



ATHICA  
675 Pulaski Street  
Suite 1200  
Athens, GA 30601  
[www.athica.org](http://www.athica.org)

CINÉ  
234 W Hancock Ave.  
Athens, GA 30601  
706-353-7377  
[www.athenscine.com](http://www.athenscine.com)

## ATHICA@Cine Gallery Artist Guidelines

### Length of exhibitions

Two month exhibition

Beginning on the first of the month and ending 25th of following month

- January 1 - February 25
- March 1- April 25
- May 1- June 25
- July 1-August 25
- September 1 - October 25
- November 1- December 25

### Normal Exhibition Hours

- See [Ciné website](#)

### COVID-Exhibition Hours

- See [Ciné website](#)
- In addition to physical exhibition, ATHICA can offer an online version

### Artist Responsibilities

- Sign and abide by terms of a loan agreement that specifies all guidelines
- Install and de-install show in accordance with established guidelines and in coordination with ATHICA, who will act as liaison with Cine as appropriate.
- All materials and costs of installation
- All responsibility for work while on-site, per the loan agreement ATHICA and Ciné are not responsible for damages or loss.
- Provision of master image list and price sheet with name and contact information for the artist (title, date, material, price; to be displayed with work)
- Cross-promotion on artist's social media and website
- Any opening reception hosting, set-up, clean-up. Any reception food. All beverages must be sold through the Ciné bar.
- Receptions must take place on the 1st Thursday of the month, 6-8 PM. (Subject to COVID restrictions)
- **Provide mandatory promotional information to ATHICA by email to [lauren.fancher@athica.org](mailto:lauren.fancher@athica.org) by time indicated**

- Brief biography -- about 120 words (one month prior to exhibition)
- Head shot (portrait) of artist (one month prior to exhibition)
- Image of work 300 dpi 5"x7" labeled with artist name and title of image (one month prior to exhibition)
- Image sheet numbered list with entry for each piece: Title, Size, Materials, Date, Price (See Label example, below). Attach as File titled with artist's name. (day of exhibition installation)
- **Provide additional optional information to ATHICA, with above information:**
  - Brief statement about the body of work -- up to 250 words (one month prior to exhibition)
  - For online exhibition, if desired: images of all work in show, with numbers in file name that correspond to image sheet. (day of exhibition installation)
- Artwork may only be purchased directly from the artist. Artist agrees to contribute 30% percent of any resulting sales by check to ATHICA as a tax-deductible donation that will be shared by ATHICA in equal parts with Ciné (THE ATHENS FILM ARTS INSTITUTE (AFAI)). Work sold during the show must remain with the show until the show's conclusion. Interested buyers will be referred to the artist.

Wall Label Format:

Artist

Title

Medium, Year , Price

## Exhibition Installation and Deinstallation Guidelines

- ATHICA will schedule installation and deinstallation times with Ciné and coordinate with artist.
- Space available: Right side wall in main hallway; about 30 linear feet, and about 10 feet plus height.
- All artwork is wall-mounted, ready-to-hang. Hanging with monkey hooks (preferred) or by 2" course-threaded drywall screw. (Do this by hand so as not to strip the screws.) . No gluestrips or double stick tape.
- Use clear, removable shipping labels for wall labels. Avery 15664 labels can be purchased and printed at Office Depot, 3045 Atlanta Hwy. [Template for Avery 15664](#)
- Any other application of material to the wall must be cleared ahead of time. Painting and drawing directly on the wall must be approved. Decals must be approved and must be removable. Any sheet rock damage to be repaired at the expense of the artist.
- Artist provides all materials and tools for installation
- Artist is responsible for costs related to installation
- Artist to repair wall holes from deinstallation with spackle and paint as needed.
- Ciné to provide paint for patching.
- Walls to be inspected by ATHICA and Ciné after deinstallation; artist to address issues as

requested.

## **Publicity**

- ATHICA and Ciné will promote the exhibition in the following ways:
  - Press release to local and regional media outlets
  - ATHICA website, calendar, e-newsletter, Facebook, Instagram
  - Ciné website, calendar, e-newsletter, Facebook, Instagram, Twitter
  - Lobby screen projection
- ATHICA will provide the Artist with links and assets for cross-promotion. The artist is expected to promote the exhibition on personal or professional social media accounts and websites.