

# LOWELL CENTER LOBBY

## *Information for Photographic Arts Exhibitors*

### Venue

*Mission Statement* – This exhibit space is located in the lobby of The Lowell Center, 610 Langdon St., on the University of Wisconsin-Madison campus and operated by the University of Wisconsin-Extension Conference Centers (EEC). It is dedicated to showcasing the creativity and talent of photographic artists throughout the Madison area and southern Wisconsin.

*Lobby Hours* – The Lowell Center is generally open to the public every day from 7:30 a.m. to 8 p.m. and is generally closed on holidays. To check on The Lowell Center schedule, call the Front Desk at 608-256-2621.

*Capacity, Floor Plan* – The Lowell Center Lobby has approximately 50 linear feet and generally fits 18-20 images that measure up to 18 x 22 inches. If you are planning larger works of art, want a floor plan sketch of the lobby, or would like an interactive spreadsheet to create your own exhibit layout plan, contact an exhibit space coordinator.

*Exhibit Space Coordinators* – Reece Donihi, 608-345-0339, [ramphoto@frontier.com](mailto:ramphoto@frontier.com), and Wayne Brabender; 608-577-3300, [wayne.brabender@ces.uwex.edu](mailto:wayne.brabender@ces.uwex.edu).

### Exhibit Policies

*Annual Exhibit Cycle* – The Lowell Center Lobby showcases six exhibits per year. Each photographic artist or group of artists will exhibit work for two months. The annual exhibit cycle begins in January. See “Application and Selection Process” below for more details.

*Eligible Work* – The Lowell Center accepts only original works of photographic art by individual or groups of photographers. All work must be appropriate for families and general audiences, i.e., no images depicting nudity, sex, drugs, violence, or extreme topics. The exhibit space coordinators reserve the right to screen images for appropriateness.

*Artwork Preparation* – Your photographic art must be properly mounted, matted, and framed and be equipped for hanging on the lobby’s wooden wall panels when you arrive for installation. The exhibit space coordinators use 50-lb. test fishing line and an S-hook system to hang artwork. We suggest that you hang your artwork at eye level, which is generally considered to be 58 to 62 inches on center. If you want to arrange a visit to see the space, please contact an exhibit space coordinator.

*Titles, Captions* – If your exhibit includes labels with artwork information or captions, you must provide your own labels that will not damage the wooden panels. Labels are to be attached to the wall using “poster putty” (no tape, glue, or other adhesives are allowed). We also suggest that your labels adhere to a standard font and size format (2 x 3 inches), listing the following information: Artwork Title, Name of Artist, Media, Year, and Price (optional).

*Artist Information* – Other signs including your exhibit title, organization or credit information, educational and contact information, and artist’s statement(s) may vary in size and format but must receive prior approval from the exhibit space coordinators before they are installed. A plastic wall-mounted holder is provided for business cards, post cards, or brochures. You can also leave price lists or other information with The Lowell Center Front Desk staff.

*Promotion* – Three weeks before your exhibit is to begin, you are to email details of your exhibit, two exhibit photos, and your artist profile to the exhibit space coordinators. They will send publicity on your exhibit to the following Madison outlets as well as other outlets throughout southern Wisconsin: *Isthmus* magazine, *Wisconsin State Journal* newspaper, the weekly Center for Photography at Madison (CPM) electronic newsletter ([cpmnewsletter@gmail.com](mailto:cpmnewsletter@gmail.com)) and CPM website ([www.cpmad.org](http://www.cpmad.org)), and the UW-Madison online event calendar (Liz Beyler at [lbkraak@wisc.edu](mailto:lbkraak@wisc.edu)). You are encouraged to do additional publicity.

*Installation* – Generally, installation of exhibits starts at 9:30 a.m. on the first day of a two-month exhibit period, though that time could be changed if the lobby area is too busy because of a conference. The Lowell Center must have safe and normal access to hallways during installation. No storage spaces are available at The Lowell Center. Crates, boxes, packing materials, etc., must be removed after installation.

*Sales* – ECC, which includes The Pyle Center and The Lowell Center, is a conferencing organization that has proudly offered its space to local artists for decades – at no charge and with no commissions – because it believes art enhances the facilities and forges positive communal partnerships. All sales must be arranged and processed by you, the exhibitor. Selling prices, as well as your name and phone number, may be included with the information that you post about your artwork, but no auctioning or negotiations can take place on ECC premises or by ECC personnel. The exhibit must remain intact during the scheduled display period.

*Reception* – You must work with ECC Event Planning and Sales Office if you plan a formal reception, which would include any necessary arrangements for food, drink, tables, and sound in the lobby. No outside food, drink, or equipment is allowed. All events must abide to the terms outlined in the facility policy and use guidelines. For more information, call 608-262-0881 or send an email to [scheduling@uwex.ecc.uwex.edu](mailto:scheduling@uwex.ecc.uwex.edu). More information is available at the ECC website: [www.conferencing.uwex.edu](http://www.conferencing.uwex.edu).

*Disclaimer* – ECC facilities are not art galleries but conference centers. ECC works to balance the needs of building users with a desire to open its space to art. The relationship with an artist or the display of artwork does not constitute sponsorship or endorsement by ECC. It reserves the right to discontinue its relationship with an artist and to relocate or discontinue the display of art within its facilities at any time, with or without notice, for any and all reasons.

ECC assumes no responsibility for the preservation, protection, or possible damage or theft of any item displayed. Display materials must be contained within the exhibit space. All items are displayed at the owner’s risk. ECC does not provide any insurance coverage for the artwork. The owner(s) of displayed artwork agree to defend, indemnify, and hold harmless the UW-Extension Conference Centers from any and all losses, claims, or liability relating to their art. Please be aware that ECC exhibits are not formally staffed, though the Front Desk is staffed 24 hours each day that The Lowell Center is open.

ECC facilities must be left in the condition in which they were found before installation. The organization or individual making the reservation is responsible for any and all damages.

## **Application and Selection Process**

*Annual Exhibit Cycle* – The lobby features six exhibits per year: January/February, March/April, May/June, July/August, September/October, and November/December.

*Jury* – A committee of jurists meets once each year to jury and select photographic art for exhibition in The Lowell Center Lobby. Deadline for submissions is August 1. Artists will be notified and materials returned by September 1.

*Submissions* – A successful submission includes a completed application form, brief artist bio, brief description of your exhibit, and a CD of 10-15 images that you plan to exhibit. Digital images should be sent as 300 dpi jpegs, 6 inches on the longest side. Identify each image by artist's name, title of image, and approximate framed dimensions in inches (e.g., JohnJones\_Yosemite\_16x20.jpg). Incomplete applications will not be accepted.

*Agreements* – If your photographic art is selected for exhibit at The Lowell Center, you will be asked to sign an agreement stating that you are responsible for installing and removing your exhibit at a time agreed upon. The exhibit space coordinators agree to help you install and take down your exhibit and to provide the following installation supplies: hooks, fishing line, and poster putty.

*Questions* – If you have questions, contact an exhibit space coordinator.

## LOWELL CENTER LOBBY

### *2015 Photographic Art Exhibition Application*

Name of Exhibitor:

Day Phone:

Evening Phone:

Email:

Exhibit Title:

Name of Additional Exhibitors (if this is a group exhibit):

Approximate number of photographic art pieces to be exhibited:

Months in 2015 that you *would not* be able to exhibit at The Lowell Center:

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Additional Information (to be attached to this application form):

- Brief artist bio
- Brief description of exhibit
- CD of 10-15 images representative of the work that is to be exhibited. All images must be jpeg files sized to 300 dpi and 6 inches on the longest side. Identify each image with the artist's name, title of image, and framed dimensions in inches (e.g., JohnJones\_Yosemite\_16x20.jpg).
- Self-addressed and stamped envelop for return of work (optional).

All application materials must be received by **August 1, 2014**.

**Questions** can be directed to The Lowell Center Lobby exhibit space coordinators, Wayne Brabender (608-577-3300 or [wayne.brabender@ces.uwex.edu](mailto:wayne.brabender@ces.uwex.edu)) or Reece Donihi (608-345-0339 or [ramphoto@frontier.com](mailto:ramphoto@frontier.com)).

Mail application packet to:

The Lowell Center  
Attn: Lobby Photo Exhibit  
University of Wisconsin-Extension  
610 Langdon St.  
Madison, WI 53703