

Our Mission: To provide a vehicle for appreciation of art works created by artists both within the Westminster-Canterbury community and beyond.



SHENANDOAH VALLEY WESTMINSTER-CANTERBURY

LAWRENCE GALLERY ARTISTS' GUIDELINES

Exhibiting Your Artwork — Beautifully and Simply

At Shenandoah Valley Westminster Canterbury, we celebrate the artistic passions of our residents, our staff, and members of the surrounding community. In that spirit, we welcome artists to exhibit their works in our Lawrence Gallery.

The gallery provides a vehicle for appreciation of artworks by artists who wish to display artworks in any medium. We attract both new and experienced artists whose works reflect their development and mastery of both style and technical skills. We welcome individual and group exhibits.

The gallery is equipped with artwork-friendly lighting and hanging systems. The hanging space is 65

feet long and 4.5 feet high. We also provide 24-hour security for your artwork within our retirement community.

There is no entry fee. However, a suggested donation of 25% of any sale is requested, with the monies designated for SVWC's *Fellowship Fund. This donation is completely voluntary.

Publicizing Your Exhibit

The SVWC Art Committee and Marketing Department help to promote your exhibit internally and externally. We send e-mail announcements to our list of 400+ future residents; issue a media release; write an article for our monthly newsletter, *Westbury World*; distribute posters on campus; and

highlight it on Social Media and our SVWC website. After exhibits open, SVWC hosts a reception for the artist, to allow them to interact with not only our residents but art patrons from the Winchester area.

We also provide you, the artist, with postcard announcements featuring photographs of your work. We encourage you to send these postcards to your own contacts who may be interested in attending the exhibit.



Acrylic Painting
Don Black

Liability and Agreement

All accepted artwork will remain on display in Lawrence Gallery for the duration of the exhibit. *(Unless a purchaser wants the piece for a special occasion or they are from out of the area. In that instance, works will be rearranged or*

replaced by the artist.) SVWC has the right to use photographs of accepted works for promotional purposes.

SVWC does not collect taxes on sales. Artists should build in extra on pricing to offset taxes. SVWC is not responsible

for any expenses that featured artists might incur.

SVWC is not responsible for work left on the premises beyond the exhibit dates agreed upon. *(Unless purchases are being held for pickup by the buyer.)*

Past Lawrence Gallery Exhibitors

- ♦ **Don Black - Acrylics**
- ♦ **Lynda Smith-Bugge - Wood Sculpture**
- ♦ **Loretta Johnston - Watercolors**
- ♦ **Charles Thorne - Photography**
- ♦ **Connie Fisher - Mixed Media**
- ♦ **Michele Pope Melina - Oils**

Questions?

Feel free to contact Vanessa McAllister, SVWC's Foundation Manager.
Call her at 540.665.5862 / Ext. #2862
or email her at vmcallister@svwc.org.

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Exhibit Application Guidelines

1. Applications are available from Vanessa McAllister / SVWC Foundation Manager, in the Foundation Office. The SVWC Art Committee does a preliminary review of samples from the artist and approves applications according to suitability and availability of space. Art must be compatible with the Gallery's hanging system.
2. The Art Committee will notify artists of acceptance a few days after the application deadline.
3. All artwork should be original and not previously shown in Lawrence Gallery.
4. Applications with photos of each work must be returned electronically or in hard copy to SVWC's Foundation Manager, Vanessa McAllister, or the Exhibit Coordinator, two months before the exhibit date.
5. The name of the artist and painting must accompany each photo. Since photos will be used for publicity, we ask that they be shot straight on so they reproduce well.
6. Each work should be appropriately framed and prepared for hanging. Our gallery hanging system requires at least six inches of wire between attachment points.
7. All works shown should be clearly marked on the back with the artist's name and contact information, the piece's title, medium, and asking price, if for sale. Also, please include a number correlating with the application.
8. The Art Committee will mount the exhibit a few days before the show's official opening.
9. Artists are expected to attend the exhibit's opening reception.
10. Each artist will agree to work with the Art Committee regarding an appropriate biographic audio visual presentation to run during the opening reception.
11. Any works sold during the exhibit may be removed if the purchaser requests removal before the end of the exhibit. Payment is due within two weeks of the piece being marked SOLD. Checks are made out to the artist and tracked by the Foundation Manager.

*The SVWC Fellowship Fund

was established to provide confidential financial assistance to qualified residents who, despite careful planning and saving, find themselves in need of support. The Fellowship Fund allows persons to continue living at Westminster-Canterbury in dignity and with grace, regardless of their financial situation.

12. SVWC reserves the right to exclude any entry that is deemed to not be family-friendly or presents complex installation problems.
13. SVWC is not responsible for any artist's expenses, such as materials, travel, and lodging. Guest suites are available on campus, for a nominal rental fee.
14. There is no entry fee. However, a suggested donation of 25% of any sale is requested, with the monies designated for SVWC's *Fellowship Fund. This donation is completely voluntary. If artists choose to make a donation, a check should be made out to the **SVWC Fellowship Fund** and delivered to the SVWC Foundation Manager in the Foundation office.



Oil Painting
Michelle Pope Melina

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About Westminster-Canterbury

Shenandoah Valley Westminster-Canterbury is a not-for-profit, church-related, continuing care retirement community founded in 1987. The campus is situated on 87 beautiful acres in the historic Shenandoah Valley, just an hour from Washington, D.C. Over 500 seniors reside at SVWC in a range of housing from independent-living cottages and apartments, to private

assisted-living and skilled-nursing residences with memory support and rehabilitation. We are accredited by CARF, the independent authority that evaluates continuing care retirement communities for fiscal stewardship and quality of services; only 12 percent of U.S. CCRCs earn this distinction.

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