

ART GALLERY



INTERNAL RULES

Póvoa de Varzim, 2019



ORTOPÓVOA – CLÍNICA DE ORTODONTIA E REABILITAÇÃO OROFACIAL, LDA.

Art Gallery

Rua Visconde Azevedo, n.º 11 - 4490-589 Póvoa de Varzim
<http://www.ortopovo.pt> - <https://www.facebook.com/ortopovo>

HISTORY

“I don't want to live in a world without cathedrals. I need their beauty and their transcendence. I need them against the vulgarity of the world... A world without these things would be a world I would not want to live in... I need them against the insidious poison of the superficial and the superfluous. ”

Peter Bieri, under the pseudonym of Pascal Mercier

Among the arguments that support the sponsorship of art, there is the belief that there is an exponential affinity between the society's cultural index and the degree of preservation of things and men that institute them.

At ORTOPÓVOA, Clínica de Ortodontia e de Reabilitação Orofacial Lda., such affinity assumes the primary reason for promoting, whenever possible, the arts and artists.

The second reason is the main consequence of the free market, the competitive society in which people currently live and where institutions like ours work. Well, in the pursuit of success, it is important to create contexts and circumstances that promote the bonding of users to organizations, whether providing good services or seductive means which turn visit of the user doubly remarkable, linking simultaneously the enjoyment of the clinical service and the ludic-cultural contribution.

These were reflections that led us to combine professional performance with a permanent art show in an accessible space to those who visit the clinic.

And why not bet on art?

We want the new space of ORTOPÓVOA to remain gratefully engraved in the minds of our patients, their families and friends, in short, all who seek and visit us.



On May 5th, 2012, ORTOPÓVOA - Clínica de Ortodontia e de Reabilitação Orofacial Lda, opened the Ortopóvoa Art Gallery, fulfilling the social and professional aims of the clinic through the encouragement and diffusion of artistic production, offering the artists an appropriate venue for exhibitions.

The Ortopóvoa Art Gallery is a space for cultural and artistic manifestations to be visited, both by ORTOPÓVOA users and by any fine arts lover.

The Art Gallery is part of the core of ORTOPÓVOA's Clinic and is located at Rua Visconde de Azevedo, n.º 11, 4490-589 in the city of Póvoa de Varzim.

Gallery's Direction

Professor Dr. Afonso Pinhão Ferreira

ortopovoa@ortopovoa.pt

apinhaoferreira@gmail.com

Opening hours

Monday to Friday from 9am to 8pm

On Saturdays from 10am to 6pm.



AIMS AND GUIDELINES

The ORTOPÓVOA Art Gallery aims to exhibit works from emerging artists or from those already established in the socio-cultural and artistic environment, of any nationality.

It is also used for displaying videos, lectures, conferences, continuing education courses or workshops, as well as possible book releases.

The techniques accepted for exhibition in the Gallery are: painting, sculpture, drawing, photography, mixed techniques, engraving (lithography, woodcut, screen printing, metal engraving), art objects and artistic collections.

Depending on the proposal, graphic arts and humour may be accepted.

The Gallery does not exhibit handicrafts and furniture.

RULES

- The exhibit at ORTOPÓVOA Art Gallery may be by invitation or by selection of applications (see Annex 2, “Application Form” at the end of this document).
- The interested exhibitor/artist can register in one of two possible categories: individual exhibition or collective exhibition.
- The interested exhibitor/artist should present a portfolio containing photographs of his works.
- In case of an individual exhibition, the exhibitor/artist must present at least eight photographs of different works, which will indicate the artistic line of those who want to exhibit at the ORTOPÓVOA Art Gallery (mandatory).
- In case of a collective exhibition, each exhibitor/artist must present a minimum of four photographs of the work of each artist participating in the collective, in a single portfolio (mandatory).



- In the case of solo and group exhibitions, computer prints will be accepted, and the quality of the reproductions should be observed, so as not to undermine the artist's representation before the Commission that will select the works.
- Present a small artistic training curriculum (mandatory). In case of collective exhibit, the curricula may be summarized.
- It is recommended to attach a text written by the artist with theoretical considerations about the presented material and the line of work that the artist wants to display (optional).
- It is advisable to attach critical texts or printed promotional materials such as catalogues, published materials, previous exhibition invitations, etc. (optional).

GENERAL RULES

- ORTOPÓVOA Art Gallery provides the exhibition space to the artist(s) at no additional cost.
- The provision of the physical space must be up to two days before opening.
- It is up to ORTOPÓVOA Art Gallery, together with the artist, to plan and coordinate the assembly of the exhibitions.
- The artist should keep open contact (via mobile phone, telephone and/or email) with ORTOPÓVOA in order to organize the event and not thwart communication.
- The average length of each exhibition is three months, during which the artist undertakes to keep the works on display even if selling or trading some of them during the exhibition.
- Provided the application is accepted to exhibit in the ORTOPÓVOA Art Gallery, the artist should schedule meetings with the Secretariat (see information at the end of this Regulation) for programming, delivery of material and organizing the invitation, catalog and diffusion in the media.
- The Gallery promotes the production of one catalog per exhibition. The catalog follows the graphic design and the internal rules of the Gallery (attached to this regulation are examples of exhibition catalogs).
- The Gallery agrees to work with the artist in the elaboration, creation and final art of the exhibition catalog.



- To organize the exhibition catalog, the artist compromises to make available in advance the necessary iconographic material and texts (Curriculum Vitae and guest texts) so that, after composition of the catalog mockup, it is timely corrected and printed.
- Each catalog is published in a minimum of 500 copies, 100 of which are held by the artist, 50 are for the Gallery's collection, and the rest are distributed at the opening and during the exhibition.
- In special situations, ORTOPÓVOA Art Gallery reserves the right to draw up a different catalog.
- ORTOPÓVOA Art Gallery is committed to working with the artist on the design, creation and final art of the 250-unit invitation print on couché paper, polychrome and full-length UV varnish on both sides.
- Guarantees the distribution of 250 invitations, by mail, to the main authorities and institutions associated with ORTOPÓVOA Art Gallery e to the artist's guests;
- Sending the invitation digital version to the Clinic, Gallery, and Artist public email addresses.
- Broadcasting in the local media, through the distribution of press releases prepared by the artist and the Gallery.
- Deliver a minimum of four photos of the works on display as well as press releases for disclosure within the deadlines set by the Gallery.
- Inclusion of images (photographs of the works of the exhibition presented by the artist) and of the press release in Ortopóvoa Art Gallery space, website and Facebook.
- Make it possible for the artist, if he wishes, not to be obliged to display the works for sale.
- Send to the graphic services, the exhibition invitation layout as well as the exterior and interior banners. In this case, the artist must observe the standard features of the invitations from ORTOPÓVOA Art Gallery and send the art via CD or email.
- It is the artist's responsibility to collect the works as previously agreed by the parties.
- It is up to the artist to transport the works, both before and after the exhibition (although there may possibly be an agreement otherwise).
- To withdraw of exhibit material from the day following its close, or within 2 days after the end of the exhibit.
- Sign the Exhibit Agreement (see annex 1 at the end of this regulation).
- If the work requires frames or chassis, the artist is responsible for it and it must be ready by the date of exhibition assembly.



- The Gallery has one person which provides the visitors with information about the work and the artist throughout the entire period of time when the gallery is open to the public.
- In the exhibition opening day, ORTOPÓVOA Art Gallery offers a catering consisting of drinks (wine / sparkling wine, juice, water) and various appetizers for the expected visitors.
- The artist is obliged to donate one of the exhibited works, chosen in agreement with ORTOPÓVOA Art Gallery, to be part of the Gallery's collection. In case of collective exhibition, the donation may be chosen by raffle. The donation of a work means that it will belong to the institution's collection.
- The artist may not have sponsorship or cultural support from entities competing with or incompatible with Ortopóvoa.
- During the exhibition, the auditorium space for the gallery may be used by the artist (s) for cultural activities, for a short period of time, such as lectures, debates on artistic and cultural topics within the subjects and themes related to the artist (s) in question.
- The artist can insure all works exhibited at ORTOPÓVOA Art Gallery during the exhibition period. If you choose not to do so, the artist undertakes to discharge ORTOPÓVOA Art Gallery from any liability of this act. The Gallery has an alarm system.
- Ortopóvoa Art Gallery does not charge any commission on any sales of works of art and also assumes no liabilities if no sales are made.

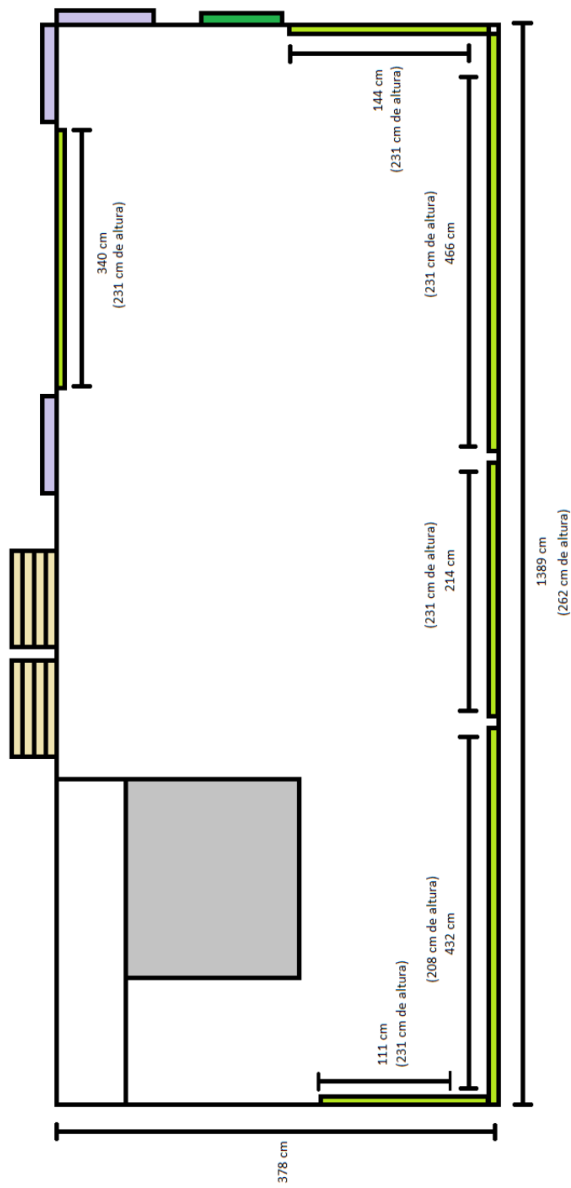
TECHNICAL INFORMATION

1. The gallery has a size of 16 x 3.5 m and has 24 linear meters available for exhibition.
2. The right foot (floor to ceiling distance) is 3 meters.
3. Lighting performed with 6 crowns of LED lamps - 12 v - 20 w.
4. Air split system.
5. Has elevator.
6. Reception room.
7. Support room.
8. Secretarial area.
9. Appropriate area for cocktail service, with countertops, a fridge, ...
10. Ortopóvoa Art Gallery may have video and computer equipment to be used during the exhibition. The availability of this equipment, however, will be subordinated to other activities of Ortopóvoa Art Gallery that have already been scheduled.



PLAN of the ORTOPÓVOA ART GALLERY

- Doors
- Elevator
- Exhibiting Panels
- Stairs
- Window



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Annex 1 - EXHIBIT AGREEMENT

I hereby declare that I have read, understood and accepted the terms expressed in the Internal Rules of Ortopóvoa Art Gallery.

I pledge to fulfil it.

Date: _____

The Artist Signature: _____



Annex 2 - APPLICATION FORM

Name _____

Artistic name _____

Date of Birth _____ Place of Birth _____

Address _____

Postal code _____ City _____

Mobile phone _____

Email _____

Check the desired category:

- Individual Exhibition
- Collective Exhibition

Check the artistic category:

- Painting
- Sculpture
- Drawing
- Photography
- Engraving (lithographs, woodcuts, screen printing, metal engraving)
- Art Objects
- Collecting

Annex to the Application Form should include:

- Presentation letter;
- Portfolio, containing photographs of the works;
- Curriculum restricted to artistic formation;
- Critical texts or printed promotional materials such as catalogues, published materials, previous exhibition invitations, etc. deemed relevant for the evaluation of the application.

Date _____

Signature _____

Note: The Artistic Commission of Ortopóvoa Art Gallery receives the application, evaluates the proposal and communicates via e-mail of its decision within 10 working days.

