

Virginia Broersma, The Artist's Office, 2020

www.theartistsoffice.net

<https://www.instagram.com/theartistsoffice/>

<https://www.flatlinegallery.com/>

Checklist for....

How To:

Write an Exhibition Proposal

Presented by Virginia Broersma and Flatline, August 12, 2020

To Do List:

Step One: **Review guidelines**

- Word counts
- Requested Details
- Timeline and Budget
- Eligibility Requirements

Step Two: **Research the space**

- What types of exhibitions have they hosted previously?
- What types of work have they shown?
 - Media, themes, scale
- What types of artists have they shown?
 - Career level, location (local or not?), Disciplines
- What is the physical (or virtual) space like?
 - Size
 - Capabilities

Step Three: **Write your proposal**

Description that includes:

- A) Concept
- B) Details
- C) Context / Significance

Identify potential artists or artworks for the exhibition

Title your exhibition

Determine your expenses and outline your budget

Step Four: **Proofread and Review**

Confirm that you followed all guidelines and meet eligibility requirements

Show Development:

Prompts for fleshing out your idea

What will this show look / feel like?

Who is this show for? Who is the audience?

If you had to boil your idea down to 3 words, what would they be?

There is a reason you want to do this show; what is that reason?

How does your proposal align with the priorities of the space?

Have you worked out the Who, What, Why, Where and How?

Checklist

Reminder:

Review guidelines for what each opportunity calls for. It's possible you won't need all these items.

Does my proposal include:

☐ Description / Statement

☐ Artists / Artworks

☐ Title

☐ Budget

☐ Additional details such as:

☐ Programming

☐ Catalogue

☐ Space needs

Have I followed all word count restrictions? ☐

Do I meet eligibility guidelines? ☐

Resources:

Virginia Broersma, The Artist's Office, 2020
www.theartistsoffice.net

Example Proposals:

Stephanie Syjuco, Speculative Propositions - <https://speculativepropositions.tumblr.com>

Questions to address in your proposal, from "Writing an Exhibition Statement", Capture Photography Festival:
<https://capturephotofest.com/writing-an-exhibition-statement/#:~:text=When%20writing%20a%20statement%2C%20it's,of%20works%20will%20be%20exhibited%3F>

Places to find Requests for Exhibition Proposals:

Call for Entry (Cafe)
NYFA classifieds
Arts for LA
California Arts Council

<https://theexhibit.io/>
(Online exhibitions platform)

Annual Open Calls for exhibitions:

LACE Emerging Curators
FoCA (not always annual) (Local)
Irvine Fine Arts Center
Annenberg Beach House
Angels Gate Cultural Center

Apex Art
Art League Houston
CUE Foundation (Out of state)
Locust Projects
VisArts