

## Guidelines and Booking Visual Arts Workshops and Performances

The VMFA Statewide's Visual Arts Workshops and Performances are designed to stimulate greater community involvement in art and to provide opportunities for individuals to work closely with noted professional artists of exceptional talent. These artists have been selected for the merits of their work, their serious commitment to professional excellence, their teaching experience, and their communication skills. The many types of workshops and performances allow the sponsor the flexibility to schedule programs that meet specific audience needs, and to satisfy different levels of skills and/or experience. To request a workshop or performance, simply click "Request Program" under the program description and complete the Form.

### **Fees and Costs**

For each visual arts workshop, there is a non-refundable materials fee of \$150 mailed to VMFA on receipt of an invoice near the date of the presentation. Performances are \$250.

VMFA Statewide pays the artist's fee of several hundred dollars and gas mileage.

Driving distances can occasionally necessitate that the Partner provide suitable overnight accommodation and meals for the artist.

VMFA Statewide Programs must be free and open to the public. Partner may ask the students to pay a nominal fee termed as a "Materials Fee" or a "Donation."

### **Space Requirements**

Artist workshops require a well-ventilated studio space with covered worktables, seating, and access to running water and electricity. Additional equipment needs are listed separately under each description. A staff member from the Partner must be present during workshops to introduce and assist the instructing artist or performer.

**Length:** VMFA Statewide workshops are designed to last about 5 hours to be a complete dive for the more engaged art student. The goal is to have a finished project to take home. Our artists are skilled at developing the students' creativity with this in mind.

**Lunch:** Lunch break should be worked out with artist. Some prefer a lunch break, and some are okay with students snacking while working. It is highly recommended that the Partner venue provide lunch for the artist if agreed.

**Cancellation:** VMFA Statewide must be made aware of any type of cancellation at least five days before the event date or host Partner must pay the fee. VMFA Statewide may cancel the workshop due to inclement weather or artist illness.

### **Scheduling**

Workshop and performance dates are determined in consultation with VMFA Statewide, the Partner, and artist.

Priority is given to Virginia Partners beyond a 50-mile radius of VMFA. Our budget is limited, and our mission is to serve the entire state of Virginia. We invite those Partners within a 50-mile radius of VMFA to apprise their constituents of classes and activities given on VMFA campus.

Any VMFA Partner may host 3 programs per year. If our budget allows, VMFA Statewide can send 4-5 per year if requested.

Please request a program at least two months prior to your desired date for the program and be prepared for a 2-3-week turnaround time before it can be confirmed. In case of urgencies, we will try to work with Partner requests made in as short of a time as 2 weeks.

### **Availability**

Artists and performers should be available July 2024-June 2025 with most available beyond those dates.

### **Publicity**

For the Partner's use in promoting the workshop or performance, images of the artists and/or their work can be available from the VMFA Statewide representative.

### **Acknowledgment Requirement**

In all publicity, be it electronic and/or printed materials, relating to the artists, the Partner must include the following credit line: **This program has been organized by the Virginia Museum of Fine Arts and is funded, in part, by the Paul Mellon Endowment and the Jean Stafford Camp Memorial Fund.**

### **Audience**

Due to the one-on-one nature of the Visual Arts Workshops, there needs to be a minimum of 10 and maximum of 15 participants. If fewer than 10, request approval from VMFA Statewide. For performances, there is no limit on number of audience.

## **Checklist of Partner Responsibilities**

The success of VMFA Statewide's workshop program depends on strong audience development efforts, made well in advance of the event. To ensure success, the sponsor's initial responsibilities are to:

- Email the Artist and VMFA Statewide with a complete itinerary at least two weeks before the lecture date.
- Have the art room in order and ready to go for the artist upon arrival. This includes any audio-visual needs.
- Have a representative of your organization introduce the artist to the students.
- Become a VMFA Partner (or renew). Simply complete a brief Partnership form at this link: <https://vmfa.museum/statewide/benefits/partnership-application/> No charge applies.
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**Evaluation**

Within five days after the workshop or performance, the partner must provide VMFA Statewide with an evaluation of the program. These can be emailed to VMFA, with information about the attendance figures and publicity arrangements, as well as comments and suggestions on the overall workshop. When this is sent, the partner must include copies of some related publicity and printed materials. Some photos would be great.

Address all questions to: [trent.nicholas@vmfa.museum](mailto:trent.nicholas@vmfa.museum) or 804/204-2681.