

# Practical Advice for the Practicing Artist

## How to Craft an Exhibition Proposal

Presented by Emily Wilkerson

### Structure / Questions to Ask

*\*Remember: this will always depend upon why you are preparing this proposal / follow instructions and requests carefully*

#### Facts/ Logistical

- + What are you proposing and why?
- + Where are you proposing this?
- + How will it happen?
- + What is the timeline?
- + How will visitors experience the work?

#### Conceptual Grounding

- + Why here / now / this way?
- + What is your inspiration?
- + Goals/ connection to overall practice?

#### Budget Items to Consider

*\* Is a worksheet supplied? If not, ask if there is one or a particular format. Consider:*

- Materials
- Contractors / fabricators
- Equipment rentals
- Needs of the space (paint, walls, special hanging equipment)
- Your time / assistants
- Wall text, didactic materials, marketing, catalog, etc. if not covered by the gallery/space
- Insurance

#### Other Tips

- + Open your proposal narrative with a strong, clear, direct sentence.
- + Be clear and concise in writing. Have a friend or colleague review your proposal.
- + Let your passion be present, but avoid flowery or broad language.
- + Avoid buzz words/jargon used in the arts.
- + Use direct, present language. (For example, “This exhibition confronts...” rather than “My goal is that the exhibition will ask...”)
- + Ask questions, rather than assume.