



## Artist Participation Guidelines ([Wade James Theatre](#) Lobby)

Welcome to participation in the [Wade James Theatre](#) lobby art exhibition! For all mainstage shows each year, the Driftwood Players (DWP) has set a goal to support the development of local artists through:

- \* providing rent-free exhibition space for two – five weeks (depending on the mainstage production)
- \* sharing their established traffic pattern of 2000 – 4000 (per show) self-selected patrons of the arts
- \* providing free promotional space in their mainstage production's program

We want you to have the most successful experience possible. To get the fullest satisfaction out of your participation, we have adopted the following guidelines that have been developed over the years. If you have any questions after going through them, please don't hesitate to contact us.

- *You are encouraged to arrange a reception for the opening of your exhibition.*

Your exhibition's opening will occur the night of the Invited Dress Rehearsal – ie, the night before the play's opening. While the theatre will host your exhibition, it is to your advantage to meet prospective clients during your opening, tell them about yourself, give them any marketing materials you may have, and do the actual selling of your work. As an added inducement, you are free to invite up to **fifty** friends and supporters to attend your opening; your guests may attend the final dress rehearsal for free! Artists who have had the best experiences have arranged their own opening, including light refreshments, from 6:30 – 8:00 pm. The crowd of their own supporters merges with the audience coming to see the final dress rehearsal, thus setting the stage for a successful exhibition! Then, too, when an Alternative Stages production opens the weekend following a Mainstage production, Driftwood will give you two complimentary tickets to attend the Alt Stages show..

- Exhibition Schedule:
  - ✓ **September 9 – October 3, 2010 (*The Musical Comedy Murders of 1940*): Heidi Alayne**  
Biography due: [August 27](#)  
Exhibition Opening: [September 9, 6:30 – 8 pm](#)
  - ✓ **November 18 – December 19, 2010 (*Annie*): Pat Brier**  
Biography due: [November 4](#)  
Exhibition Opening: [November 18, 6:30 – 8 pm](#)
  - ✓ **February 3 – 27, 2011 (*The Miracle Worker*): Syrinda Sharpe**  
Biography due: [January 21](#)  
Exhibition Opening: [February 3, 6:30 – 8 pm](#)
  - ✓ **March 31 – April 24, 2011 (*Nunsense*): Amber Salinas**  
Biography due: [March 17](#)  
Exhibition Opening: [March 31, 6:30 – 8 pm](#)
  - ✓ **June 9 - 26, 2011 (*Born Yesterday*): Joel Patience**  
Biography due: [May 26](#)  
Exhibition Opening: [June 9, 6:30 – 8 pm](#)



- You are responsible for providing your end of a successful collaboration with the Driftwood Players. Here is a checklist to ensure success.
  - ✓ You are responsible for both **hanging** and **taking down** your exhibition. Please choose a date that impacts theatre operations as little as possible. Contact information is listed below.
  - ✓ The amount of wall space available in the theatre lobby for your exhibition is 16' x 4'. It is directly opposite the entrance. Every moment an audience member spends in that lobby before, during intermission or after the show, she will see your work. Moreover, the lobby comes equipped with a Walker Display system that makes the hanging of art work a hammer-and-nails-free snap. (At Manya Vee Selects, we also use the Walker system.) Driftwood Players assumes no liability for your art during the course of your exhibition, so be sure to hang your work securely and out of reach of lobby traffic.
  - ✓ DWP will not sell your work. When an audience member wishes to purchase a work, the box office will hand her your contact information to deal directly with you. Be sure the box office is well-provided with **cards** bearing your contact information. As you might expect DWP takes no commission from the sale.
  - ✓ DWP requires a 100 word **biography** from you **two weeks** prior to your opening. Your biography will be used in their performance program that 2000 – 4000 patrons will see. Send your biography to [office@driftwoodplayers.com](mailto:office@driftwoodplayers.com).
  - ✓ If you choose to send out **invitations** to the opening of your exhibition, as the host, DWP requests the chance to check over your invitation for performance-related information. (Apparently, there have been a number of errors, such as show times, made in the past.)

That's it! What a wonderful opportunity awaits you! Enjoy!

#### DWP Contact...

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