



Arteast Member's Guide



MEMBER'S GUIDE

Arteast is a highly active not-for-profit visual arts organization in Eastern Ontario.

Our aims are to:

- Provide an organization through which members may develop their abilities and interests in the visual arts
- Foster the growth of the visual arts in Ottawa and surrounding regions
- Contribute to the cultural development of Ottawa and surrounding regions

The Arteast logo, designed by Carola Tietz-Courtney in 1991, depicts a stylized shape of a capital from which springs the flame of creativity, spirituality and achievement.

Membership fees are due annually, on the anniversary date of the initial date of membership.

Membership benefits include:

- Opportunities to grow and develop as an artist
- Monthly meetings with guest speakers
- Free exhibition space at Ottawa East municipal libraries and Queenswood Villa
- Exhibition opportunities at the Trinity Art Gallery and at the Shenkman Art Centre on Promenade Arteast.
- Arteast Juried Awards Exhibition
- Individual and Group Show and sale
- Quarterly newsletter
- Opportunities for members to promote themselves and advertise their art
- Networking opportunities
- Website gallery and links

The 'Arteast Mandate' document is available at gallery exhibitions and upon request. It summarizes much of the information in this document and is available in English and French. It also includes background on the logo, and AOE Arts Council.

HISTORY

Arteast was founded in 1990 to represent visual artists. Prior to that date, some Arteast activities (example: Art and Photo Exhibitions) took place as part of the AOE Arts Council mandate (formerly Arts Ottawa East-Est and Gloucester Arts Council). Arteast is an organizational member of AOE Arts Council.

Since 1990, Arteast has grown from an initial 30 members to over 150 members. It started with a small group of visionary people and it continues to be a vibrant and welcoming organization thanks to some very dedicated volunteers over the years.

EXECUTIVE AND COORDINATORS

Arteast events are planned by a group of volunteers who enjoy working together in the spirit of humour, respect and team work. The list of Executives and Coordinators is published in the quarterly newsletter. At the Annual General Meeting (AGM) in January, a slate of Executive members is presented to the membership for election. Coordinators are appointed by the Executive Committee.

MEETINGS

General Meetings are held at 7:30 PM on the 4th Tuesday of each month at 255 Centrum Blvd. room 340, Orléans, K1E 3W3 (the Orléans Client Service Centre). There are no General Meetings held in July, August or December.

A short informal announcement period is followed by the scheduled Grow with Art event, which is usually a talk, a demonstration, a critique or special function. This program is made possible through a grant from the City of Ottawa. Members may bring guests. The schedule of speakers and events is announced in the newsletter and on the Website and through a colourful brochure published annually.

The Annual General Meeting (AGM) takes place at the January meeting. At this time the Executive also presents the *tentative* program for the coming year.

The "Potluck Christmas Dinner and Awards night" in November is an opportunity for members to get together, visit, meet other members and celebrate the past year and to thank those members who have volunteered and devoted their time and effort to help make the organization run smoothly during the past year.

Executive and Coordinators also meet monthly just prior to the monthly general meeting. Any member who wishes to contribute is welcome to attend. Please contact the President if you wish to attend or have an item to be added to the agenda for discussion at the meeting. Members are welcome to attend executive meetings. Executive meetings are held in the Lise Roy Meeting room of the AOE offices at the Shenkman Art Centre, 245 Centrum Blvd. from September to June (excluding December)

As a courtesy to all, it is requested that you please refrain from wearing perfume and close your cellphones during Arteast events.

COMMUNICATION

The newsletter and website are the best tools for you to stay in touch between meetings. The communications coordinator sends regular e-mails to members advising them of promotional opportunities, exhibition and other related information. Another way of keeping you up to date is at the monthly meetings, so please come when you can to find out about news and opportunities!

NEWSLETTER

The newsletter is mailed or e-mailed to each member four times a year. Items for the newsletter, as well as promotional requests, should be submitted to the editor, in accordance with the schedule outlined in the newsletter which can also be found online at the website.

WEBSITE (www.ArteastOttawa.com)

Members may place a request with the Website Administration to have a few images or their artwork on the gallery site of the website. Links to member's individual websites can also be made. An annual fee is paid by Arteast to an outside host service provider to maintain this site.

GROUP EXHIBITIONS

All members are invited and encouraged to participate in group exhibitions. There is a nominal, non-refundable entry fee for each piece of artwork submitted. Applications for these exhibitions are included in the newsletter mailings and in e-mailings and outline the requirements for the particular exhibition. The organizers of each exhibition will ask participants to volunteer for specific duties.

Apart from the specific details for each exhibition, we also ask you to agree to the following guidelines:

- Following a sale of a piece of your artwork shown at a library or at an Arteast exhibition, please submit a commission of the sale price, before taxes, to Arteast. The amount of commission varies from 10-25% depending on the venue. This amount is in recognition of the exhibition opportunity that Arteast has provided to you. Cheques are payable to Arteast and sent to: Arteast, Box 5, Suite 260, 245 Centrum Blvd., Orléans, On. K1E 0A1
- Please limit the number of times you submit the same piece at various Arteast venues to keep viewer interest high
- Attend the vernissage whenever you can and send out invitations to guests
- Artwork submitted must be your original work; not copied from artwork or photos of others and not executed under the guidance of an instructor or in a class setting
- Respect the specific times for drop off and pick up of your artwork. You will be fined for artwork that is not picked up by the specified time
- The decisions of the juries are final. Once awards and selections are made, no further discussion will take place
- Whenever possible, jury members for Arteast exhibitions are not members of Arteast

TRINITY ART GALLERY EXHIBITIONS

Exhibitions take place at the Trinity Art Gallery once a year, usually in the early spring.

This exhibition has a 'theme' and the 'theme relevance' is part of the jury selection criteria. The gallery is operated and staffed by municipal employees. The City of Ottawa provides publicity for this event. We are most grateful for this space and the opportunity the City of Ottawa provides Arteast members to show their work.

These exhibitions are among Arteasts' most public faces. Consequently, we ask that you present your best work for this venue. Work that has previously won awards may be entered.

Gallery staff take payment (cheques/cash) from the client on your behalf. It is your responsibility to deposit the cheques before the 'take down' of the show and be present at the 'take down' to package and deliver the artwork to the client.

PROMENADE ARTEAST

Since the opening of the Shenkman Art Centre, Arteast has been provided with a wonderful venue for Art display which is known as Promenade Arteast. A team of coordinators organizes each exhibition and you will be advised of the opportunities to exhibit your work on the Promenade Arteast wall.

BUDDING ARTISTS' EXHIBITION

If you are just venturing into the world of showing your work, this is the show for you! It will provide you with a wonderful entry point to learn the ropes of showing and may lead to your first sale. All new artists are welcome, provided you meet the criteria of 'budding'. It is not an exhibition venue for those that have had work juried in other exhibitions, or who teach or sell their work in other venues. This show usually takes place in June.

The general public can vote for the 'Viewers Choice' award. This award is presented at the November Potluck Dinner. Additional information is available at the Arteast Website.

ARTEAST JURIED AWARDS EXHIBITION

This exhibition takes place at different venues in October. All work of members submitted are exhibited provided they meet the guidelines set out in the application form. Jurying takes place to award prizes in various categories (for example: oils, watermedia, three dimensional art, etc.) Work submitted for this exhibition must be original artwork that has not previously received an award.

The general public can vote for a "Viewers Choice" award. This award is presented at the November Potluck Dinner.

MUNICIPAL LIBRARIES IN OTTAWA EAST

We are fortunate to have year round exhibition opportunities at four City Libraries in the east end of Ottawa (Blackburn Hamlet, Orléans, North Gloucester and Cumberland). Each library has coordinators and each site is handled differently to

meet the various needs of members. Each library is on a two month schedule. Please observe the exact drop off and pick up times. Specific information on each location is available in the newsletter and on the website.

ORLÉANS FESTIVAL D'ORLÉANS

This is an event organized by the AOE Arts Council to promote member groups. It was formerly known as Festivarts and was held at Place d'Orléans, but in 2010 it is taking a brand new format. In its inaugural year it will be a one-day event as part of Doors Open Ottawa. It will take place inside and outside the Shenkman Arts Centre. In the following years the festival will grow into a weekend-long event. It will showcase the unique artistic personality and cultural diversity of east-end Ottawa.

As a member group of AOE, Arteast members will have an opportunity to participate in the festival and showcase their talents, expertise and have a chance to get to know each other better, as well as talk to the public about art and Arteast.

COMMUNITY OUTREACH

Arteast members display their work at Queenswood Villa Retirement Residence. Arteast provides opportunity for members to volunteer. Arteast partners with different schools, school teachers and students to provide "hands-on" learning experiences to increase an understanding and appreciation of the visual arts. Community outreach projects depend on Arteast members offering to volunteer.

OTHER EXHIBITIONS

The Executive is always exploring other opportunities for members to show their work. Stay tuned via meetings, the newsletter, at the website and/or by e-mail.

PROMOTION OF MEMBERS' EXHIBITS AND ACHIEVEMENTS

To send a press release of your upcoming exhibition, contact the Arteast Communications Coordinator. The information and form needed are on the Arteast website.

To inform other members of your Exhibits and achievements, contact our E-Mail Communicator. The contact information can be found on the website.

We also like to publish our member's achievements in the newsletter. The details of who, what, where and when should be submitted within the schedule outlined in each newsletter. For press releases, at least one month's notice is required.

A "Bio Book" is maintained and on display at all Arteast exhibitions. Please provide the Vice-President with a short bio outlining your experience and, remember to keep your bio up to date.

VOLUNTEERS

We welcome volunteers and make a formal request at the Annual General Meeting each year. If you think you can play a role, please let the President know. Job descriptions are available for Executive and Coordinator positions. Occasionally you may be asked directly to consider taking on more responsibility. We ask that you reflect on this request seriously. It may take you out of your comfort zone but promises a great learning experience! If your obligations and/or health prevent you from volunteering, we fully understand.

Executive and coordinators who volunteer usually commit for a two year term (except the vice-president who becomes President and Past President which amounts to a 5 to 6 year commitment). We are very fortunate to have several volunteers who have devoted many years beyond that original obligation and we are most grateful to them!

If you have accepted a responsibility and find that you are unable to carry it out because of changing personal, work or health circumstances, please do not hesitate to discuss it with the President. Circumstances change for all of us and we certainly understand. All we ask is that you transfer as much knowledge and documentation (hard copy and electronic copies) to a member of the Executive or the replacement as soon as possible.

GETTING THE MOST FROM YOUR MEMBERSHIP CARD

Discounts are occasionally offered to Arteast members and are mentioned in the newsletter from time to time. You may also inquire at the time of purchase with art supply stores and framers.

CONCLUSION

This Member's Guide outlines what Arteast can do for you. We hope that you enjoy being a part of this fun-loving group of artists.

The Executive holds a yearly planning session, but is open to suggestions for new ideas at any time. If you have an idea for a new project, it has a better chance of being accepted if you are prepared to take a leadership role to help make it happen!

Arteast is an inclusive and nonjudgmental organization. We ask that you treat all members, guest speakers and gallery staff with courtesy and respect.

Updated October 2010