

## Artist Application

Welcome,

I appreciate your interest in the City of Fontana Community Services Department Cultural Arts Program, better known as Fontana Arts. The objectives of the galleries are:

- Provide exhibition space and opportunities for artists to showcase their artwork from different media.
- Increase the awareness of fine art within the City of Fontana and surrounding communities.
- Act as an educational organization for the arts.

The Community Services Department offers three gallery locations for an artist to exhibit their artwork with two different programs for artists to work through. These programs include the **Featured Artist Showcase** and **Satellite Exhibitions**. Each program provides various opportunities and exposure to local and surrounding communities.

Artist Applications are reviewed on a first-come, first-served basis, and a completed application does not guarantee the applicant an exhibit space. Selecting the artist and developing promotional materials needed for the appropriate program chosen will come from information submitted within completed artist applications. Exhibitors must abide by the exhibition guidelines to display artwork in any City of Fontana galleries. The city will keep completed artist applications on file for one full year.

Don't hesitate to contact me at [etorres@fontanaca.gov](mailto:etorres@fontanaca.gov) or (909)349-6974 for more information about becoming more involved with the City of Fontana Art Programs.

Efrain Torres  
Community Services Coordinator  
City of Fontana  
909.349.6974 | [etorres@fontanaca.gov](mailto:etorres@fontanaca.gov)



## **Gallery Locations:**

Four different venues are available for artists to exhibit their artwork within the City of Fontana.

- Art Depot Gallery
- Steelworkers' Auditorium
- Fontana Community Senior Center Gallery
- City Hall Council Chambers

## **Featured Artist Showcase:**

The Featured Artist Showcase program offers artists the opportunity to showcase their artwork in the Art Depot Gallery and the City Council Chamber Foyer for around eight to ten weeks. Feature artists will be required to be required to be present for an artist reception/artist talk/demo and one workshops during the length of the exhibition. Through this program, the featured artist will receive the following for participating in this program:

- Awarded a nominal stipend for their contribution to the arts in Fontana.
- Option to donate to the City of Fontana Permanent Collection an artwork of the city's/artist's choice.
- Public reception.
- Have marketing and promotional material through press release, rack cards, Fontana Arts website, City of Fontana newsletters and social media.

## **Featured Artist Showcase Requirements:**

• Obtain a City of Fontana Business License.	• Signed Scope of Service.
• Provide Certificate of Liability Insurance.	• Have available 20-30 artworks.
• Signed W-9 tax form.	

## **Satellite Exhibition:**

The Satellite Exhibition is an opportunity for artists to exhibit their work at three of four satellite locations: Art Depot Gallery, Steelworkers' Auditorium, and Fontana Community Senior Center. Exhibit location will be based on availability and subject matter. Depending on the venue, the exhibitor will have the assigned venue for six to eight weeks. **There is a \$63.00 fee to exhibit at the Art Depot Gallery and a \$53.00 fee to exhibit in our other three venues.** A donation of artwork to the City of Fontana of the exhibitor's choice is optional. The exhibitor will receive the following items for participating in this program:

- Marketing and promotional material through press release, Fontana Arts website City of Fontana newsletters and social media.
- Artist Reception (optional).

## **Exhibit Guidelines for all Venues**

### **Installation and de-installation process:**

- The exhibitor is responsible for the transportation of the works to and from the gallery space.
- Gallery staff will arrange (mutually agree) on a date and time for installation and de-installation with the artist.
- Gallery will supply all equipment needed to hang and display artwork. The artwork is hung using the Walker Gallery hanging system (this is a hook and rod system).
- The exhibitor will have the option to install artwork, otherwise gallery staff will be responsible for installation of the art. On average, it takes two hours to set up an exhibit.
- All paintings, prints, photographs, and other 2D artwork must be suitably framed or wired to fit on gallery's hardware. Unframed paintings that employ the wrap around canvas technique are acceptable if they are properly wired and have clean or painted boxes.
- Artwork that is not ready for hanging may be rejected for the exhibit. Absolutely no nails, tacks, pins, tape, or other adhesives may be used on the walls.
- Artwork must be removed at the end of the assigned reservation period. If the exhibitor fails to remove the work by the agreed upon time, the City reserves the right to remove and store the artwork.
- Works not picked up by exhibitor after thirty (30) days will be considered abandoned and become property of the City.
- All artwork and design concept of gallery space will be subject to approval from the Gallery coordinator. At any time, artwork is subject to removal and rearrangement. Gallery space can be changed or altered at the gallery coordinators discretion.
- Venues collect no commission on sales and all proceeds go to the exhibitor.
- The exhibitor is responsible for all sales transactions during the exhibit. Artwork that is sold must remain in the gallery for the duration of the show.

### **Liability:**

Reasonable safeguards will be taken to ensure the security and safety of artwork at all locations.

- The City of Fontana does not ensure work exhibited in any of our spaces; however, we do have a modern alarm system, and a docent is always on duty during normal operating hours.
- The City of Fontana assumes no responsibility for the preservation, protection, possible damage, or theft of any items displayed.
- The City does not provide any insurance coverage for the artwork, if need be, artists are responsible for insuring their artwork if desired.
- The owner of displayed artwork agrees to defend, indemnify, and hold harmless the City from all losses, claims or liability arising out of or relating directly to the use of its premises.

### **Marketing:**

To assist in the development of promotional and marketing materials, the exhibitor is required to provide the City with a minimum of eight (8) digital images of artwork to be exhibited. Marketing material includes:

<ul style="list-style-type: none"><li>• Advertising</li><li>• Press releases</li><li>• Invitations</li></ul>	<ul style="list-style-type: none"><li>• Postcards</li><li>• Graphic design work</li></ul>
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All images of artwork shall be subject to use for marketing purposes but not guaranteed that all images will be used. Marketing expenses created by City shall be paid by the city. City has the right to alter said images to create City marketing campaign. Exhibitor is not limited to City marketing; additional marketing venues shall be at Exhibitor's expense.

**Subject Matter:**

Due to the sensitivities that must be considered in the City environment, the City reserves the right to refuse the display of any works that contain obscenities. Artwork must respect the diverse beliefs and values of the Fontana community. The city also does not permit the display of works which are offensive to decency or so suggestive as to be offensive to the moral sense. Gallery staff has final say of artwork that is to be shown. At any time, artwork may be rejected from showing at any City gallery.

**Note:**

All completed Artist Applications will stay on file for one year. **\*\* Submission of Artist Application does not guarantee show. \*\***The city will not select an artist to display more than once in a full calendar year at any location. City Art Committee will have complete administrative responsibility for the approval of applications. The selection process is based upon content, the volume of work, artist credentials, and subject matter. All selected artists must be willing to submit between 20 and 30 pieces of artwork depending on the venue, the program selected, and the size of the work. Those chosen to exhibit must sign a contract, which must be signed no later than sixty or thirty days before the exhibit's first day. Failure to do so may result in the cancellation of the exhibition (Fees incurred during the application process will not be refunded by the city). **Incomplete applications will not be reviewed.**

**Application and Selection Process:**

To be considered as an exhibitor for any of the venues or programs that the city offers, applicants must submit the following in a single PDF:

- Artist Application cover page (see next page)
- Artist's Information (see next page)
- Answer Artist Application Questions (see next page)
- Curriculum Vitae (CV)
- Artist Statement (No more than 300 words): Describe your artwork, the subject matter in which you create about and why you create.
- Artist Biography (No more than 250 words): A statement that includes details about your life and professional work as an artist.
- 10 to 15 high quality images of artwork. One artwork per page with title, year, media, size for each piece.

**A complete application and required documents must be sent as PDF:**

Email: etorres@fontana.org

Mail on a USB: Attn: Efrain Torres  
City of Fontana Community Services Department  
16860 Valencia Ave  
Fontana CA 92335

## Artist Application

### Artist Information:

- Full Name
- Address (Street, City, State, Zip-code)
- Phone Number
- Email
- Website
- Social Media

### Application Questions:

1. How did you hear about Fontana Art and its programming?
2. Are you willing to donate a work of art for the City of Fontana's Permanent Collection?
3. Is your artwork currently available to be exhibited?
4. What opportunities are you interested in with the City of Fontana? (Check)  
 Featured Artist Showcase       Artist Vendor at Cultural Arts Event  
 Satellite Exhibition       Public Art Display  
 Artist Workshops       Contact Art Instructor

All artists selected for the Featured Artist Showcase program will be required to submit the following: City of Fontana Business License, Certificate of Insurance, and W-9 tax form to receive a stipend. All promotional publications will be developed and authorized by the City of Fontana prior to distribution. All exhibitors must be willing to submit between 20 and 30 pieces of artwork depending on venue, program selected and size of work.

I understand the requirements, rules and regulations set forth in participating in Fontana Arts programs and confirm that the above information is accurate.

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Signature

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Date

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Print Name

### INTERNAL USE ONLY

Received By:

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Date Received:

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Reviewed:

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Artist Contracted: Y N

Location:

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