

Southern Heartland Gallery
1134 Clark Street * Covington, GA 30014
770.788.8799

Membership Information

Southern Heartland Art Gallery has experienced over two decades of successful operation as a cooperative gallery and Visual Art Center. Our members display and sell their artwork, offer custom framing and art instruction, and cooperatively operate the gallery. Since each member is responsible for keeping the gallery open at their respective time, handling cash, participating in management decisions, attending membership meetings and maintaining the gallery, our jury requirements apply not only to art, but to the character and reliability of the applicant as well.

Gallery membership is open to artists interested in a regular membership in Southern Heartland Art Gallery. Your work must be submitted for jurying and must be accepted by all standing gallery members.

Because the Gallery is operated as a co-operative, all members of the Gallery contribute equally to the operating expenses of the Gallery through monthly rental fees. In addition, all members participate in the day-to-day operation of the Gallery through regular duties such as Gallery sitting. Members are also required to serve on a committee, assist with planning and conducting events, and preparation and serving of food and beverages at Gallery functions.

Our mutual cooperation is as vital to our success as our artwork is. The basis of this cooperation is the trust and respect we have for each other. This allows us to work steadily towards the growth of the gallery and our members. This is why we ask that you include the information requested on this application form.

All members are treated equally and fairly, and no one will receive special treatment or compensation. Any exception to this policy must be only as recommended by the Executive Board and voted on by Gallery Artists. Our policies and guidelines have allowed us to make this a profitable venture and a rewarding experience for each artist.

There are a few points to consider before completing the application and submitting your work to be juried. You are essentially applying to be a partner in a retail art gallery business. If you are accepted, every member must meet the following requirements:

- Be a member in good standing of the Southern Heartland Art Guild.
- Commit contractually to the business both functionally and financially, for a minimum of one year.
- Work all scheduled hours in the gallery, swap hours with another artist, or pay a substitute to work them for you.

- Train with an existing gallery member for a minimum of one shift prior to working alone.
- Choose to serve and actively participate in at least one committee.
- Read, understand and adhere to our guidelines and operating policies.
- Attend and participate in monthly meetings, receptions and other events.

The gallery will promote and encourage sales of members' artwork and will provide 100% financial return on work sold.

Pre-Jury Questionnaire

1. Are you ready for us?
 - Do you have time for this commitment to our co-operative gallery?
 - Are you available to work in the gallery at least 1 full day a month?
 - There are meetings and special work days in which everyone is involved, and you must participate on at least one committee to help operate and manage the gallery.
 - Do you have a body of work ready to sell? Are you able to maintain it?
2. Will you be able to commit to at least a one-year contract?
 - Do you have the financial ability to pay your rent on time?

Note: If for some reason you cannot fulfill your contract period, you shall be obligated to pay out your remaining contract period.

How to Apply

If you can answer "yes" to these questions and you are still interested in gallery membership, complete the attached application for membership and submit it, along with 5 photographs of your work, to Elise Hammond, Gallery Director, at elisehammond@bellsouth.net.

Elise will review your work and share with other gallery artists. If accepted, you must pay an annual guild membership fee of \$35, if not already a member. You will be notified as to the status of your application within two weeks of submission.

How we Evaluate New Members

The Membership evaluates a new applicant according to these criteria. All matters regarding committee review and jurying by the membership are confidential.

1. Quality of work/craftsmanship.
2. Originality according to content and style.
3. Design.
4. Salability.
5. Uniqueness in comparison to work currently represented in gallery.
6. Inspiration/intuition.
7. Sufficient quantity of high caliber work.

**SOUTHERN HEARTLAND ART GALLERY
APPLICATION FOR MEMBERSHIP
(Please type or print clearly.)**

Basic requirements for membership:

- All work must be original and must be created by the artist.
- Artists must follow all procedures for jurying.
- Artists must be accepted by a positive vote of $\frac{3}{4}$ of the current members.

Date of Application: _____ Date Received by Director: _____

Name: _____

Address: _____

Phone: (Home) _____ (Cell) _____ (Work) _____

List & prioritize mediums in which you work and wish to exhibit:

Current or recent affiliations with galleries, museums, shows, arts organizations,
publications, etc:

Do you have commitments that would restrict your participation in the Co-op? If so,
please explain. (NOTE: Such factors will not, in themselves, disqualify you from
membership.)

List the items to be juried and include the retail price (minimum of 5 pieces).

1.	_____	\$ _____
2.	_____	\$ _____
3.	_____	\$ _____
4.	_____	\$ _____
5.	_____	\$ _____
6.	_____	\$ _____
7.	_____	\$ _____

This application for membership should be accompanied by the following:

1. Resume or bio.
2. Five photographs of your work (representing each medium you wish to exhibit). Submit only work you are currently producing and intend to show in the gallery.
3. Brochures or other concise promotional material as available or desired.

Your photographs will be reviewed, and you will receive notification from the Gallery Director within two weeks after review. Your signature below confirms your understanding and acceptance of these terms:

1. I will abide by the guidelines of the Southern Heartland Art Gallery.
2. I commit to a one-year contractual membership.
3. I understand that Southern Heartland Arts, Inc. will not be held responsible for the items I leave at the gallery for jury.

Signature _____ Date _____

All application submissions should be sent via email to elisehammond@bellsouth.net. Should you not have access to internet, please text Elise Hammond, Gallery Director, at 678-640-6215 for further instructions or leave your application and samples of your work at the gallery.

Every precaution is taken to make sure any items you leave at the gallery to be juried are safe. However, please understand that the gallery is not responsible for theft or damage. Please make note of the statement to be signed by you at the end of this form.