Silverwood Park
Silverwood Park is one of several parks in the Three Rivers Park District and celebrated its grand opening in September 2009. Eileen Cohen, Art Educator and Gallery Coordinator, said it is a wonderful opportunity to build relationships with community groups that support their work at Silverwood and is happy to have us provide an exhibit at their site. We are to keep in mind as we plan our exhibition to respect the mission of TRPD and Silverwood. It is listed below and can be broadly interpreted. Based on the sample art work she reviewed, there were not any conflicts.

Mission of TRPD
All gallery and program proposals submitted should support the mission of Three Rivers Park District
- *To promote environmental stewardship through recreation and education in a natural resources-based park system*

and Silverwood Park,
- devoted to the integration of nature-based experiences and artistic creation. Artists are encouraged to thoughtfully make their selections for the show and to keep in mind that TRPD strives for professional, cohesive displays as well as the integration of nature and art in the exhibits.

Gallery Free Standing Displays and Wall Space
The Free Standing Displays have 32 panels. Each panel is 4’ wide and 6’ high. There are two walls in the gallery with hanging space. One is 6’ wide and the other is 3 ½’ wide. There are three additional wall hanging spaces. One space is across from the reception desk and is 21’. There are two walls leading into their Great Hall. One is 5’ wide and the other is 17’ wide with another 3 ½’ wide section.

Display panels can be removed, if necessary.

Security and Gallery Hours
Generally during business hours, the front desk is staffed and they try to keep an eye on the gallery when possible. We have also posted signage asking parents to accompany children in the gallery space. The cafe attendants are also on duty during business hours. Currently the building is open 9 am-8 pm through October and then 9 am-5 pm beginning in November.
Please note that Silverwood and the Three Rivers Park District are not responsible for lost, damaged, or stolen work.

**Art Work Sales and Contract Signing**
Silverwood takes a 25% commission on sales made while work is exhibit at Silverwood Gallery or sold as a result of being viewed while on display at Silverwood Park Gallery. This information will be included in the TRPD contract that all artists must sign to participate in the show. The desk staff will handle sales. The art work will remain at Silverwood Park until the conclusion of the show. If an art work is sold, you will need to supply your social security number for TRPD tax purposes.

**Labels for Art Show**
Eileen Cohen will assist with formatting and printing labels. Label information includes: name, title, medium, sale price, and a brief description of each artwork (1-4 sentences). This information is to be sent by mail or email to Marian Wolters to compile and then forward to Eileen. If you are able to format the information using the label template 6464, that would be great. Otherwise, Eileen can cut and paste your information into the proper format. We hang the show two days before it opens. This hanging allows Silverwood staff time to create and place the labels by the exhibited art.

**Participation Fees**
Artists are asked to pay $3 per painting up to three art works ($9) and $2.50 per art work over three. The fee will cover cost of printing member information about the show, envelopes, postage, postcards, poster, show program, and reception beverage and supplies. Intent to Participate Form and more details will be sent soon. You are encouraged to display several works in the spacious gallery and hall areas.

**Dropping Off Art Work and Show Installation**
Art work will be received at Silverwood on **Wednesday October 6 from 10 AM-noon**. You will sign the TRPD contract and liability waiver at that time. You will also sign-in on the U of MN drop-off sheet. The classroom across from the café will be reserved to receive the work and then used to figure out how to arrange the work for installation. All artists are asked to hang their own work. We will all begin hanging at 10:30 AM and continue to 2 PM.

**Recognition of Past and Long Time Art Section Members**
As part of the Club’s 100th Anniversary celebration this Art Exhibit may consider recognizing some of our art section artists who have been part or are currently part of the Art Section for a long time. A wall may display their work and/or other program material may honor them for many years of service and artistic creativity. Please share ideas and suggestions you may have for this anniversary possibility.

**Reception**
The reception will be **Friday, October 8 from 6-8 PM**. Round tables and/or rectangular tables are available. We may use their catering kitchen to refrigerate beverage or food. They will provide ice. Environmental friendly plates, napkins, cups are encouraged. As the date draws closer, we will create a room map and decide on the number of tables and chairs we will need. Wine and non alcoholic beverage will be served. Members are asked to bring snacks or baked goods using (if possible) the U of MN Cookbook. Eileen spoke to the Park Supervisor, and he is looking into the alcohol policy. We may be able
to have the U of MN cook book for sale at the reception and through the gift shop as a consignment item with Silverwood retaining 25% of the sales.

**Picking Up Art Work**
Pick up will be **Wednesday, December 1 from 10 AM-noon**. Sign out on the U of MN pick up sheet.

**Gallery Art Show Information Tables**
- **Artist Bios in a Notebook**
  TRPD recommends we have a notebook with all exhibiting artists’ bios. This is optional.
- **Guest Book**
  TRPD recommends a guest book with room for comments. This is optional.
- **People’s Choice**
  We will provide slips for the public to choose their favorite painting. This is optional.
- **U of MN Membership Brochure**
  Checking with Club membership to determine how to have this available.
- **U of MN Club Cookbook Sales**
  Mary Eischens, Silverwood’s Secretary and Gift Shop Coordinator, is checking if they can accommodate sales of the cookbook. TRPD would retain 25% of sale.

**Public Relations Promotion**
The Marketing Department suggests the following publications and reporters when advertising or sending press releases:
- The New Brighton Bulletin,
- St. Anthony Bulletin,
- Sun Focus,
- Brian Lehann - Star Tribune calendar listings,
- Mary Abbe - Star Tribune Arts, and
- Maja Beckstrom - Pioneer Press Family reporter.

If we need a TRPD logo for advertising or invitations, Eileen can supply a file. Please keep in mind that while TRDP will list the event in their events calendar, on their website, and in their electronic employee newsletter, the Art Section is responsible for promoting our event.

Silverwood Park Art Show Committee
Lola Christianson
Avis Watkins
Janet Robb