



Brighton Art Guild Kaleidoscope 2011 at the Mall

Instructions and general event information.

1. LOCATION – We have a great new location. The Margaret Hunter building where we had Kaleidoscope the past few years had numerous lease offers – so it wasn't available. After searching up and down and all around Main Street, trying the "Bible Building", behind Bagger Dave's, the second floor above CW Interiors, and the new building on Grand River where the bank use to be, no venue could be found in the downtown area. After much searching, a venue was found in the Green Oak Village Place mall. It's on the south row of stores, just down from Wild Wings and three other restaurants.

It's at least twice the size as the prior venue, allowing us to do some fun, and exciting new things. In honor of this new location, this year's event will be called Kaleidoscope 2011 at the mall.

In addition to allowing us to use the space only the cost of the utilities, the mall is going promote our event in their print and radio marketing! In addition, we don't have the restrictions that we had in the city, with such things as banners, sandwich board signs, window signage and yard signs.

2. VENUE ADDRESS – is 9795 Village Place Blvd. in the Green Oak Village Place mall in Brighton (down from Wild Wings on the south side of the mall). The mall is located by US 23 and Lee Road, by all the round-about.
3. DATES – the exhibition opens Friday, May 13th and runs through Sunday May 22nd. Hours are weekdays noon to 8pm, Saturdays 10am to 8pm and Sundays noon to 4pm.
4. CHECK-IN – will be Tuesday, May 10th from 4-7pm, at the venue.
5. THE RECEPTION – will be Saturday, May 14th from 6-8.
6. JUROR'S TALK/MAY GENERAL MEETING – will be Wednesday, May 18th at 6:30 at the Kaleidoscope venue.
7. CHECK-OUT – will be Sunday, May 22nd from 4-5pm
8. ENTRY FORMS – Brenda has printed copies of the printed version and it will be available to down load by the end of the week. The Gallery Shop inventory forms, along with posters and more will be available as downloads.
9. POSTMARK DATE – the entry forms must be complete and postmarked by Wednesday, April 20th – so there's only two weeks to get it sent in.
10. NEW LIMIT – each artist may bring three pieces for exhibiting in the main exhibit. Your first pieces is guaranteed to be displayed and the second and third as space allows, but with the size of the new venue and Gayle's talents in hanging the show we should be able to display all pieces.
11. GALLERY SITTING – all artists who exhibit their artwork in the main exhibit will be required to gallery sit for two 2-hour shifts. On the entry form there is an area to complete to indicate your preference for type of days and time of days and whether you would like consecutive shifts. Rosemarie Brennan will be coordinating the sitter and will try to honor your requests. She will be contacting you to let you know of your assigned shifts.

12. COMMISSIONS - A 20% commission will be charged on all pieces sold. The Guild will be responsible for collecting and reporting sales tax. The artist will be issued a check for the list price of any sold works, minus the commission. Madeline, the Guild's treasure, will mail checks by June 6th.
13. VOLUNTEERS – this is an all member exhibit and the success of this event depends on everyone's help. If you are new to the Guild or haven't volunteer for a while, is a great way to get to know the wonderful people that make up the Guild. Information about the volunteer positions needed will be outlined in an upcoming Sketches issue.
14. PEOPLE CHOICE AWARD – this award is intended to give the public an opportunity to express their opinion of the artwork; it is not intended as a popularity contest. You know your friends and family love you, so please encourage them to vote for their favorite piece, and accept that it may not be yours. Please don't stuff the ballot box, as has happened in the past. But let's make it a true "People's Choice" award. The winner will be announced and the ribbon presented at the Guild's June meeting.

SOME OF THE NEW AND EXCITING THINGS HAPPENING AT
KALEIDOSCOPE 2011 at the mall

1. THE GALLERY STORE - Because of the larger space will be able to have The Gallery Store, where artist can offer up to ten pieces for sale to the public for under \$100. Artwork may be hung on the walls, displayed on a table, or in floor or table-top bins. Each artist will be responsible for providing the necessary hardware to hang, table and/or bins to display their works. Artist who display in The Gallery Store will be required to sit up to two additional 2-hours shifts; these will be weekday evenings or weekends. As pieces sell, the artist may restock. It's up to the artist to monitor their inventory and as new pieces are brought in they must be added to the artist inventory sheet. Again a 20% commission will be deducted from the sales price of any sold pieces.
2. If you want to offer your artwork for sale in The Gallery Store, please complete the box on the Kaleidoscope entry form. Then, prior to check-in on May, 10th, download The Gallery Store inventory form at brightonartguild.com/kaleidoscope. Complete the form and bring it with your ten pieces of artwork, labeled as described on the form, and table, bins or hanging hardware, as required to display your work, to check-in on Tuesday, May 10th from 4-7. Unsold artwork is to be pick-up during check-out on Sunday, May 22, 4-5pm.
3. LIVE DEMONSTRATIONS – again, because of the larger venue, this year we will be able to feature live demonstrations by our talented Guild members. It's a great opportunity to showcase the diverse talents of the Guild members. The demonstrations will be offered on the weekday evenings, and all day Saturdays and Sundays. Some artists have already offered to do demonstrations, but we need more! If you would be willing to do one (or two), please let Sue Balk know.
4. LIVE MUSIC – again, because of the larger venue, we have room to have live music not only during the reception, but at various times through out the exhibit. Mike Ewing is in charge of locating the talent. Because we are working with a limited budget, we are looking for individuals or groups, vocal or instrumental would be willing to perform for no money, but great exposure (we hope) and our appreciation. So if you know of an individual, church or school group, vocal or instrumental or what or whomever, let Mike Ewing know.

THIS YEARS KALEIDOSCOPE PROMISED TO BE AN OUTSTANDING EVENT!