



January 1, 2015

Dear Prospective Gallery or Studio Artist:

The Hillsboro Visual Art Association (HVAA) appreciates your interest in Sequoia Gallery + Studios and in becoming a member of our organization. We are unique in our area, in that we are an artist owned and run gallery.

To ensure quality art is displayed in our gallery and studios, prospective members must submit work for jury by a panel of arts professionals not affiliated with HVAA. Please review the following information about the membership process, HVAA history, goals and objectives and membership responsibilities and benefit prior to submitting your application.

To apply for gallery membership, and if interested, studio space, please complete the application and submit with your artwork and other required documentation (as outlined in the attached membership information) to HVAA, P.O. Box 3344, Hillsboro, OR, 97123. You may deliver your submission directly to the gallery if you prefer. Please pay attention to application requirements as non-conforming submissions will not be considered.

Again, thank you for your interest in our organization. We look forward to receiving your application and wish you the best in all your future endeavors.

Sincerely,

Martin Conley
HVAA Board President



Please read the following information carefully. Incomplete applications will not be considered.

Membership Information

How do I become a Sequoia Gallery or Studio Artist?

Applications are accepted throughout the year, however we review and jury portfolios in spring and fall, or as we have space available in the gallery. We send out results within six weeks of the submission deadline. Sequoia Gallery and Studios reserves the right to not hold a jury process if there are a sufficient number of artists already on the eligible artists' list.

Interested artists must go through jury and interview processes to become eligible for either gallery membership and/or to lease a studio. After submitting a portfolio, and upon passing the jury process, the applicant is added to a list of eligible artists. The Sequoia jury committee will ask the jury to rank submitting artist's work according to space available in the gallery. Each eligible artist is then interviewed by a panel of Sequoia artists. You can expect that the interview will be informal, but it is a key step in becoming a Sequoia artist. Artists looking for studio space will be added to both the gallery and studio space lists and may choose to become a gallery artist before a studio space is available.

How do I apply?

If you are interested in submitting your portfolio, your submission should include the following items:

1. Cover letter describing your particular interest in Sequoia Gallery and something about yourself and your art.
2. A well-labeled **CD submission of 10 images, in jpg format** with accompanying documentation (**title, media, dimensions, year**). An alternative approach would be to submit a physical portfolio and provide supplemental images online. Purely web-based submissions with no supporting materials will not be considered. Keep in mind that we are looking for a cohesive body of work.
3. Résumé, which includes contact info, exhibition history, awards, education, etc.
4. Completed application and artist statement
5. Prior press or show cards, catalogues (optional)
6. \$25 application fee.



Please note:

DO NOT submit original materials, unless it is requested by the jury. While we will attempt to return your DUPLICATE materials, if a SASE is provided, we make no such guarantee. Otherwise, we will keep them on indefinite file for future consideration.

Submission Deadline

Submit your completed application with artwork images, \$25 application fee, and other documentation (packaged as outlined above) by March 31, 2015. (or a date specified by jury committee.) Submissions will be accepted at the gallery or can be mailed to HVAA at PO Box 3344, Hillsboro, OR, 97123.

When do I find out the results?

Artists will be informed of their status within six weeks of the submittal deadline. We strongly encourage artists who are not selected to apply again since each year there is a new panel of jurors.

Who are the jurors?

There will be an impartial panel judging submitted work. The jurors are highly qualified professional artists, curators, or teachers who are independent of Sequoia Gallery and Studios.

What are the eligibility criteria?

Studio Space:

1. Professional experience.
2. Quality of work is either as good or better than those who are currently part of the association
3. Ability to work in a group environment.
4. Ability to spend at least 8 hours per week working in studio .
5. Willingness to work in open studio environment. Studios are required to be open to the public 8 hours a week during gallery hours (this is currently on Tues. afternoon; 12:00 – 4:00, except for 1st Tues.) and one evening a month during gallery reception.
6. Work as a committee member.

Gallery Membership:

1. Professional experience
2. Quality of work is either as good or better than those who are currently part of the association
3. Ability to work in gallery a minimum of (2) four hour shifts per month
4. Work as a committee member.



What happens when your work passes the interview and jury selection?

Once your work has passed the jury and interview selection processes, you will be notified that you are invited to be a member of Sequoia. If there is not space available in the gallery, your name will be added to a list of eligible artists for studio space and/or gallery membership. Sequoia Gallery and Studios strives to represent a variety of art mediums and styles and can't promise you'll be selected for studio and/or gallery membership in the order you may appear on the waiting list. When openings occur the list is reviewed and artists are selected based on the art medium needs of the studio or gallery at that time.

The interview process is a key step to membership and ensures that potential members possess the necessary commitment and people skills required to work with a diverse group of artists and the public. HVAA currently does not have any employees and asks members to volunteer for various duties as needed.

HVAA does not discriminate and considers all applicants without regard to race, color, sex, religion, national origin or ancestry, age, marital status, familial status, sexual orientation, mental or physical disability, veteran status, or any other status protected under applicable law.

Who do I contact for more information?

For more information, please contact; Linda Jerome at (503) 519-6710 or jeromelk@me.com
Sequoia Gallery + Studios, 503 693-0401



Mission

The Hillsboro Visual Art Association, DBA Sequoia Gallery and Studios, is a non-profit organization dedicated to promoting fine art in the community. The goals of this association are to offer a variety of programs and events that teach and display art; to provide an environment for interaction among artists and the development of creative ideas; to provide opportunity for artists to exhibit their work; to enrich the community through innovative outreach and in-house programs.

History

In January of 2008, the Hillsboro Visual Art Association in cooperation with the City of Hillsboro opened the doors to Sequoia Gallery and Studios in downtown Hillsboro. As part of an arts focus downtown revitalization strategy, the City worked with numerous local artists to select a location, design and renovate, and organize an association to operate a facility housing affordable studio space, a gallery and classroom. Hundreds of volunteer hours have been dedicated to the development of organization policy and procedures, marketing and classroom program, hanging exhibits, and working in the gallery.

Organization Goals & Objectives

- Provide affordable cooperative gallery, studio and classroom space for professional and emerging artists within Washington County.
- Provide mentorship and educational opportunities for emerging artists.
- Provide community members an opportunity to view, enjoy and purchase local art.
- Provide artistic educational opportunities (as a supplement to Walters Cultural Arts Center offerings) to community members.

Gallery/Studio Priorities:

- Diversity of artistic media represented in both studio artists and gallery displays.
- Diversity of professional experience.

Classroom Priorities:

- Provide opportunities for gallery/studio artists to teach classes to community members.
- Provide professional training opportunities to gallery/studio artists.
Provide professional training opportunities to local emerging artists. (i.e. professional practices, styles, techniques)

Membership duties & responsibilities

Artists are selected as Gallery members from the waiting list when a membership opportunity becomes available. In addition to paying a yearly membership fee, Gallery members are required to work in the gallery two, four-hour shifts per month plus pay a commission on their sales in the gallery. You are also expected to take part in one of the working committees.



Studio artists are required to be members of the gallery. They pay the same membership fee as an gallery member but are not required to work in the gallery. Studio artists must work a minimum of 8 hours per week in their studios and be open to the public 8 hours per week during gallery hours plus one evening per month (First Tuesday Reception). Studio artists pay commission on their artwork sold from the gallery only. Studio sales using the credit/debit machine in the gallery are subject to a transaction fee.

Sequoia is an innovative gallery that strives to put the power of selling art in the artist's hands. This is why we take a much lower commission rate than most galleries. What this means is that Sequoia is run completely by the artists who volunteer their time in all aspects of business and in the running of the gallery. Each member is expected to work in the gallery two, four-hour shifts per month, and to contribute their talents to the various duties of running the gallery. We offer members one featured artist show every 12 to 18 months where the three artists participating in the show share the cost of any food, beverages, and entertainment for the opening of that show. They will also work with the Exhibits Committee to hang and display their artwork for that show. We are a very active and committed community of artists and will be looking for others of like mind.

Since each member of Sequoia is essentially an owner of Sequoia, we are each expected to participate on a committee (i.e. Exhibits, Education, Marketing, Fundraising or Receptions) or to volunteer for one thing or another. Many of our members "wear many hats" in our organization and we are always looking for artists who want to share their skills in all aspects of our business. We are only as good as our volunteer members so if you are willing to share your marketing, graphic design, management, or gallery hanging skills it is much appreciated.

Gallery membership fees

Active membership:	\$300 per year
Commission rate:	25% on all gallery sales
Gallery hours required:	(2) 4-hour shifts per month

Studio membership:	\$300 per year
Commission rate:	25% on all gallery sales, no commission on studio sales; however, debit/credit bank fees for studio sales will be charged to the artist

Studio hours required:	Minimum 8 hours per week plus all First Tuesday receptions
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Studio lease rates

The lease rate for 2nd floor studio space beginning January 1, 2009, is .65 per square foot, per month. This rate includes the studio's proportionate share of utilities and property tax. The rent on an average size studio space of 250 sq. ft. is \$162 per month.

The lease rate for 1st floor studio space is .75 per square foot, per month.

Membership benefits

As a member of HVAA you are able to show one to three (depending on size) pieces of work each month as well as participate in a featured artist show once every 12 to 18 months where three artists are selected to show multiple artworks in the front portion of the gallery. Postcards are designed and emailed out to an ever growing mailing list. The three featured artists decide on the scope of their reception with regard to refreshments, etc. Studio artists are required to have their studios open to the public during the receptions which provides another draw to the event.

Another benefit of membership is the ability to propose and teach classes in the 700 square foot classroom. The education program strives to offer a variety of classes, workshops, and events that teach art, provide an environment for interaction among artists and the public, and to enrich the community through innovative outreach. Class instructors receive 70% of the instruction fee for each class they teach.



GALLERY APPLICATION FORM

General Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Email: _____

Medium: _____

1. Please give a brief description of your artistic background (i.e. education, professional experience).

2. As an active member of the association, you will be required to staff the gallery (2) four hour shifts per month. Will your current schedule allow you to staff the gallery?

Yes ☐ No ☐

3. Do you have any cooperative gallery organizational/operational experience?

Yes ☐ No ☐ If yes, please describe
