

LAB X EXHIBITION CHECKLIST

PUBLICITY

Artist to provide:

- **Sponsorship** - Sponsors logos – in digital form – print resolution
- **Press release** or publicity blurb about artist and show

- **Invitation – Lab x can assist with production if requested**
- Digital files of artwork for publicity – website, press kits etc. – print resolution.

Lab X will:

- Post and email invites to Lab X clients (Artist to distribute to own contacts)
- Create poster to hang at Lab X – additional posters can be made on request.
- Send out press release to media contacts and advertise exhibition on web.

PRODUCTION

- Printing of artwork
- Framing – Some framers will require 3-4 weeks- check with individual framers.
Lab X can recommend some wholesale framers.
- Wall lettering – Lab X can organize
- List of print titles – mount on foam core or print on photographic paper for exhibition
- Pricing and edition structure
- Authenticity kit
- Speaker to open exhibition
- Picture hooks
- Print sales forms and editions folder / receipts – Lab X will organize
- Alcohol & non-alcoholic drinks – delivered to Lab X 24hrs prior for chilling
- Glasses
- Ice
- Food – prep &/or waiting staff