

# TRUCKEE RIVER GALLERY

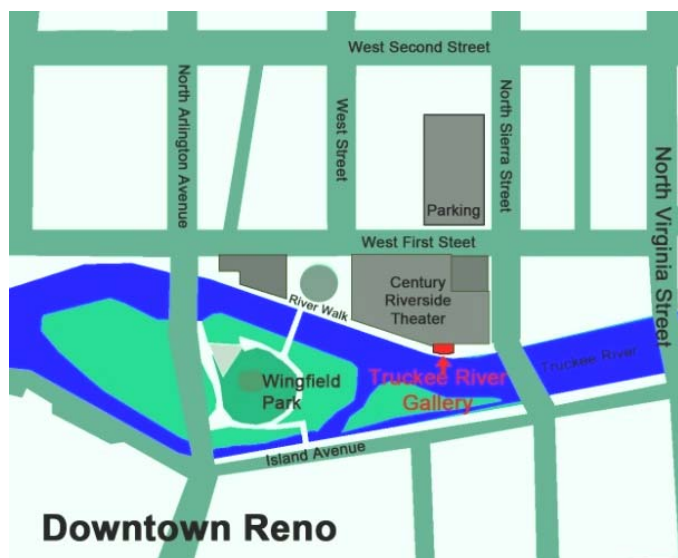
## Truckee River Gallery Artist Overview

### The Gallery:

The Truckee River Gallery is positioning itself as one of Reno's Premier Fine Art Galleries, featuring some of the region's best artists. We are separating ourselves from other galleries in the area by the art we feature, how we show it and the way we sell it. This highly dynamic space with a constantly changing display of themed fine art shows will be a draw to a large audience of locals and tourist alike. We know that there is some fantastic regional talent that does not get shown in the Reno area and we would like the opportunity to hang some of this less seen work. This high profile location is an ideal place to attract people wishing to look at and purchase quality artwork. We hope you will find that the information presented here will encourage you to want to show your artwork in our gallery. We believe there is great potential to build a lively and viable gallery business that will be beneficial to both the artist and gallery.



### Location:



The Truckee River Gallery is located in Downtown Reno in the Century Riverside Theater building right on the Truckee River. This puts the gallery in a very high traffic area and close to Wingfield Park, City Hall, Skating Rink, and all that Downtown Reno has to offer. Besides the large number of regular visitors to the Riverwalk area, the City of Reno is host to many major events that draw thousands into this area, including Artown, Hot August Nights, Street Vibrations, and many more events and shows. And the Truckee River Gallery is positioned in the ideal spot to take advantage of all the traffic that is drawn to this area. The Truckee River Gallery is also in the Riverwalk Merchants Association district, a very active merchants association that puts on events

including the very successful Wine Walk. As many of you know the downtown has been growing like crazy – improvements like the train trench, improvements to the public spaces and several new buildings are making the downtown and the Riverwalk a great destination spot for locals and out of towners. Several new building and converted casinos are bringing hundreds of high end condos within blocks of the gallery. We are right in with the Century Riverside theater, Silver Peak, Java Jungle, Darna Books and many other business that have thrived in the downtown.

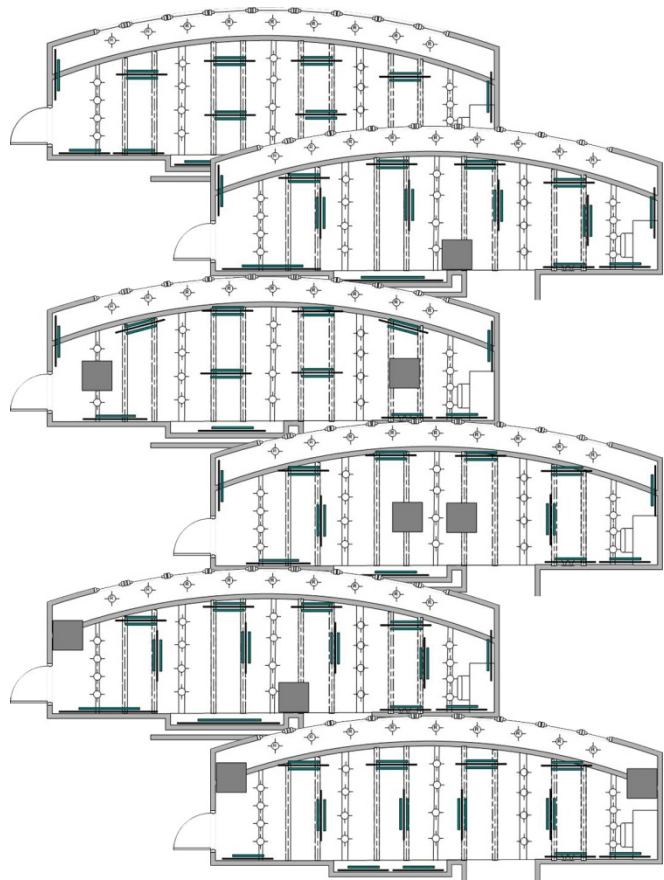
We believe this location right on the river is the ideal place to present and sell art. The overall draw of the area brings thousands of people right by our gallery and the perfect design of the space makes us highly visible to those people. I do not think you will find a better place to show your artwork and to get exposure like we will provide at the Truckee River Gallery.

### **The Space:**

We also capitalize on the high traffic by making the space very dynamic. The approximately 250 sq. ft is ideal for making a gallery that has an ever changing appearance, drawing in passersby and bringing back customers on a regular basis. We are implementing an innovative hanging system along with movable floor displays that will allow us to customize the space with both layout and color for each show. This drastically different appearance for each show will be an obvious visual clue that the gallery has new things to see and purchase each time someone looks in.

We feel, to maximize our success in this space we will have to have a constant changing and exciting display space that will remind people that they should stop by when they are in the area. This strategy will allow us to present a large amount of artwork to the largest possible audience. Since the Riverwalk, the theater and the area draws a local audience back on a regular basis, we want to make sure that people add Truckee River Gallery to their regular stops.

The hanging system is an Arakawa hanging system that is going to be modified to allow us to hang work in free space in the gallery. We will back the artwork with color cloth runners so that we can hang on both sides of the free hanging system and frame the artwork with the colored runner. The combination of the versatility of the modified hanging system and color cloth runners will allow us to make a unique presentation for each show. The changing floor plans will encourage patrons to explore. By doing this we create a visual space that encourages patrons to view and buy original artwork. We have created a classy visually appealing space that supports the high quality of work we sell.



## **The Shows:**

The Truckee River Gallery features short 2 to 4 week themed group and solo shows. The shows are promoted with both traditional print advertising (printed Calendar, post cards and printed ads) along with electronic promotions including our web site and email list. Each show will have an opening that allows our patrons to meet the artist and enjoy some wine and food.

In addition we plan to have other events such as artist talks, demonstrations, participation in the Winewalks and participatios with downtown events. These attractions further promote the gallery and the work we show.

We are working to have a schedule of shows for the next three months so we can promote the shows and our special events we plan to have. So if you have ideas for shows or have enough work and wish to do a solo show please let us know.

## **Beyond the Gallery:**

To make sure we capitalize on the shows and take advantage of the fact that there are a high number of tourist visitors we are utilizing three electronic tools to better sell your artwork to potential customers. We have an Artist Database that allows us to show work from artists that we represent to potential customers. This Artist Database will allow customers to search for art by artist, subject, medium, primary color or size. This also allows us to find just the right piece of artwork to satisfy our customers and sell from a much larger inventory of work then we can show in our space at any one time. This allows customer that saw a piece of work or were interested in an artist from a previous show to still have the opportunity to buy the work.

The second tool is our web site. The Artist Database is extended to our web site making it a great sales tool for continuing our relationship with customers that might even be out of the area. The web site also has our calendar of events, feature artist, and featured artwork. The web site, like the gallery, is built in such a way that it will be dynamic and exciting and has the ability to sell work online or direct the buyer to the gallery for a more a personal sell. The web site is an opportunity unto itself and offers artists an expanded opportunity to sell work to a much larger audience.

And finally we will have an electronic newsletter that informs our customers and future customers of shows and events. It too will feature artwork and artist and direct patrons to our gallery and web site.

For customers that show a great interest in pieces that we are hanging or they see in the Artist Database, they will have the option of an in home show. The customer will be able to pick out a group of art pieces and we will bring them to the customer's house so they can see how the piece works with their decor. This is a highly effective way to sell high end original work and offer a valuable service to our customers.

The combination of these tools greatly increases our ability to sell your work to an every expanding audience.

## **Our Terms:**

We here at the Truckee River Gallery are also artists so we understand the challenges that you face. Because of this we have put together a program that allows us both to be successful. We feel the following terms are fair and below the industry standard.

- In gallery sales – 60% to the Artist, 40% to the Gallery
- Art sold from the web site or from the artist database (that is not being hung in the gallery) – 70% to the artist and 30% to the Gallery
- Work shown at an in home presentation – 55% to the Artist and 45% to the Gallery.

Consignment payments will be made on the 15<sup>th</sup> of the month for sales that are finalized in the previous month.

When you show at Truckee River Gallery please remember that we take the time, energy and money to set up a show and promote you and your artwork, and we hope to be compensated for that by making sales. Keeping this in mind, we ask our artist that if a piece sells by whatever means during a time it is committed to hang in our gallery or in our Artist Database or website we are to be paid the commission owed to us. It is quite possible that you will be contacted directly as a result of our work in the form of promoting you and your art or by a person seeing your work in our gallery. Of course this is on your honor and we hope you will see benefits from our relationship that go far beyond a single sale.

Although we are not looking for contractual exclusive relationship, we will be reluctant to show work by any artist that is being shown in one of our neighboring galleries. We encourage you to respect any commitment that you made with these galleries. We see value in having a strong art community and we can all benefit from a friendly relationship with galleries and artist. With this in mind we reserve the right to discontinue showing any work that is by and artist that is being show in another downtown gallery. Please work with us to make sure we all can maintain good industry wide relationships. We are flexible and will work to figure out any conflicts to the best advantage for everyone

### **Submissions:**

If you did not get an Artist Submission Form please email us at [gallery@TruckeeRiverGallery.com](mailto:gallery@TruckeeRiverGallery.com) and we will send one out to you. This form will tell you everything we need to consider you for a future show. You can send all material to us by email, standard Mail – see contact information below.

If we choose to show your work we will set up a meeting with you to schedule a solo show or find a themed show your work would fit into. Once we have accepted you as a Truckee River Gallery Artist we will notify you of all upcoming opportunities to show your artwork and work to get your art in our Artist Database. We will be looking to you to help us keep our Artist Database up to date with what work you have available. We will also be interested if you have any ideas for shows – group themed or solo.

Please keep in mind that we get many artists interested in showing their work at Truckee River Gallery. We show only top quality work that fits with our view of what our customers are interested in; therefore we will not be able to show every ones artwork. We will make every effort to communicate to you promptly our decision. Please do not be discourage if we initially don't accept you for a show – keep in touch and possibly there will be future opportunities or we will find some future work of yours is a better fit.

### **About Us:**

Mark Hammon – Owner – Mark has worked as a fine art photographer for the last 5 years in the Reno area. His work has been shown in several local galleries and many of the prominent art shows in Reno and the surrounding area.

Naomi Nickerson – Manager – Naomi’s landscape paintings have been regularly shown in the Reno area and feature in prominent shows such as a solo show in the City of Reno’s Metro Gallery. Naomi has Bachelors from San Francisco Art Institute and a Masters Degree from the Maryland Institute College of Art.

**Summary:**

We hope you find this description of our Gallery compelling. We are truly trying to build one of Reno’s premier galleries and we look forward to hanging and selling the best of the region. We hope that the success of this gallery will also be the success of many great artists. If you have any questions please contact us.

**Truckee River Gallery**

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