



North Valley Art League
Carter House Gallery
48 Quartz Hill Road, Redding, CA 96003
(530) 243-1023 Website: nval.org
Open Wednesday – Saturday, 11am to 4pm

WELCOME!

North Valley Art League is an All-Volunteer, Non-Profit community of artists dedicated to furthering the visual arts in our community and the California north state.

Founded in 1979 by a group of eight local artists, the North Valley Art League now boasts a membership of over 250. Since June 2004, the League's gallery has been the historic Carter House located on the banks of the Sacramento River in Caldwell Park, Redding, California. NVAL Carter House Gallery provides an attractive, nurturing environment for many talented, experienced artists, as well as emerging new artists. Artistic learning, sharing and growth is fostered through our many programs. We sponsor workshops, art classes and Juried Shows available to our members and the public.

Your Membership fees are vital to the continuation of NVAL's efforts. The organization's operating budget is solely sustained by membership dues, contributions, and the many activities put on by our dedicated volunteers. Volunteering is the backbone of NVAL and is greatly appreciated. Thank you for any volunteer time you can spare. We look forward to meeting you at our receptions and other events. Also hope to see your artwork hanging in the NVAL Carter House Gallery. **THANK YOU FOR YOUR MEMBERSHIP!!**

NVAL Newsletters (E-NEWS)

The emailed newsletter, sent twice a month to all members, spotlights current information about NVAL events, activities, and shows. NVAL's website nval.org offers more detailed info about league activities and a complete calendar. A printed calendar of league activities is available at the gallery gift shop desk for members who do not have an email address.

NVAL GALLERY SHOWS - DISPLAY YOUR ARTWORK

NVAL supports local artists both professional and less experienced alike by displaying their original artwork in our monthly Member Shows. All members are encouraged to participate. Art can be for sale or display only (NFS). A 20% commission applies to items sold. The League sponsors several juried shows. Recent shows include the National Painting Show featuring painters' art from throughout the United States, the North State Painting Show showcasing regional artists, and the Regional Photography Show exhibiting work of photographers from northern California and southern Oregon. Details for all these shows and receptions are announced in the Newsletter and on the NVAL website, nval.org. One-Person Shows and Small-Group Shows can be earned by accumulating volunteer hours. They are presented in the Featured Exhibition Gallery.

EXHIBITS at REDDING CITY HALL - NVAL is assisting the City of Redding by providing artwork for four, three-month shows per year at the Redding City Hall allowing more exhibiting opportunities for NVAL members.

MEMBERSHIP DUES

The NVAL Board has voted to change the membership period for all NVAL members. The new membership period will be from July 1st through June 30th of the following year. The current dues period is July 1, 2021 – June 30, 2022. Annual dues are \$35 for an Individual Membership and \$45 for a Family Membership (family of two). The amount will remain the same no matter when the dues are paid during the annual period. Dues can be paid at the gallery, mailed, or on-line at nval.org. No credit card info is stored on the NVAL website.

ARTWORK EXHIBITING POLICY The Exhibit Installation Committee wants to accommodate the maximum number of artworks and artists that will aesthetically fit in the gallery. The overall effect and space available determine the placement of artwork in any show. No one artist's work is given preference.

If a large number of works are entered in any member show, the following criteria will be used to determine which pieces will be exhibited. The first piece listed by the artist will be accepted. If space permits, more pieces will be hung. Paintings larger than 28" x 36" will be accommodated as space allows.

The NVAL Board has adopted the following policies which are standard with regional non-profit galleries. They are stated below.

1. The North Valley Art League shall not be responsible for, and assumes no Liability arising from fire, theft, damage or loss to ARTIST's property, including without limitation, the displayed artwork or any other items. ARTIST hereby releases and discharges the North Valley Art League from all claims and demands by ARTIST for loss of or damage to ARTIST's property.
2. The ARTIST further agrees that the North Valley Art League may use digital images of the ARTIST's original artwork for promotion of the art exhibit and the North Valley Art League.

REQUIREMENTS TO EXHIBIT YOUR WORK

- Membership dues must be up-to-date.
- All artwork must be original. Photographs and digital art are considered original work. Prints can be displayed in the gift shop, though must be approved by the Gift Shop Committee. (See Gift Shop Section below).
- Hanging fees are \$3 per piece and are not refundable.
- All paintings and photographs must be ready to hang. Framing must be substantial and up to typical gallery standards (no poster frames).
- Frames need to be properly fitted with D-rings or split rings that fit our hanging system (½ inch to ¾ inch).
- Eye hooks are NOT acceptable.
- D-rings can be purchased at NVAL - 2 for \$1. They are also available at hardware stores, Home Depot, Lowe's etc.
- **D-Rings and Split Rings Positioning:**



For most pieces, place D-rings 2" from top of the frame to prevent the frame from leaning away from the wall at the top. With large pieces 3" from the top works well. Please do not use hanging hardware centered on the top of the frame to hang your work. The piece will be unstable when hung.

GIFT SHOP NVAL maintains a gift shop at the Carter House Gallery that features gift art created by members including quality prints of members' original works. Contact the gift shop committee chairperson if interested in selling your work in the Gift Shop. The Gift Shop Committee is always looking for new artists to showcase their work in the shop. Items are rotated. A 20% commission applies to items sold.

MEMBER PARTICIPATION - HOW YOU CAN HELP!

- **NVAL depends on volunteers and encourages you to participate.** There are many opportunities to help with events, committees, and gallery activities. See the Membership Survey Form for details.
- **Without our volunteer Gallery Attendants, NVAL could not remain open!** Consider volunteering five hours once a month to attend the Gallery or be a Substitute. Attending the Gallery affords a wonderful opportunity to meet other members and you can work on your artwork while you are there.