthetics offers a website location in addition to our brick-and-mortar location. This website is a resource for artists, guests, volunteers, and more. Information can be found about openings, open calls, volunteer opportunities, the history of AE, and press.

We are in the process of updating our website with a viewable gallery archive of all past shows. Once completed, this online gallery will include a searchable database of over 1,000 images from over 25 excellent group exhibitions. Guests will be able to search all shows for works by their favorite artist, search for artists working in a particular media, search individual shows or keywords. Continued promotion in our ongoing gallery archive is yet another service we provide to all artists that exhibit at AE.

Artist Statements

Though a picture may be worth 1,000 words on its own, Altered Esthetics understands the artist might have something more to say in regards to their work. Altered Esthetics provides artists with the opportunity to speak to the audience with their Artist's statement. Some Artists speak about themselves and their passion, some Artists speak about the work itself, other artists prefer not to list a statement at all. Altered Esthetics posts artists' statements next to their respective work and tags. Occasionally, Altered Esthetics will include a group of statements in a brochure to give to guests and visitors of the gallery. Artists should feel comfortable to speak freely and openly in their Artists' statements. Due to size limitations on the labels or placards, Altered Esthetics will often ask Artists to limit the statement they include with their work to 150 words or less.

Mailing List

Participating Artists will be added to our mailing list so we can keep Artists posted with openings and exhibition events. Altered Esthetics does not spam and does not sell, trade, or give out addresses. Every newsletter e-mail sent by Altered Esthetics has an opt-out function. Anybody who would like to be added or removed from our mailing list can e-mail contact@alteredesthetics.org.

Featured Artists

In 2007 Altered Esthetics began the Featured Artist program to highlight Artists for our 2008 exhibition season. A juried contest was held with open submissions for each month of the season. Featured Artists receive: their artwork featured on the postcard, brochure, press release and website for the show, their artwork featured in the AE Exhibition Calendar, and featured placement of their artwork during the brick-and-mortar exhibit.

The featured Artist represents the show for pre-planning promotional purposes. Each exhibit will still have a regular open submission policy, completely accessible to all other Artists.

Juried Shows

Altered Esthetics gallery holds group-shows so that multiple Artists of all walks can display their perspectives on a given theme. As many of our Artists already know, Altered Esthetics has a history of moving offbeat topics into a constructive creative dialogue, providing a venue for a wide range of views expressed in an even wider range of mediums. Our juried shows hope to provide this platform. Our competitions present an additional challenge to the Artists: to create and jury for a show while reflecting on each submission as a whole, not solely the message but also the success of the artistic methods used to communicate it. We encourage Artists of all views and mediums to engage in the diverse creative dialogue Altered Esthetics fosters. Our international show is juried by the Artists participating in it rather than by an abstracted panel. The process for submission to our International Juried show is separate from our themed exhibitions. Juried shows, unlike our monthly exhibitions, may require an entry fee.

The Resident Artists Program

Over the past few years at Altered Esthetics we've had the opportunity to work with over 700 Artists. We've gotten to know a few of these Artists quite well; from their exceptional works to their perseverant dedication to the artistic community. The Resident Artists program at Altered Esthetics provides an opportunity for our artists and volunteers to show some work and voice artistic concerns and ideas that may not fit with our other themed shows. The Resident Artists program also provides the viewer with a chance to get to know even more about the Artist behind the work as well. Resident Artists are those who have submitted work or volunteered for 5 or more exhibits at Altered Esthetics.

Resident Artists will be chosen based on the quality of the works submitted, the number of submission received, the space available for showing works, the size/length of works and the gallery's ability to accommodate them, the artists' fulfillment of requirements and show content and cohesiveness. The curator of the Resident Artists show or Gallery Director reserves the right to select works using their best judgment, and reserves the right to refuse entrance to artists as needed.

Resident Artists receive:

- Gallery space for work during the specified Resident Artists show.
- A webpage with room for a brief artists' biography/statement and page featuring works shown at Altered Esthetics (to be listed indefinitely with the Resident Artists' page.)
- All other regular exhibit benefits as listed in the submission guidelines, including the opportunity to sell works (70% artist, 30% gallery commission)
- An invitation to the Artists' pre-opening Reception event.

Giving Feedback

Altered Esthetics welcomes feedback from our artists and has worked hard to incorporate the suggestions of artists into our services. Our move to a new location, signage and lighting changes have all come about after suggestions were made by Artists in regards to their exhibition experience. Artists may complete and submit an evaluation form after their exhibit has ended. Altered Esthetics is also in the process of creating an online clickable survey for artists to give feedback regarding their experience. Artists should also feel free to call or e-mail with any concerns or suggestions.

Grievance

It is the mission of Altered Esthetics to support, welcome, and encourage the Artists that exhibit with us. We treat artwork with respect and do our best to safely and professionally handle all processes related to each Artist's exhibition experience. We make every attempt to welcome all of our Artists and friends.

If any Artist feels as though their experience Altered Esthetics was unprofessional or undesirable in any capacity we encourage that Artist to contact the Director so that we may promptly address the situation.

Thank you!

Thank you for taking the time to look through this guide, we hope you found it helpful! Though this guide is intended to give Artists a good place to start, it is of course not all-inclusive. Should you have specific questions about exhibiting at Altered Esthetics don't hesitate to send us an e-mail or give us call.

Contact Information

Current contact information for Altered Esthetics is as follows:

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1224 Quincy Street NE
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612.378.8888
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