



2D ARTISTS GENERAL INFORMATION & AGREEMENT

Welcome to Phantasmagoria 2025! The show that gets people together, engages creative discussion, supports local art, music, and performance, all while enjoying the best craft beer in Traverse City, MI. Right Brain Brewery's Phantasmagoria Art Exhibition provides a large, eclectic space for local artists of all media who are interested in selling their work, networking with like-minded folk and businesses, or just sharing your art with the world. We hope you enjoy!

ENTRY & REGISTRATION

"2D" artists (drawing, painting, photography etc.) may have their work up on the walls for the duration of the show, January 4th to March 1st. There is a \$75 entry fee. If you sell any art during Phantasmagoria, Right Brain Brewery® will not take any commission. You will receive 100% of the sale price. The registration deadline is 12-14-24.



You can register online by scanning the QR code, or at rightbrainbrewery.com/cart/category122/phantasmagoria-registration or in the pub. Just come on in and ask your bartender.

EVENT DATES

Kick off mingler and dance party: Saturday January 11, 2025. DJ dance party.

Phantasmagoria Reception. Saturday February 8, 2025. The main event! Come mingle, meet the other artists, including many pop-up craft booth vendors, and live music all day long. Details to come.



Follow along for details



SETUP & INSTALLATION

Once you have registered, please email social@rightbrainbrewery.com with examples of your work, including their dimensions and the total number of pieces you'd like to display. We will then schedule a day to install your work between Monday December 30, to Friday January 3, excluding New Years day.

Each artist will be assigned a designated space, which RBB will determine based on the nature of your work. Your exact space is usually determined on the day of your scheduled install. It's possible that prime wall space may be limited. However, please keep in mind when people visit Right Brain to look at art, they usually take time to walk around the entire place. Your work will be seen! The size of your wall space will vary slightly, depending on what's available, but generally plan on a 6x8' space. The surface you will be installing on will be cement or drywall, or both. Please come prepared to install on both surfaces, with the recommended tools listed below.

The listed tools are a general guide only. You may find you will need specific items and mounting hardware, depending on the nature of your work.

Cement Walls: There are many existing holes that we encourage you to use. If there are no holes that work with your arrangement, you can drill into the cement walls. You will need an electric or cordless drill, a small masonry bit (1/8" diameter or smaller) and similar diameter standard Phillips head screw and bit or screwdriver.

Drywall: You will need a cordless drill and/or Phillips head screwdriver, a small standard Phillips head screw and bit. Please do not use a hammer and nails to hang your art. It may fall off the walls. Please DO NOT use anything with a sticky adhesive backing like 3M strips, as this will damage the walls.

After your art is displayed, please label your work and place a biography (if you choose) next to your display. If you choose to sell your art, you must provide a label that includes your name and price, and ensure it's placed in a location that distinguishes the piece of art for sale. A low-tack mounting putty or small nail is a good option for hanging tags on drywall. For cement walls, we recommend you hang the tag from the art, if possible. Right Brain will provide "Sold" tags if art is bought.

If you have any concerns with installation, an RBB staff member will be available for assistance. If the use of a ladder is necessary for install, our staff will provide you with one. Please be careful and use appropriate safety measures. Last, but not least, please be considerate to the patrons of Right Brain Brewery when setting up.

THROUGHOUT THE SHOW

Artists are responsible for checking in on their art and managing their inventory. Periodically stop by Right Brain to ensure your art is displayed properly and labels and tags are intact. A designated Right Brain staff member may move your art if necessary; usually to fill any gaps from surrounding art being sold.

ART SALES

You, as the artist, determine your own pricing. All art sales are commission-free, so artists will receive 100% of the sale price. All art is purchased through the bar. This will help with inventory of the art and maintaining transaction records. Right Brain Brewery will maintain inventory of sales made, and a representative will check in on sales periodically. When a sale is made, a sale form is filled out with the buyer's information and a sales receipt is then stapled to this form and is placed into a folder with the name of the artist on it.



Once the art sales transaction is approved, the buyer may take the art off the wall to take home.

Artist Payment: Typically, checks are issued within the first two weeks of month following your art sale. Right Brain staff will contact artists when checks are available to pick up at the bar. Identification will be required to claim a check.

After a sale has been made, artists may also replenish their work to fill in any gaps in their designated spot.

TAKE-DOWN

You are encouraged to display your art for the duration of the show, January 4 to March 1, 2025. However, we understand if you'd like to take down your art early. We ask that you please notify Right Brain staff before doing so by emailing social@rightbrainbrewery.com to let us know when we can expect your art to be taken down.

Any art that is not taken down by March 1st will be taken down by Right Brain staff and placed in storage for **no more than 2 weeks**. Although Right Brain staff is extremely careful and considerate when handling art, artist understands that any loss or damage to artwork is not the responsibility of Right Brain Brewery or its employees.

Artist's Name - Please Print

Artist's Contact Info.

Artist's facebook and/or Instagram handle (Optional - if you'd like to be promoted).

Artist's Signature

Date

RBB Art Manager

Date