

OBJECTIVE	To enhance the Asheville Regional Airport Authority's (ARAA) cultural composition by providing for and encouraging the exhibition of art in the terminal through a changing art exhibit.
PURPOSE	<p>The inclusion of arts in the public eye adds immensely to the dimension, depth and character of a community; it inspires our youth, fortifies local identity, and adds to the quality of life.</p> <p>A changing art exhibit will distinguish the Asheville Regional Airport and help integrate it more fully into the culture of the region. The display of art in the terminal will make a unique contribution to the experience of travelers by educating them about the Western North Carolina area and creating an aesthetically pleasing environment.</p> <p>Additionally, a changing art exhibit will allow for a variety of artwork by many different area artists to be displayed throughout the year, giving the terminal a fresh look with each new rotation of art.</p>

METHOD OF OPERATION	An Art Advisory Committee shall be established for the purpose of reviewing and recommending artists and artwork appropriate and desirable for exhibition in the airport.
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Art Advisory Committee

1. This Committee shall:
 - (a) Be composed of five members
 - i. One (1) representative from the Art Department of a state-funded university located in the eleven (11) County service area.
 - ii. One (1) member representing the Pack Place Education, Arts & Science Center
 - iii. One (1) member representing the Arts Council in Buncombe County
 - iv. One (1) member representing the Arts Council in Henderson County
 - v. One (1) member representing the Arts Councils in one of the remaining nine surrounding counties served by the airport (Haywood, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania, Yancey); There will be an effort made to rotate counties to allow all to participate.

- (b) Serve in an advisory capacity, providing recommendations on:
 - i. Artists chosen from qualified applicants
 - ii. Artwork
 - iii. Placement of artwork in regards to atmospheric elements
 - (c) Consist of terms 24 months in length with a maximum six (6) years of service per individual. Term lengths do not apply to Airport Authority ex-officio members.
2. With the exception of the ARAA ex-officio staff members, each group noted above shall appoint a member of their organization to serve on the Committee. When that member's 24-month term has expired, the appointing organization shall either re-appoint the existing member or choose another appointee to serve on the Committee.
 3. If an appointed member chooses to resign, or an appointed member becomes disassociated with the organization they represent, that member's organization shall appoint a new Committee member, who will serve the remainder of the term.
 4. Representing organizations must replace Committee members who miss three consecutive Committee meetings.
 5. The Committee will meet on an as needed basis.
 6. Two (2) ARAA staff will facilitate and participate in the process as ex-officio members.

Artist Application

1. Requirements
 - (a) Artists will be required to sign an artwork loan agreement with the ARAA (Attachment B).
 - (b) To be considered for exhibition, artists must submit at least four (4) and up to ten (10) pieces of artwork and must include:
 - i. A completed Artist Application form (Attachment A)
 - ii. A current artist photograph (head-shot only)
 - iii. A one-paragraph artist biography
 - iv. A brief (50 words or less) description of each work submitted (maximum of ten works)
 - v. A full-color photograph (hard copy or digital) of each work submitted
 - vi. The retail value or sale price of each work submitted, for insurance purposes (not to exceed \$25,000 for each piece)

- vii. Incomplete applications will not be considered
 - (c) Applications are available on the Asheville Regional Airport website or at the ARAA Offices 8:30 a.m. – 5 p.m. Monday- Friday. Completed applications may be submitted via USPS, express services, or e-mail at art@flyavl.com.
 - 2. Restrictions
 - (a) There is no limit to the number of times an artist may apply, however:
 - i. With each re-application, the artist must submit another set of four (4) to ten (10) works of art.
 - ii. An artist may be selected for exhibition no more than one time per fiscal year.
 - (b) Eligible artists are limited to those with residence in one of the eleven counties served by the Asheville Regional Airport: Buncombe, Haywood, Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania and Yancey.
 - 3. Deadlines
 - (a) Artists must submit their application no later than five weeks prior to the exhibition debut.
 - (b) Exhibition dates will be determined by the ARAA staff members and made available to the public.

**Artist & Artwork
Selection**

- 1. Artist Selection
 - (a) The Committee shall review all complete applications submitted by artists and advise which artists are to participate in the exhibit.
 - (b) The Committee reserves the right to request references relative to the artist's work.
 - (c) The Authority may accept or reject the Committee's recommendations as part of the consent agenda during their regular Board meetings.
- 2. Artwork Selection
 - (a) The Committee shall advise which works by each artist are selected for exhibition.
 - (b) The Committee shall choose up to:
 - iii. Sixteen (16) pieces of wall art (photographs, paintings, etc.)
 - iv. Sixteen (16) pieces of free-standing art (sculptures, 3D art, etc.)
 - v. Eight (8) pieces of art for display in the skylight coves (mobiles, paintings, photographs, other wall art)

- vi. Eight (8) alternate pieces of art by artists other than those selected above, including four (4) pieces of wall art and four (4) pieces of free-standing art
- (c) The Committee shall base the selection of artwork on the following criteria:
 - i. Appropriateness for public display
 - ii. Suitability to the location (i.e. scale, materials, form, subject matter, safety and ease of installation)
 - iii. Mastery of the medium
 - iv. Originality/Innovation
 - v. Durability relative to theft, vandalism and the environment
 - vi. Maintains a variety of style, medium, size, and type for the current exhibit rotation
- (d) The Authority may accept or reject the Committee's recommendations.

Notification of Selection

- 1. Selected artists will be notified within three (3) business days of the Authority Board's acceptance of the exhibit.
- 2. Artists must contact the ARAA Marketing Department within seven (7) business days of notification to confirm exhibit dates and arrange a date to install artwork and sign the loan agreement (Attachment A). Failure to do so will result in forfeiture of selection, in which case an alternate artist will be selected.

Preparation of Selected Artwork

Selected artwork must be appropriately prepared for display by the artist, including a frame and suspension provisions (screw eyes and wire) for hanging works and stabilization for pedestal or showcase display, including mounting arrangements, for free-standing works.

Displaying Artwork

- 1. Location of the artwork will
 - (a) Be designated by the Authority and/or staff.
 - (b) Allow for unobstructed viewing from as many points of view as possible.
 - (c) Be pre-arranged with appropriate lighting.

- Displaying Artwork
(continued)**
2. Protection
 - (a) Insurance
 - i. The Authority will provide insurance coverage for the duration of each exhibit (Attachment C).
 - ii. Artwork valued at more than \$25,000 will not be considered for exhibition.
 - iii. The Authority shall conduct weekly inspections of exhibits and should any damage be noted, the Authority shall notify the artist and file necessary claims (Attachments D, E).
 - (b) Display
 - i. ARAA will take preventive measures to ensure protection of artwork as outlined in the Loan Agreement (Attachment B).
 3. Right of Removal
 - (a) The Authority reserves the right to remove and/or replace, at its sole discretion, any artwork deemed offensive or inappropriate by the Authority. The artist or designee will be notified of such occurrence.
 - (b) Artwork removed by the ARAA must be reclaimed by the artist or designee no later than 72-hours after notification of removal.
 4. Relocation
 - (a) The Authority reserves the right to relocate artwork within the terminal for any reason, including but not limited to viewing opportunity, terminal construction, and advertising space.
 - (b) Artists whose work is affected by the relocation will be notified.
- Artwork
Identification and
Promotion**
1. Identification
 - (a) For each exhibited piece, the ARAA will produce a placard displaying the artist's name and title of the work. The placard will be placed in an appropriate location near the artwork.
 2. Promotion
 - (a) ARAA will produce a brochure, as well as full-color postcards highlighting one of each of the artist's works. The brochure and postcards may or may not contain information provided in the artist's application packet, including title of the work, name, contact information, photograph of the work, and photograph of the artist. Artist must sign a copyright release (Attachment G)

- Artwork Identification and Promotion (continued)**
- (b) News releases will be disseminated at the opening of each exhibit rotation period.
 - (c) The Asheville Regional Airport website will feature photographs of the works currently on display, along with artist contact information.
3. Signage, brochures or promotional materials produced by a non-Authority entity will not be permitted.
- Delivery, Installation and Removal of Artwork**
- 1. The artist, or designee, is responsible for delivering artwork to the Asheville Regional Airport Authority (ARAA) Marketing Department. The date and time of delivery must occur within the 72-hour period prior to the exhibit opening.
 - 2. Installation will be completed by the artist with the assistance of the ARAA Marketing Department and/or Maintenance Department. The artist will be given a copy of the loan agreement for the artwork when installation is complete (Attachment B).
 - 3. The artist, or designee, must reclaim artwork within 72-hours of the exhibit conclusion. The artist will sign the loan agreement again upon receipt of the returned artwork (Attachment B) and its condition.
 - 4. Should the artwork be purchased by a member of the general public, the artist shall sign off as to the condition of the artwork prior to shipping.
- Sale of Artwork**
- ARAA will facilitate the sale of artwork during the duration of the exhibit.
- 1. The price will be set by the artist and displayed on the placard and/or promotional materials for the viewing public.
 - 2. Buyers will contact ARAA offices to purchase the piece.
 - 3. The buyer must sign the Purchase agreement (Attachment F). Upon the signing of the purchase agreement, the artist shall be notified about the sale.
 - 4. Buyers may pay by cash, money order or check. All payments shall be held by ARAA until the exhibit concludes.
 - 5. The piece being purchased must remain on display for the duration of the exhibit.
 - 6. ARAA will retain a 20% commission of the purchase price plus applicable sales taxes which will be remitted to the NC Department of Revenue.

**Sale of Artwork
(continued)**

7. Upon conclusion of the exhibit, ARAA will arrange getting the purchased piece to the buyer
 - (a) Within five (5) business days of the exhibit conclusion, the buyer must:
 - i. Pre-arrange a pick up of the piece.
 - ii. Arrange for shipping of the purchased piece. Delivery of the piece to a third party shipping company will be handled by the ARAA staff. ARAA shall charge a \$15.00 fee to handle the artwork in addition to the shipping cost.
8. Should the artwork to be purchased become damaged while on exhibition, the buyer shall have the right to withdraw their purchase agreement (Attachment F)
9. The lender (artist) shall receive a copy of the purchase agreement along with payment upon receipt of the artwork by the buyer.
10. The lender must complete a W-9 prior to receiving any sales payment from ARAA. The lender is responsible for all State and Federal income taxes.

Attachments

Attachment A – Artist Application
Attachment B – Loan Agreement
Attachment C – Insurance Value Log
Attachment D – Inspection Log
Attachment E – Damage Report
Attachment F – Purchase Agreement
Attachment G – Copyright Release

**APPROVAL AND
UPDATE HISTORY**

Approval

Supersedes