



Artist Submission Guidelines

Thank you for considering Twist Gallery as host to your art exhibit. Whether this is your first or one hundred and first show, we here at Twist promise to offer the same professionalism and hospitality throughout the entire experience.

Artists are welcome to display their works as part of a solo exhibition, or if they prefer, they can collaborate with other artists for a group exhibit. However, please note the fee might change for group shows.

You can find our guidelines and qualifications listed below.

Together, let us work to deliver yet another successful display of extraordinary art to the community of Toronto.

WHAT TO SUBMIT...

- **Artist Resume** and **Cover Letter** with complete contact details.
- **Exhibit Statement** describing why you would like to show your work at Twist, and what the meaning of your show is.
- **Artist Bio** (1 page maximum).
- **Images** (images may be sent via email to nadia@twistgallery.ca, or info@twistgallery.ca. They can also be submitted on CD/DVD. Files must be in JPEG form or other standardized format with a resolution of greater than 300 dpi. The name of the file must match the artwork.

WHAT HAPPENS NEXT...

- After reviewing the submission materials with accompanied images, Twist Gallery will determine if and when the artwork will be displayed.
- Artists will be notified of these decisions within one week of submitting their work.
**Please note that Twist Gallery will show art for a period of one month. Dates are to be determined by the gallery. Should you wish to request a particular date, please include this in your submissions material to be approved by the Director.

ONCE YOUR WORK IS CHOSEN... Once we have decided to move forward with your show, we will request a meeting with the artist(s) and require the following:

- Twist Gallery **MUST** preview and approve **ALL** pieces of art a minimum of 4 weeks prior to the show.
- Twist Gallery requires **EVERY** piece of art on display to be for sale.
- The artist must submit a Price List at least 2 weeks prior to the show.
- The artist must provide wall labels and hanging materials for their art.
- The artist must provide his/her own music for the opening reception.

WHAT TWIST DOES FOR THE ARTIST... Upon receiving all the artist information and images, Twist Gallery's Public Relations and Marketing Department will put together a mini advertising campaign for your exhibit. This campaign will include the following items:

- **An Opening Reception** (this will be dated within the first week of the show). The reception will run from 6pm – 9pm with a cash bar, appetizers and music.
- **Flyers** -If needed, the Twist Gallery's in-house Graphic Design team will create the artist a flyer (post-card style) with all the information and a few images from the show. Both the artist and Twist Gallery are responsible for the distribution of these cards.
- **Email Marketing** - Twist Gallery will send out Email Blasts to the general public, fellow artists and galleries from our extensive mailing list. This will help advertise both the opening reception and monthly exhibit.
- **Press Release** – Twist Gallery will send out a press release describing the intent and hook of the exhibition to an array of media contacts within the city. This will be sent out 2 weeks prior to the opening reception and this press release will also be followed up with a phone invite one week prior to the opening reception.
- **Social Marketing** – One month prior to the show, Twist Gallery will launch an online social media campaign. This will include frequent Twitter, Facebook and Flickr updates as well as constant blogging on the Twist Gallery Blog.

FEES AND DEPOSITS...

- The cost for holding a one-month long exhibit at Twist Gallery is a flat fee of \$2000 plus HST.
- Twist Gallery requires a 50% deposit upon entering a contract; the remaining balance is due before the exhibit goes up.
- Twist Gallery collects a 35% commission of any art work that is sold.

Thank you for your interest in Twist Gallery. We look forward to hearing from you!