General Exhibition Handbook

General Information

Floor plans for the galleries are available at:
https://portal.cca.edu/essentials/exhibitions/galleries/#gallery-floor-plans

Contact: exhibitions@cca.edu

Exhibition Timeline

At least 4 weeks before the exhibition:
-Send web content to Exhibitions Department for the CCA website:

- Exhibition Title
- Exhibitors' names (as they would like them to appear on the exhibition listing)
- Image that represents the exhibition
    - Allowed file types: png, gif, jpg, jpeg.
    - Images must be larger than 1200 pixels on each side.
- Image credit, if necessary (if the image has a title, material, date etc. that you'd like to provide, or is not your own work and needs to be cited to the source it came from.)
- Brief description of the exhibition.

-Provide a floor plan or a written proposal for your exhibition to the Exhibitions Department for review and approval. Fire, health, and safety codes should be taken into consideration when planning your exhibition. This information can be found within this document.
-Get special event clearance (class visit, tour, performance, workshop, screening, etc.) from Exhibitions Department. Special events should take place within the open hours of the gallery (Monday -Friday, 12:00-5:00 PM) or during the reception time frame.
-Create and order digital and printed promotional materials and signage for your exhibition.

2 weeks before your exhibition:
-Request media equipment from Exhibitions. If Exhibitions cannot provide the media that you need, you will be directed to the Media Center.
-Purchase or find a source for media that can not be provided by Exhibitions or from the Media Center.

-Request special event media (PA, microphone, cameras, etc.) from Media Center. The Exhibitions Department does not provide equipment like speakers, PA's, microphones, cameras (photo or video), etc.
-Request special event furniture and other items from the Exhibitions Department, and purchase or find a source for the items Exhibitions cannot provide.
-Send the Exhibitions Department a digital copy of an 11"x17" exhibition poster or provide the Department with 3-10 print copies, if you would like the Department to put them in its gallery sandwich boards.
-Secure permission from CCA's Public Safety Department for serving alcohol at your reception and/or special event, if applicable.

Exhibitions Department Policies and Programming

Installation/De-Installation:

Schedule:

Your exhibition must be completely installed, cleaned up, and all signage must be hung by the end of your installation window, when the Exhibitions staff will do a walk through of each space. Any work, materials, or objects that are not fully installed will be removed from the space.

Installation and deinstallation dates will be set in advance via an emailed confirmation from the exhibitions@cca.edu account. If you have specific questions about this timeframe please email exhibitions@cca.edu, as this account reaches all Exhibitions Staff. **Please be on time and please be prepared when you arrive.** When working in the gallery, closed toed shoes must be worn, and it is good to come in clothes that you are ok with possibly getting dirty.

The allotted installation time will only allow for the artwork to be brought to the space and installed. All other preparation should happen in advance of the installation date. Testing/formatting of media files, matting, framing, attaching eye-screws, wiring, or d-rings for proper hanging should be completed before the work arrives at the gallery. It is also good practice to have the work wrapped in butcher paper or packaged in a box so it does not get damaged before its installation. The Exhibitions Department has moving blankets that can be used as needed during installation.

Provided Tools and Equipment:

The gallery provides basic tools and hardware such as hammers, drills, levels, measuring tapes, screws, nails, etc., but **if you have special needs in regards to hardware/materials, you**

should purchase what you may need and return what you do not use after the install has been completed. It is always best to purchase any materials in advance so you do not waste time going to the hardware store during the allocated install time. All prefabrication of work should happen before you actually enter the gallery spaces—no fabrication of work can happen on site unless the Exhibitions Department has approved your request to do so in advance. If you are working in installation, we understand that components may come in fragments, but try to do any assembly that you can outside of the gallery to conserve time. **Make sure what you are making will actually fit through the galleries' front doors (roughly 54" W x 80" H for San Francisco, Oakland has a roll up garage door, but note that IPW has a series of stairs).**

We provide various sizes of pedestals and media that needs to be reserved in advance. Please note that we have a limited amount of media equipment available for use in the gallery spaces, that is available on a first request first reservation basis (please email exhibitions@cca.edu in order to know what we do have). We highly encourage you to make any media requests as soon as possible, as you may need to make a reservation through the Media Center if the Exhibitions inventory does not have what you need available. These requests must be made **up to two weeks in advance** of your exhibition, **if you fail to make a reservation 2+ weeks of your exhibition you may risk not having the proper equipment. Purchasing of media that you may use again in the future is always highly encouraged.**

You are also responsible for the security of any media that you have borrowed from the Exhibitions Department or Media Center. If media is being used within the Isabelle Percy West Gallery, locking the media somehow is a requirement as this is not a supervised gallery. Both departments have various locking mechanisms that can be used, but you are responsible for providing a lock as keys are often misplaced and the locks have to be physically cut off from the media. Other galleries will require you to lock down media based on what the device is (i.e. a personal laptop, iPad, or MP3 player should always be locked down somehow as they are easy for visitors to take via a purse or backpack etc.).

Pre-test and purchase hardware before the exhibition install. Gravity happens, especially within an earthquake-prone region, and specific installation hardware really changes the look of a piece, the finish-level of presentation, and the security of the work. Make decisions about hardware in advance and bring the pre-tested hardware to the gallery for installation. **Neglecting to pre-test hardware may lead to work falling off the gallery wall causing loss, damage or injury which the gallery is not responsible for (see the Exhibitions Agreement).** Again, should you have any questions, do not hesitate to contact the Exhibitions Manager for advice at exhibitions@cca.edu.

Receptions:

NOTE (updated 12/6/21): THE CCA CAMPUS GALLERIES CURRENTLY CANNOT HOST RECEPTIONS DUE TO TEMPORARY COVID-RELATED HEALTH AND SAFETY

REGULATIONS. OPEN HOUSES (WITHOUT FOOD & DRINK) MAY BE POSSIBLE. PLEASE CONTACT EXHIBTIONS@CCA.EDU FOR MORE INFORMATION.

The Exhibitions Department provides tables and tablecloths, but the exhibitor(s) must provide their own food and or beverages if they would like to have this as a part of their reception (it is not a requirement).

If you are planning on serving alcohol, a Permission to Serve Alcohol Request Form must be filled with the Public Safety Office. No alcohol is permitted at student-organized or undergraduate course-related exhibitions. To meet California State Laws, event organizers at CCA must:

Public Event:

- Request permission from Public Safety in a timely manner (at least 2 weeks in advance), via a form that can be found HERE.
- A caterer with a CA state liquor license and event permit must be hired to serve alcohol. Bartending services generally do not meet the qualifications to serve alcohol at public events.
- The caterer's COI for general and liquor liability, copies of their liquor license and permit must be obtained and be on file with Public Safety 48 hours prior to the event
- Staff/faculty/students must check ID, provide hand stamp or bracelet for attendees 21 and older, and provide 2 drink tickets to those who choose to drink.**
- Food and alternative beverages must be provided
- Caterer will serve beer wine and beverages to guests collecting drink tickets as they do.
- If all of these steps aren't completed alcohol may not be served. Public Safety has the right to terminate any events that are not in compliance.

The exhibition coordinator should come early to help set up the reception, ideally around 4:30 PM. Receptions end promptly at 7:30 PM. At this time, all components of the reception should be cleaned up (begin cleaning at around 7:00-7:15 PM). There will be an Exhibitions Gallery Assistant and/or Exhibitions staff member on hand for receptions to assist you as needed with clean up. At 7:30 PM the lights within the galleries will be dimmed and visitors will be asked to leave. Please be aware of this and respectful when individuals are asked to leave.

Special Events:

If you are planning a special event (a performance, listening session, reading, screening, workshop, class visit, tour, etc.) within the exhibition space, this will need to be cleared with the Exhibitions staff a minimum of two weeks in advance of the event, and will not always necessarily be approved. The more that you communicate in advance of the exhibition, the more likely you are to have a special event approved.

Any media (a PA, microphone, video or digital camera, etc.) that you need for your event needs to be reserved two weeks in advance of the date that you need it via the Media Center (the Exhibitions Department does not have this type of equipment within its inventory).

If you will require seating, tables, etc. for your event, please inform the Exhibitions Department ASAP. The Department has an extremely limited inventory of event furniture and kitchen goods that it may be able to share for use within the galleries. Do not assume that the items you need are available.

Promotion:

Event Listings and Digital Promotion:

You will need to provide a title, image, image credit/caption, and brief description of your exhibition via email to exhibitions@cca.edu for the CCA calendar at least four weeks in advance of your show. **Your exhibition will not be listed online until we have received your information.**

If you would like the Department to support your digital promotion efforts, e.g. by sharing posts on its Instagram page, please send all relevant images and copy to exhibitions@cca.edu. Please tag @ccaexhibitions in your promotional Instagram posts to request a "repost."

The Exhibitions Department also encourages you to promote your exhibition within CCA through listserv e-blasts, by postering campus walls, and by word-of-mouth. The Exhibitions Department has found personalized letters of invitation to a selection of CCA staff, faculty, and students, as well as to external community groups and organizations to be highly effective.

Printed Promotional Materials and Signage:

Always have someone review content before printing postcards or posters to make sure that the information on it is correct and there are no typos. Vistaprint is a good, low-cost resource for printing postcards: http://www.vistaprint.com/. ARC is an approved CCA vendor and is conveniently located on Hooper Street near the SF campus. The Exhibitions Department does not fund, print, or design any advertising materials (posters, postcards, etc.) for exhibitions it is not directly responsible for coordinating. Any of these materials must be organized independently and should be worked into your budget.

If you would like the Exhibitions Department to put posters for your exhibition in its sandwich boards, please send a digital copy of an 11"x17" version of the poster to exhibitions@cca.edu at least 1 week prior to the opening of your exhibition, or bring between 3 and 10 posters to the Exhibitions Department office at 161 Hubbell Street in San Francisco.

Some form of signage is required within your gallery space so visitors can identify each exhibition with its corresponding artist and space. Examples of this include: vinyl, a poster, an artist statement etc. It's also good to have something with contact information on it. Painting or drawing a name/title on the walls is not allowed due to the tight turnaround between exhibitions.

Initial Considerations and Planning Strategies

Questions to consider include:

Do you need special equipment at particular times? Do you need to make a reservation with the Media Center for this equipment? Will you need to have equipment ordered? Will you be ordering and sending out postcards? Do you need to order vinyl for an exhibition statement or title? What type of wall labels will you be using? Do you want to have a gallery map instead? Do you want to make posters or flyers?

Another important step is to envision what the installation will actually look like once it is physically installed. It's a really good idea to go to other exhibitions so that you can see how other people address various issues in regards to the parameters of the specific gallery that you will be using. Floor plans can be accessed at www.cca.edu/students/undergrad-exhibition/forms under the Gallery Floor Plans link. Use these floorplans as a way to think about how viewers will engage and interact with the artwork. Google SketchUp is another helpful tool to use when thinking about how objects will fill a space.

It is also important to make specific requests that may be deemed as problematic in advance (i.e. using organic materials, scents, hazardous materials, work that may be deemed explicit, etc.). Certain spaces will allow for certain types of installations and it is important to know this in advance. **The more questions you ask, the more prepared you will be to troubleshoot and work through any possible issues.**

If there is any nudity, violence, or potentially offensive language in any of the exhibition content we must be notified in advance so that we can work with you to make sure content is properly labelled and our Gallery Assistants are equipped to interpret the material for visitors. The galleries are public facing, and we need to be considerate to all audiences. By no means will work be censored, but it is important for the gallery staff to be prepared to notify visitors of work that they may not necessarily want to directly engage with.

FIRE / HEALTH / SAFETY CODES:

1. Required ADA (Americans With Disabilities Act) clearance for floor space is 32” w x 48” d, artwork or installation components may not obstruct pathways due to ADA compliance.
2. For any room or space with only one exit, the maximum occupant load should not exceed 50 people.
3. Fire extinguishers that are located within the galleries can and should not be moved unless being used in the instance of a fire.
4. If you are using a ladder, someone must be within the gallery with you at that time and should also hold the ladder while it is in use.
5. Fire of any kind is not allowed within the galleries (this includes candles).
6. The doors within the galleries cannot be blocked or inhibited from being used (i.e. no curtains between spaces or blocking of exit doors).

As you plan an exhibition, it is good to be aware of these fire, health, code, and safety code regulations. If you foresee any possible issues in regards to these regulations, please contact the Gallery Manager as soon as possible.

Please send an email to exhibitions@cca.edu any time that you see the possibility of something causing a violation of these codes. In the advent of a serious incident occurring within the gallery please call **911 first** (if the situation presents itself as serious) and **the Public Safety office should be reached after at: 415-703-9510 and an incident report must be filled.**

Media Usage & Media Center Policies

Any components of the exhibition that include media, special lighting, or electronic components will need to have instructions printed off for our Gallery Assistants to address when they start their shifts. **You are responsible for providing these instructions by the day that the exhibition opens at 10:00 AM.** Certain types of installations (ones with very elaborate amounts of media/sensitive materials, etc.) may require you to work time into your schedule to take care of these components independently.

The Exhibitions Department can help with media on a case-by-case basis, but skill levels in regards to media will vary based on the preparator you are working with. If you have questions in advance of the installation we are glad to direct you to students who can be hired from your own budget to assist you with setting up media files. The Media Center can also be used as a point of reference for issues with setting up files. **Files should be tested in advance to make sure that they work with the media you plan on using. All media should be properly**

uploaded on a USB when you arrive at the galleries so it is ready to play when the media gets mounted/placed.

The easiest way to make sure a media file will work is to export it from Quicktime as a .mov file at 1080p or 720p.

All media for your exhibition that is reserved through either the Exhibitions Department, Oakland, or San Francisco Media Centers should be picked up from and returned to the same location. **The Exhibitions Department has a limited amount of media available (predominantly monitors, media players, and a few projectors for each campus), but should be used as an initial resource when requesting media related materials**. There are two projectors mounted within the Oliver Art Center. These two projectors are permanently mounted within their locations, they cannot be moved, but can be rotated to face a different wall if needed. **Projecting at the Hubbell Street Galleries is extremely difficult due to the amount of natural light that comes into the gallery. Monitors are highly recommended for video work being exhibited within the Hubbell Street Galleries.**

The Media Center has specific policies in regards to supporting the Exhibitions Department, please make sure to review their policies on the CCA Website and also make sure to reach out to them at least two weeks in advance of your exhibition if you cannot get what you need from the Exhibitions Department (media can be reserved up to two weeks in advance of your exhibition.)

The policies for each of the Media Centers can be found here:
https://technology.cca.edu/policies/media-center-user-agreement

Media Center Inventories can be found here (Oakland & SF):
https://technology.cca.edu/media-center-equipment

Contact: mediaservices@cca.edu

Frequently Asked Questions

Please ask questions in advance of your installation**. Contact exhibitions@cca.edu if you are unclear on any policies, the resources that are available to you, the schedule for installation, receptions, and deinstallation, or the expectations required from you.

Can I paint on the walls? On a case by case basis this may be approved for exhibitions that exceed a one-week duration. This action must be approved via the Exhibitions Department at

least 4-weeks in advance of the exhibition though and is it is generally not approved due to the time it takes to return the wall to gallery white.

Can I have fire/open flames etc? Due to fire, health, and safety codes we cannot allow for any forms of flames within the galleries. **This includes candles.**

Can I use scents? If you plan on using scents, they must be contained somehow so that interaction with them is optional (bell jars are one possible option for this). Visitors to the galleries often have various sensitivities or allergic symptoms to smells.

Can I include plants, dirt, or other organic materials in my installation or work? Including plants, dirt, or organic matter in installations and art work requires advance permission from the Installation Manager. Dirt may not be placed directly on the floor.

Do you have gels for lights? No. This must be provided by you if you indeed want to use them.

Do you provide tables? Yes. We have plenty of plastic tables that you can use for install/deinstall/reception etc.

Do I need to secure media? The Isabelle Percy West Gallery specifically requires this as it is not a monitored spaces. The media center and Exhibitions Department have materials to do this that should be requested when using this space. The exhibition coordinator is responsible for providing their own locks if using media within this space.

What are my responsibilities? Exhibitors are responsible for preparation, installation, removal of all work from the galleries, media reservations, receptions, exhibition publicity, the safe and secure installation of the work within the exhibition, and some form of signage that includes all exhibitors' names. For the reception the exhibition coordinator is responsible for providing any food, drinks, serving utensils, cups, and paper products; they must also help with set up beforehand and clean up after the reception.

Do I need signage/labels/an artist or exhibition statement?
Yes! Some form of signage is required so visitors can identify the exhibition. FastSigns is a great resource in both Oakland and San Francisco for quick vinyl printing: http://www.fsfastsigns.com/ or Martin Sign Co. https://martinsignco.com/ which is located in Bayview.

Can I have my reception on a different day or time from the pre-designated reception days? No. The reception days are decided at the beginning of the semester with many factors being taken into consideration. These factors include class times, the use of Nahl Hall (effects IPW), the schedules of work study, and the work schedules of the Exhibitions and Public Safety

staff. In San Francisco receptions are specifically on Thursday in order to be a part of the Do.Re.Mi Design and Arts District Map.

Can I serve alcohol at my reception?
Due to COVID-related health and safety regulations, receptions have been suspended and food and drink are forbidden within the galleries.

When receptions resume, to meet California State Laws, event organizers at CCA must:

Public Event:

- Request permission from Public Safety in a timely manner (at least 2 weeks in advance), via a form that can be found HERE.
- A caterer with a CA state liquor license and event permit must be hired to serve alcohol. Bartending services generally do not meet the qualifications to serve alcohol at public events.
- The caterer's COI for general and liquor liability, copies of their liquor license and permit must be obtained and be on file with Public Safety 48 hours prior to the event
- Staff/faculty/students must check ID, provide hand stamp or bracelet for attendees 21 and older, and provide 2 drink tickets to those who choose to drink.**
- Food and alternative beverages must be provided
- Caterer will serve beer wine and beverages to guests collecting drink tickets as they do.
- If all of these steps aren't completed alcohol may not be served. Public Safety has the right to terminate any events that are not in compliance.

Can I have extra time to install my work? No. You must complete the installation in the designated windows of time unless approval for additional installation days has been coordinated with Exhibitions in advance of the install.

When should the exhibition be documented? It is always best to document the exhibition as soon as it is installed so that photographs can be reviewed and work can be documented again if needed.

*It is highly recommended that you hire or arrange for a trained photographer to document the exhibition if your budget allows for this service.

Can CCA use my work for promotional material? Yes. If you have any questions or concerns about this please get in touch with the Communications office at communications@cca.edu. The Communications office often takes images of work to post on CCA-related social media and to use for marketing material.