



ABOUT THE WINDOWS OF CHANGE GALLERY

Appleby Foundation will support the growing cultural community of Au Sable Forks with the transformation a 3-storey former Masons building into a space where the art world and the village community engage with innovative projects. The plan will convert the Tahawus Lodge Center (TLC) into a lively hub of cultural and commercial enterprises, led by the arts and starting with the Windows Gallery in the store front. The building is favorably situated on Main St, near the scenic Au Sable River, in Au Sable Forks, Town of Jay, NY.

Eventually, the two upper floors will focus entirely on cultural sactivities offering dance, theater, art, and education enrichment, while the street and lower level will be made available for retail. The building is being reclaimed floor by floor. However, while in the process of securing funding, TLC will use the building creatively and productively - even as it undergoes transformation.

Described as *"an exciting new gem of a space"* by the Lake Placid Visitors Bureau when it opened January 2011, TLC has created a gallery for dynamic artists' displays. TLC brings programming and creative curb appeal to a building which has lain dormant for decades. TLC is to be a flexible, entertaining, exciting gathering place for both daytime and evening activities. Its perspective should reflect the talents and personalities of the people it serves, and engage the community through the window of art, and new points of view.

Through the **Windows Gallery**, TLC will build a broader audience for contemporary art through multi-disciplinary visual installations in the storefront windows. The Gallery creates an ideal situation for artists to further develop new and old work in a flexible environment, and brings the community together to talk about, celebrate, and ponder the creative process.

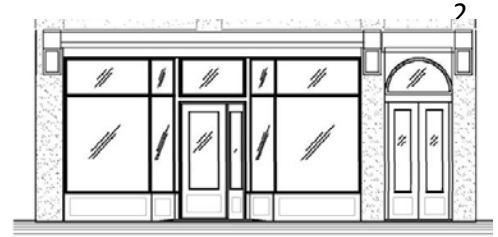
The Windows Gallery is designed to showcase the creative output of Au Sable Valley, using relevant themes which tap into many segments of the population. Curated by a panel of arts professionals, the installations will present conceptual works by local and visiting artists, as well as highlight contributions by youth, seniors, students and the region's historians. The key is CHANGE, but the themes, medium, and expression will be as varied as the individuals who participate. **Exhibits generally last 6 or 8 weeks.** Please read the **Request for Proposal** on page 3 and 4 before applying, and identify the category in which you wish to apply.

Location: at 14234 Main St on Rte 9N in Au Sable Forks, the Gallery is located in the street-facing windows of the Center. The sidewalk passing directly in front of TLC along the town's main street leads across the bridge to the sister town of Black Brook, making TLC's windows an accessible spot of interest with plenty of foot traffic. The Gallery is prominently visible from the road and there is ample parking nearby.

Gallery Specifications: Two **window spaces**, each trapezoid measuring 5' wide at front window edge above a 27" knee wall; 8' wide across the back; 10' high x 4 deep; flexible in arrangement and background to accommodate and highlight small-scaled art installations. Track lighting used for exhibits can be focused as needed into the space. Artists have option to provide a background or surface context for work. (easel, curtain, drape, table, or other) The windows currently look into a **white-walled showroom**, 12' x 20'. The Floor Plan is available on the web site. The showroom opens through two doors into a **4-white walled inner gallery** measuring 21' x 33'



TLC WINDOWS GALLERY GUIDELINES AND TERMS



The Windows Gallery is a rental operation with the commitment to serve and engage the community, while opening a window to the best talent and culture of the region.

APPLYING FOR 4-8-week EXHIBITION SPACE: Application Fee is \$20. Queries accepted on an ongoing basis. Review categories/ themes, and complete all paperwork. Mail to Appleby Foundation, TLC Windows Project, 579 Broadway, 4b, NY, NY 10012, Further Questions/ Info: Tahawus@verizon.net.
Who is eligible? All visual artists / artisans may apply for exhibit space in TLC's regular programming. Applications will be chosen by a panel comprised of arts professionals.

Monthly RENTAL and FEES: THREE EXHIBIT SPACES:

- Window Pocket Exhibition space** Dimensions of each pockets: 5' wide, 6' high, with additional 3' to ceiling, and 4' deep. Knee wall below street facing window is 26." Track lighting, **Fee \$50 / mo** when/ as available, Suited for dioramas, sculpture, conceptual art
- Main St Show Room gallery** Dimensions 21'x10' three white walls, Track lighting, includes Window Pockets; **Fee \$150 / mo.**
- Interior Gallery**, Dimensions 21' x 33,' with four white walls, General area lighting. **Fee \$250 / mo for solo exhibit; \$400 / mo for group exhibit.** Suited for large scale works in exhibit, or group show.
- Showroom and Interior Gallery - \$350/mo for Solo Exhibit; \$500/ mo for Group**

PLUS

- \$50 Space Deposit** to Appleby Foundation, TLC Windows, if / when proposal is accepted, with remainder due by 1-week prior to opening
- 20% donation to TLC** of purchase price for any works sold in the Windows exhibit.

Appleby Foundation will

- Assist with publicity: develop and send press release for new exhibit, web postings, announcements
- Direct, approve plan for, and oversee the artist's installation, handling

Exhibitor will be responsible for

- Delivery, labor of installation, removal of exhibit from space
- Providing minimal staffing of exhibit during hours that the space is open, as arranged
- Host opening night reception, and/ or ending reception for exhibit

IMPORTANT - Make sure you are familiar with window gallery spaces before you design.

Have a clear understanding of how your work will look. Know what the walls are made of, maximum hanging load, visibility to the street, size of the entrance, etc. Off Site Artists: Floor plan and photographs are posted on web site: www.tahawuslodgcenter.org

INCLUDE WITH YOUR PROPOSAL:

- 1-page Resume, plus 1 paragraph Artist's Statement, and 1 paragraph *Statement of Intent*
- 4-6 representative digital images on CD (jpeg only) Images not to exceed 8"x10", be below 5"x7," 150 dpi; Include prints as visual reference.
- List/ label material: Artist, Title, Size, Medium, Year, label Top. Numbered image list

Traditional exhibits (*works hung on a backdrop surface, sitting on the floor, or both*) Include the following: 4 images of work that to be exhibited.

Installations (*created off-site and re-assembled or installed in the space*) Include the following:

- Statement of intent, detailed typed description of your installation, and
- 2 sketches of the proposed site-specific installation (this does not include the floor plan)
- 3 images of 3 previous works.
- A list of materials you would use to create your installation (what it is made of, and any power tools or machinery used to construct it). All is subject to approval by Appleby Fdn.

MAIL MATERIALS: to Appleby Foundation, TLC Windows, 579 Broadway, 4B. NYC 10012

**TAHAWUS LODGE CENTER
WINDOWS GALLERY
APPLICATION FOR EXHIBIT, page 1**



Your Name: _____

Date: _____

Project Title: _____

Dates preference: winter 2012, spring 2012, summer 2012, fall 2012, 2013

(1st choice) _____ dates: _____

(2nd choice) _____ dates: _____

Preferred Phone/ Contact _____

Address: _____

City, State, Zip: _____

Email: _____ website _____

How did you find out about this application/ opportunity?

MY/ OUR WORK IS TO BE SUBMITTED FOR:

____ Pocket Windows, ____ the Show Room, ____ the Interior Gallery. **AS**, ____ **Individual artist**,
____ I want to be considered for a **TLC curated and themed group show** ____ Themed Work
Category (fill in page 4) check theme. Changing themes also listed on web site:

____ **I am the Artist/Curator, representing the following artists (3) for a Group show:**

Names: 1) _____ 2) _____ 3) _____

Our collective theme is / describe:

INCLUDE THE FOLLOWING. (ATTACH ADDITIONAL PAGE AS NEEDED)

- 1) Resume & Bio, *one page*
- 2) Artist Statement, *one paragraph*
- 3) Written 1-pg statement describing your proposed installation. Groups must define common element, i.e. *women painters, landscapes in watercolors*. Describe the technical aspects of your installation, including what equipment you need to supply if any?
- 4) If applying in the **themed work category**, describe the reasons you feel the work is especially relevant, $\frac{1}{2}$ page.

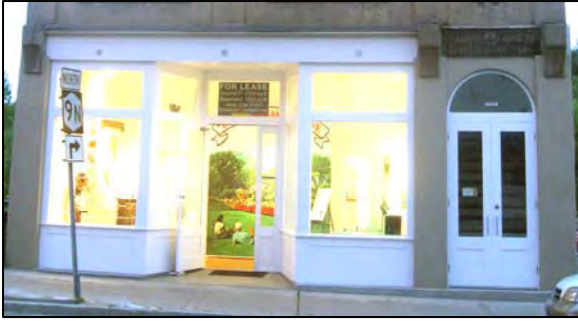
PERSONAL/ PROFESSIONAL REFERENCE:

List name, relationship to you, phone number and email of 2 people who can talk about your work.

1. _____

2. _____

MAIL: 2-page Application, Deposit, and Materials to Appleby Foundation
TLC Windows, 579 Broadway, 4B. NYC 10012
information: Tahawus@verizon.net 212-431-8489 12/11



TLC WINDOWS GALLERY APPLICATION FOR EXHIBIT, page 2

Name: _____

Date: _____

Solo exhibits, TLC curated, or Artist curated group show

In 2012 group show proposals will be given priority.

Themed Work Categories Circle one (Themes change from time to time. Your own ideas are welcome.)

- Dioramas pertaining to season, environment, whimsy, or other
- Hidden landscapes
- Butterflies of the Adirondacks
- Children: Art made by, or for
- The theme of the River, waterways
- Fly-fishing – art and craft relating to
- The Adirondacks and particularly Au Sable River Education and History
- Museum /Town or region History
- Paper and Wood education/ practices/ products
- World peace – what does it look like, how could it be represented
- Ideas centered on *change*
- Objets Trouves
- Adirondack craft
- **YOUR IDEA**

Application and Materials to Appleby Foundation,

TLC Windows, 579 Broadway, 4B. NYC 10012

For further information: Tahawus@verizon.net 212-431-8489 646-734-7251