

Gallery Display Information

Generally, each month, a new artist is featured in the Urban Wineworks wine tasting room and gallery. In exchange for painting the end of a wine barrel, or other artwork to be agreed upon, UWW will allow an artist to display their work for the ensuing month. UWW hosts a reception from approximately 5:30 – 8:30pm on the 1st Thursday of the month to welcome the artist and the new barrel. Live music is part of the experience, and sometimes caterers provide hors d'oeuvres. The artist reception is one of the winery's largest public events, and 60-150 customers can be expected to attend, depending on the time of year.

Selecting Artists:

Artists provide samples of work, along with contact and artwork information. These materials are held by UWW until its gallery committee is ready to match artists to certain months.

Once An Artist Is Selected:

The artist must pick up a barrel, or barrel head, to paint, and should return it to UWW no later than two days prior to the 1st Thursday of the month for which the artist has been selected. An artist may also work on site if they prefer, by arrangement with UWW staff. Artwork may be hung in the gallery as soon as the previous show is finished. Typically pieces from the last artist are to be taken down the last day of the month, but artists should also coordinate this with UWW staff. For promotional purposes, UWW asks that the artist provide biographical information, a short description of their artwork, and additional samples of their work (in tif/gif/bmp/jpeg format) at least three months prior to their 1st Thursday show.

Artwork Details:

Depending on the size of the artwork, 8-15 pieces can be displayed. In some cases, by prior arrangement, artists may display up to 25 pieces, using the winery's entire space. The walls are concrete, and do not allow for nails of any sort. The gallery walls do have a wooden molding, which runs at height of about 8 feet above the floor, from which art can be hung.

Selling Artwork:

Urban Wineworks does not take commission on any artwork sold by the artist. Typically, artists display contact information in the gallery and deal directly with potential customers. UWW staff will refer any inquiries to the artist. UWW does require that all artwork remain in the gallery until the end of the month.

Promotions:

UWW highlights the artist's 1st Thursday reception and show in a monthly newsletter sent to a mailing list of over 2000 UWW customers. In addition, UWW sends press releases to local media and does some promotion within the winery and in conjunction with neighboring businesses. Further promotion (such as direct regular or e-mail) by the artist helps to stimulate additional public interest, and generally increases the number of people who come to view the artist's work.

Insurance:

Artists must carry primary coverage. UWW provides secondary insurance coverage on personal property of others, with a limit of \$25,000.