



## Willits Center for the Arts GALLERY EXHIBITION GUIDELINES

A professional looking show begins with clean walls and nail holes filled. It also closes that way and we appreciate and thank you.

The work to be installed should be professionally presented – clean, dry, appropriately framed and matted. Sawtooth hangers, colored mats, and clip-on (uni) frames are not recommended.

The show can benefit from having the artists' work intermixed throughout the galleries to create interesting dialogues and juxtapositions. It's one show with multiple artists.

It can be helpful to lean the works against the wall and determine placement before hanging. Any needed pedestals should also be brought into the gallery at this time.

Decide placement of the largest 2D and 3D works first to create the structure of the show. These are the visual/spatial anchors around which the smaller works will be installed.

After the work to be shown is selected the show can usually benefit from having one work removed per artist. The more artists in the show, the truer this becomes.

The angled wall in the front gallery is a focal point. Put a strong piece there. The wall across from the doorway between galleries is another focal point in the gallery.

Give each work plenty of wall space around it – about half the width of the work on each side. The eye needs room to rest.

Notice the rhythm of the hanging works, and the interval of space between the works. Notice where the eye flows and where it doesn't.

Group according to color, content, concept.

Use picture hangers instead of nails or screws for security.

The mid-point of works on the wall should be hung at eye level, about 55 inches. Think of the women and children who will view the show, not the man who is six feet tall.

Too many works can reduce the impact of the show. It may appear cluttered and the work less important, the viewer's eye and mind will fatigue.

If a large amount of work is to be installed salon-style, it can be helpful to lay out the work on the floor and create groupings before hammering in nails.

Works that are on pedestals or the floor should be taken into account while installing the show. Walk around the work and notice what is behind it on the wall. Notice the interactions between the floor and wall artworks.

Works on pedestals or the floor should allow the viewer to move around the work without the worry of knocking against another artwork.

Take into account the traffic flow that pedestal and floor works create. Is the flow in harmony with the wall works?

Light each wall work with a minimum of one light per piece. If possible, each work should receive two lights obliquely.

The front gallery is the better lit room. More lighting fixtures are needed in the back gallery to light the work.

3-D works should be lit from multiple sides.

Light fixtures that do not work should be removed.

These guidelines are suggested. We are aware that some artwork may fall outside of these guidelines. Please discuss any concerns you may have. The WCAC reserves the right of final authority in the presentation of artwork in the WCA galleries.