

Yale School of Art 2022-23 Exhibition, Documentation, Publication, PR and Galleries Protocol Handbook

Communications

Documentation Photography

Communications provides \$150 per second-year student to each area of study to support documentation photography. The department will select and schedule the photographer best suited to their cohort's needs. The cohort must work with the communications office to create a contract and licensing agreement with the photographer. Each group will receive information on this process leading up to their thesis exhibition.

Any student who would like to self-document may do so at any time. If any student wishes to bring in an outside Photographer, that should be arranged via DUS/DGS or Faculty Thesis Advisor, with requests scheduled in coordination with the Communications Office + Director of Exhibition and Galleries A.L. Steiner at least 2 weeks in advance.

Identity Design

1-2 MFA Graphic Design students will receive work-study positions to create the graphic identity for each department's thesis exhibition. An exhibition identity will be created in collaboration with the Thesis cohort. Produced materials will be: large poster for the poster box at Green Hall Gallery, four exhibition posters hung in SoA buildings and also delivered as digital file for PR and social media, a gallery exhibition map and wall tag system.

Due Date for Identity Poster Image (necessary to begin promotion on digital channels): 10 days before each individual group's show opens

Website Production, Hosting and Web Domain

SoA produces a single database-driven (ADA accessible and highly archivable) website to promote all thesis shows. The communal website contains a page for each exhibition and each individual student artist.

Each Exhibition Page contains:

- Dates/times of the exhibition at launch
- Date of reception
- Digital version of the poster for the show
- Participating artists list (links to individual artist pages)
- After the exhibition has been documented, long gallery shots of each floor of the gallery will be hosted here as well.
- There is also room to host video and/or curatorial text on this page

Individual Artist Pages contain:

- A representative image (to be published before the exhibition opens)
- Optional "about" text, artist statement, or bio for each artist

- Links to personal websites. Students may not create an outside website to represent them as a group, or use the Yale name on an outside website.
- Links to social media profiles
- Individual artworks as documented within the gallery space (to be published during/after the exhibition)
- Additional images of work provided by the artists as requested

Email Announcement

The Communications Office will take design assets and language from the design team and cohort to craft an email announcement that will be sent to current SoA faculty, staff, and students. This email will also contain a link so that members of the cohort can forward the formatted email to their personal contacts.

3D Scanning of Gallery

The Communications Office will use Matterport to create 3D photographic images and walkthroughs of each show with a custom yaleart.org shortlink. Individual works will be tagged according to the exhibition map produced by the graphic identity designers. Artists exhibiting moving images or sound may share their files to be embedded in the virtual walkthrough.

Streaming Video Hosting

Streaming videos will be hosted on either our School [YouTube](#) or Vimeo account at no cost to the department. YouTube is the preferred host, though Vimeo may be used. To livestream events, Yale Broadcast Studio can be utilized with at least 2 weeks advance notice > <https://broadcast.yale.edu/>

Archive Page on art.yale.edu

There is a unique link to house all SoA archival materials and details for each exhibition. See <https://www.art.yale.edu/exhibitions> This link is maintained so that any student, researcher or arts organization may reference any exhibition in the future.

Art & Education Announcement

SoA will purchase one Art&Ed posting to highlight the thesis exhibitions collectively. Art & Education announcements reach 80,000+ international visual arts professionals and academics.

Social Media Outreach

Multiple posts will be scheduled over the exhibition period. Currently, the SoA [Facebook](#) page reaches 2,000+ followers, and the SoA [Instagram](#) page reaches 20,000+ followers.

Press Outreach

The Communications Office will reach out to a targeted list of contacts in both the art press and local New Haven outlets when the final website and documentation launches for each department.

“Share Kit”

Once the final website and documentation launches for each department, the cohort and departmental faculty will receive access to a Google doc with the full exhibition information, digital assets (including the ability to download and save professional documentation photos), and links to mailings and social media posts, for students and faculty who may be interested in sharing with their wider network.

Large Zoom Room Support for any Public Presentations

If any thesis group would like to host a panel or presentation the communications office can provide a larger capacity 1,000 seat Zoom room + a custom community guidelines document.

Departmental Publications

Each department has a process and procedure for budgeting for publications. Departmental budgets determine the coverage of costs & fees, as well as donations often given for the purpose of publication.

Commissioned Writing

Working with professional writers and academics is a benefit for all SoA graduate students. This includes Faculty + PhD and MA students from across Yale schools.

Standardizing honoraria payments for non-SoA faculty writers is important for equity-related concerns; however, each discipline's department is of a different size and has different budgets, payment approval procedures and needs. The following are honoraria payment rules + *suggested* rates, and must be pre-approved by the discipline's DGS before assignment:

- current full-time SoA faculty member: no f/t members of the SoA faculty may receive a writing fee
 - Yale PhD/MA/adjunct faculty writers: \$100 honorarium per text up to approx. 500 words; \$300 flat-rate honorarium per 500-1000 word essay; \$600 flat-rate honorarium per 1000-3000 word essay
 - field professionals outside of the Yale community: \$.50 per word
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Rules & Information for Green Hall Gallery

This information is intended to help students plan and carry out the installation/de-installation of artwork in the Green Hall Gallery and prepare for the reception. The following information, rules and policies are meant to ensure that:

- Green Hall, Yale School of Art Gallery and the contents therein are in compliance with Building and Fire Safety codes, as well as Covid-related Health & Safety visitation, capacity and catering protocols
- impact to the space is limited and destruction is prevented
- the gallery is safe for guests, students and staff

- the transition from deinstallation of one show does not jeopardize the timing of the install of a following show. And, the installation of a new show does not conflict with the advertised scheduled opening

At least 14 days in advance of installation, students should submit all gallery questions and plans to the School's Facilities Manager.

Signage and Advertising

Chapel Street Title Wall

-The Title Wall belongs to each show.

-Artists showing in the gallery are responsible for the Title Wall.

-The wall has some structural and electrical limitations. To preserve the integrity of the Title Wall and for electrical safety, Facilities must be informed of all Title Wall plans at least 1 week prior to the show install date.

Labels

-For all shows, the artists showing or designer charged with designing the show signage are responsible for labeling the work.

Walls

-The walls outside the first-floor gallery, between the gallery entrances, are generally understood to be the province of the current show.

-If the walls of the corridor that are adjacent to the first-floor gallery doors are to be used in a show, please alert in advance. There may be limitations to what may be executed on or near them. From time-to-time, some walls are reserved for use by instructors of classes for special use.

-Installing a poster in the Corridor Display Case is the responsibility of the artists who will be showing in the gallery.

Printed Matter & Media

-The correct location information for the gallery is:

Yale School of Art
Green Hall
1156 Chapel St.
New Haven, CT 06511

-The correct phone number is 203-432-2600

-At no time, may materials of any kind be affixed to the doors or glass on any building on the Yale School of Art campus.

Openings

The Directors of Graduate Studies for each department will approve the date of each opening. If the reception differs from the opening date, the directors will also approve reception dates. To ensure that the doors are unlocked for the reception, notify Facilities at least 10 days in advance with reception times so that this can be properly scheduled with Yale Security.

Contact the Assistant Dean for Communications and Digital Media, Sarah Stevens-Morling, so that the reception can be advertised on the school's social media accounts, to the Yale University Community and the School of Art Alumni.

Receptions

- Organizing the reception is the sole responsibility of the graduate students and/or graduate department in each group.

- Students showing in the gallery will provide all reception materials. They are also responsible for arranging catering and general cleaning of the area after the end of the reception.

- Masks may be required in the galleries at the discretion of the school during receptions based on capacity and visitor policies and Health & Safety requirements.

- If liquor is to be served, the School will provide a bartender. The legal drinking age is 21. No underage person may possess or be served alcohol.

- The school provides a limited budget for food, beer, wine and additional methods of advertisement. This money may not be used to purchase liquor/hard alcohol. Students can use the school credit card or use their own funds and be reimbursed. To be reimbursed, a Valid receipt must be provided within 10 days of the time of purchase to Brian Schmidt for reimbursement.

- All receptions must end by 9pm and all visitors to the School of Art campus, when permitted on campus (1156 Chapel St, 353 Crown and 32-36 Edgewood) must be removed at that time.

- Propping of any exterior door or gate to Green Hall is strictly forbidden.

- At the close of the show, Yale Police may conduct a walkthrough of Green Hall to verify that liquor is no longer being served and that the reception has closed.

- If there is a problem with an unmanageable guest or criminal activity, notify the Yale Police Department immediately. (203-432-4400)

- Receptions, parties, gatherings, etc may not be moved or continued anywhere on the campus of the Yale School of Art.

The Director of Undergraduate Studies is responsible for the organization of the undergraduate and senior project shows.

Gallery Access & Security

Due to COVID Health & Safety protocols, access to all School of Art gallery facilities are contingent on the security status mandated by the university. The most current Visitation policies can be checked here:

<https://covid19.yale.edu/>

Access restrictions may be as follows, dependent on the University-wide access policies:

- Access only to SoA members with card access to the buildings;
- Access to SoA members with card access to the buildings and the larger Yale community;
- Access to SoA members with card access to the buildings, the larger Yale community and designated participants and/or guests;
- Open access to all

Generally - and depending on the safety status regarding Yale's COVID-19 Policies - the front doors of Green Hall Gallery are unlocked by a School of Art staff member around 10am, and locked around 4pm Monday through Friday during exhibition dates. Work-Study docents may be hired to extend these hours, at the discretion of the school. 32EDG requires dedicated docent hours, as this space is not accessible for visitation.

On weekends, the doors of either gallery space may be unlocked at hours established with a Work-Study docent or faculty/staff member, if arranged via a department and/or Gallery & Exhibition staff.

For each show, the exhibiting group, curator and/or dedicated faculty member may be given keypad access to Green Hall Gallery or keycard access to 32EDG doors at specific or designated times of the exhibition schedule. During the installation process, the exhibit and the deinstall, it is the group's responsibility to secure the contents of the gallery and maintain secure status of the gallery doors when inside the gallery. Due to the permeable nature of these educational gallery exhibition spaces, security of the content placed within these spaces is not guaranteed.

The gallery(ies) may be open to the public and function as open spaces for transit and viewing, when accessible. There are no permanent gallery guards or gallery staff at SoA exhibition spaces.

Independent + Self-Organized Exhibitions and Events

32 Edgewood (32EDG) + Green Hall Gallery (GHG) may also be used for exhibition or event space upon request. Any special events or exhibitions must be approved before use, at least 2 weeks in advance. The gallery schedules are here, **you must check them before applying for dates of usage:**

<https://yaleart.org/gallerycal>

A Faculty Advisor must agree to facilitate the event or exhibition before any proposal is made, and please note that access to 32EDG is granted via approved card-access holder(s). A use request form for either space is here (scroll to bottom of page):

<https://www.art.yale.edu/eik>

Open hours are negotiated based on work-study schedule(s) and upon organizer's requests and budget. Due to the independent nature of this space, exhibition hours are dependent on schedule & budgetary provisions.

Safety, Liability and Coverage of Artwork, Equipment + Personal Property

Neither the School of Art nor the University is responsible for damaged, missing or stolen personal property. This includes the contents of the galleries. All students are informed and urged at the enrollment phase to obtain personal property and/or renter's insurance to cover their belongings. Unless otherwise noted or arranged by special circumstance, any participants outside of the Yale community must be informed by student organizers and/or curators of exhibitions in SoA facilities regarding this policy agreement.

Gallery use of the School of Art buildings is restricted by University, State and Federal codes and safety policies with which all students, staff and faculty must comply. Regarding the gallery, these restrictions relate to the safety of the individuals visiting the gallery and those occupying the building. Large-scale installations may not be installed and alterations to the space be made without prior approval from the Facilities Manager. You must request this approval 14 days before the 1st installation day. In most cases, an installation or an alteration to the space will also require approval of the Fire Code Compliance Services and/or the office of Environmental Health and Safety (EHS).

Although there is some overlap in their oversight, these offices are entirely separate entities and cover different areas of safety. For example, if Fire Code Compliance approves a project, this does not automatically generate approval from Environmental Health and Safety. Both departments will offer solutions and workarounds. It is the student's responsibility to arrange all meetings with Fire Code Compliance and EHS. Copy the Facilities Manager in all correspondence with staff from these departments and include them in any on site meetings.

Fire Code Compliance Services, sometimes referred to as "The Fire Marshal's Office", oversees scenarios and situations such as:

- Obstruction of Fire Exits.
- Obstruction of pathways.
- Visibility and lighting as it relates to evacuation.
- Flammable materials.
- Fire Suppression Systems, also known as "sprinklers" and anything that may negatively impact their effectiveness.
- Smoke sensors and anything that may activate them and set off the fire alarm.
- Improper extension cord usage, improper extension cord type and overloaded circuits.
- Chambers, boxes or other structure in which the public can enter, the material of the structure and any electrical appliance installed in the structure.

-Students with work that meets the above descriptions should inform the Facilities Manager 14 days ahead of the 1st install day to determine if they need to contact Fire Code Compliance and schedule a meeting with a Fire Inspector.

The mission of The Office of Environmental Health & Safety, also known as EHS, is to prevent injuries and fatalities on Yale's campus. Regarding the Gallery and art that is installed in the School of Art or elsewhere at Yale University, EHS needs to be informed of the following:

- Suspended and hanging objects. Assessment of falling.
- Large structures. Assessment of collapse.
- Tripping and slipping hazards. (wires, cables, water and other liquids)
- Materials and/or devices that could potentially cause immediate or delayed injury. Lasers, glass, silica, blood and chemicals.
- Kinetic objects, manual or powered.
- High risk of injury during install or deinstall.

Students with work that meets the above descriptions should inform the Facilities Manager 14 days ahead of the 1st install day to determine if they need to fill out and submit an EHS Student Project form, available at:

<http://ehs.yale.edu/sites/default/files/files/student-project-activity-proposal.pdf>

Gallery Safety Rules

The following rules are in place to prevent injury or costly repairs and renovations. These rules are absolute. Should damage to the building, space, lights or borrowed equipment occur, repair and renovation costs will be charged directly to the student's account.

-The floors inside and outside of the gallery may not be painted or drilled. With the exception of vinyl or gaffer's and painter's tape, nothing else may be adhered to the floor.

-Nothing may be fastened to, placed on, or suspended from the building's mechanicals. This includes, but is not limited to, ductwork, pipes, conduit, lights and the fire suppression system.

-Nothing may be placed within 20 inches of any fire suppression system sprinkler heads.

-Nothing may impede the path of the Smoke Sensors in the basement level gallery.

-Artificial smoke machines may not be used.

-Chemical strippers, spray paint, noxious aerosols and other toxic or noxious products may not be used. This includes resins, adhesives, urethanes, fixatives or other materials that are off gassing.

-Flammable materials are not permitted.

-The use of living or dead animals, including insects, is not permitted.

-Students may not operate the lighting rig in the basement level gallery.

-Students may not move, remove, alter or replace light bulbs in the track-lights.

-No flat extension cords may be used. Round extension cords that lay across the floor, must be

covered with tape. Extension cords may not be suspended so that they intersect a pathway or any means of egress.

-Outside contractors, such as HVAC specialists, plumbers, electricians, painters, carpenters and Installers may not be brought into the School of Art without permission of the University. An outside contractor must be licensed and insured.

-Students may not climb ladders higher than 8 feet.

-Students and outside contractors do not have access to the electric lift (mast lift, scissor lift).

-Walking on the ledge that is in front of the windows in the Ground Floor Gallery is strictly forbidden.

-The School's tables, chairs, easels and other furniture may not be used in any exhibition.

Install

The gallery rooms are cleaned, patched, painted and reasonably repaired before each group is to enter. Students are expected to return all carts and ladders to their proper storage areas. They are also expected to clean the gallery of all debris, tools and other items related to the installation before the show opens to the public.

The School employs one to two freelance professional art installers who can assist in installing work. Students may schedule their services in advance. Work that requires the services of installers must be delivered to the location of the gallery on the 1st day of install.

-All installations or objects in which bolts, anchors or other specialized hardware is to be installed in the ceiling or wall, must be approved by Facilities and possibly EHS. The installation of the hardware and the work itself must be conducted by the installers, or a Facilities-approved outside contractor.

-Artists will supply all specialty hardware. For hardware recommendations speak with installers at least 14 days in advance of the day of install.

-Gallery ladders are in the basement of Green Hall in a locked storage area. If a ladder is needed, contact and schedule a time to pick one up.

-A limited number of pre-built pedestals are available for use by students, and are located on the bottom floor of Green Hall's central staircase (accessed across from the GD Atrium); the pedestals must be returned by the students who borrow them for use to this area after use.

-There are special smoke sensing beams that are mounted in the basement gallery space. These beams run along the North and South walls. If intersected, even momentarily, the fire alarm will sound, the building will need to be evacuated and the Fire Department will arrive. The Fire Department will inspect the entire building before they will allow anyone back inside. These beams can be temporarily turned off to aid in a special install situation. However, this must be scheduled at least 14 days in advance.

-The stairwell may not be blocked. The fire-door at the top of the stairs of the basement gallery may not be closed.

Lights

-Lighting of all shows is done by the installation crew. If artwork is installed on the floor of the galleries, this will most likely prevent the crew from accessing the lights directly above or in close vicinity. Unless the work is moved, the inaccessible lights will not be adjusted or altered. To avoid this situation, schedule to have the lights installed and adjust in advance or during the install process.

-The School has a limited number of track lights and they are no longer produced. To prevent damage to the tracks and lights, students are not permitted to move or adjust the lights. If a student damages a light, the damages will be billed directly to their accounts.

-In each gallery space, there are safety lights that do not turn off. If an artist wishes to have more control of the lights, they should select an area of the gallery further away from these safety lights. If this is not possible, the lights can be covered with gray theater light gels to reduce the light emitted by 50%.

During the Show

-Artists are encouraged to periodically check on their work and inspect for damage, theft or operation of any equipment.

-Students are responsible for operating any audio/visual or kinetic equipment that they are exhibiting.

- Students are responsible for securing equipment and/or objects installed within the gallery space.

-The school will hire a photographer to document each exhibit.

De-Install

-By the end of the last install day, all spaces in the gallery must be returned to their original condition, broom clean and all work removed.

-Installation staff will only patch and paint holes made by nails, pins, bolts, anchors and specialty hardware or accidental wall damage.

-Artists who have painted directly on the gallery walls will return the walls to their original state and must provide their own paint (Benjamin Moore, Super Spec, Flat White 275-01)

-Installation staff will de-install anything that is suspended from the ceiling and anything that requires the personnel lift or ladder taller than 8 ft.

-Any costs incurred by the School to return the gallery to its original state after a show, will be billed directly to the students in that show. This includes, but is not limited to, structural and mechanical repairs, painting, and cleaning.