



**LA JOLLA ART ASSOCIATION**

**8100 Paseo del Ocaso #B  
La Jolla, CA 92037  
858.459.1196**

**Exhibition Guidelines  
& Gallery Rules**

**THIS DOCUMENT DESCRIBES THE RIGHTS  
AND RESPONSIBILITIES OF EXHIBITION  
AT THE LAJOLLA ART GALLERY  
FOR MEMBERS, GROUPS, AND NON-MEMBERS**

Retain this packet. Please follow the guidelines in this document.

# Exhibit at the LJAA Gallery

As a registered non-profit organization, the La Jolla Art Association's (LJAA) Gallery presents art exhibitions by members and non-members free of charge as a cultural amenity to the community. As a non-profit corporation, our tax savings, along with our all-volunteer management, allow our artists to exhibit at a reasonable cost. Accordingly, sales of artwork benefit the artists and the commissions generated contribute to our non-profit fund-raising efforts.

To assure that the artwork displayed is of the highest quality, all LJAA members are juried by the LJAA Board. Members may exhibit their work at our gallery in a Member group, Solo show, and Juried Exhibitions open to members and non-members.

Non-members, who rent the gallery, must also meet LJAA standards by supplying samples of the work they intend to exhibit. All artwork exhibited must be the artist's original work in accepted mediums or a high-quality giclee reproduction. The Group Leader or LJAA Exhibition Director and LJAA Board is the final authority on whether an artwork is appropriate for display.

LJAA members may display their images on the LJAA website. For more information about these and other LJAA programs, see our website, [www.lajollaart.org](http://www.lajollaart.org).

## ***1. LJAA MEMBER ELIGIBILITY***

A member is eligible to exhibit their artwork if:

- 1) The artist has been juried into LJAA as an exhibiting member and the annual membership fee is paid-up.
- 2) The Volunteer Hours requirements are maintained.
- 3) The member's share of the group show fee is paid in full.
- 4) A signed Consignment Agreement (Appendix 1) is on file. This document, signed by the exhibiting artist and LJAA Membership Director, supersedes all previous agreements/contracts between the artist or artist organization and LJAA, its officers or members.

## ***2. NON-MEMBER ELIGIBILITY***

A non-member is eligible to exhibit their artwork if:

- 1) The exhibiting artwork meets LJAA standards and approved by the LJAA Exhibition Director.
- 2) The exhibition fee is paid in full.
- 3) A signed Consignment Agreement (Appendix 1) is on file. This document, signed by the exhibiting artist and LJAA Exhibition Director, supersedes all previous agreements/contracts between the artist or artist organization and LJAA, its officers or members.

### ***The Group Leader***

Group shows are independent functioning exhibits. The Group Leader heads and guides the group and also coordinates with the Exhibition Director and Gallery Director. Members who take on this role are awarded 12 VH credits. Responsibilities are spelled out in the Group Leader Survival Guide (see Appendix III)

### ***Applying for a Show***

A member/non-member artist signs up for a show by completing an application form (Appendix II) and sending it together with a \$100 deposit to the Exhibition Director (or other designated person). A group show may comprise one to multiple members. A LJAA member may sign up for an individual show, initiate a member group show and recruit others to join, or be invited to join another member's group show. Members choose their show dates, a group leader(s), and other members in their group.

A LJAA member may also participate in the "rent a wall" shows, "all members show", and/or "juried shows." In most cases, the fees should be collected in advance, but many times, due to the lack of personnel to coordinate a show, payments, consignments and entry of artwork into the database, it is easier to collect fees, fill out consignments and hang the show all in the same time period.

Each group member has an equal role in making decisions with majority rule. Group members agree to share costs, workload and ensure that staffing for their exhibition is scheduled.

### ***Fees:***

The current LJAA member group show fee is \$300 for one-week, \$600 for a two-week show. \$1200 for a two-week non-member show. To reserve a group show, the Group Leader provides \$100 non-refundable deposit to the Exhibition Director (or other designated person). The balance of the show fee (minus deposit) is payable 2 months in advance of the show's opening date. (This is the suggested time period, but if there are special circumstances or an emergency exhibit the Exhibition Director, President or Gallery Director, could waive that requirement.)

If a group member drops out, that member may find a replacement and his/her fees already paid will be reimbursed by the substitute. The substitute will pay LJAA the balance, if any, of the fee owed. If no replacement is found, the remaining members absorb the space and pay the balance of the fee owed by the withdrawing member.

A \$25 refundable Security Deposit, per member, is collected and held by the Group Leader to cover any damages, theft or loss to the Association incurred during a group show. A sales commission of 25% for LJAA members (30% for non-members) will be charged on all works sold through LJAA as described in the Consignment Agreement (Appendix I).

### ***Show Periods***

Unless otherwise noted, group shows run for 14 days with the first show day the Monday following move-in. Gallery hours are normally 11 to 5 pm. daily. Longer hours may be maintained if desired or if there are no evening or morning events scheduled that day. Thanksgiving, Christmas, New Year's Day and Easter are optional.

Move-in/Move-out is normally Sunday evening of the last day of a group show. Group Leaders discuss this transition period with each other and the Gallery Director (or their agent) to ensure a smooth transition. Normally, all work will be removed between 4-5 pm and new work brought in between 5 - 6 pm. The Group Leader, Exhibition Director or Gallery Director will log out and log in artwork, place Consignment Lists in the binder provided, distribute artwork labels, and assist group members with hanging. The Group Leader is also responsible for entering group

members' artwork information into the appropriate place on the LJAA website (for insurance and record keeping purposes), which should be done prior to hanging the show. (The Exhibition Director, Gallery Director and/or the Webmaster can help with passwords and processes. For non-member shows, the Exhibition Director or designated personal takes care of this process.)

LJAA, its officers and members assume no responsibility for the damage, theft or loss of paintings left in the gallery after 6 pm on the shared Sunday. Work left in the gallery one week beyond the close of a show becomes the property of LJAA to dispose of as it sees fit.

### ***Publicity***

Groups are encouraged to send announcements/invitations individually or as a group to those on their mailing lists. In addition, LJAA maintains an Art Collector list on its website, [www.lajollaart.org](http://www.lajollaart.org), of those who have purchased art in our gallery; groups are encouraged to invite these patrons to their exhibition. The Group Leader Survival Guide contains a list of local hotels as well as tourist, artist, and residential locations where show announcements may be placed.

Groups are encouraged to send out press releases. LJAA maintains a Media Roster on its website [www.lajollaart.org](http://www.lajollaart.org); the Group Leader Survival Guide (Appendix III) includes a generic Press Release form. If desired, individual artists may send out their own press kits with detailed information concerning their show.

LJAA also uses email marketing program *Constant Contact*, an image generated email notification system, to contact or inform members, patrons and others on the Constant Contact emailing list about LJAA sponsored events.

### ***Displaying Artwork (and greeting cards)***

1. Each group decides upon the allocation of walls, easels, and pedestal space.
2. Each member sends an artwork list to the Group Leader who enters the information into the LJAA online database to generate a Consignment List and wall labels.
3. It is advisable to attach the artwork hanging fixture (i.e. screw eyes) about 3.5" from the top of the frame and measure the gauge picture wire so it reaches about 2.5" below the top of the frame. Saw tooth hangers are not acceptable. To ensure that the walls are not damaged, tape over the loose wire ends and place plastic or felt bumpers or putty stops on the lower corners. Labels are to be placed adjacent to the artwork using removable poster putty. Artwork should be framed unless the piece is on stretched canvas with no staples showing and all the sides are properly painted. With the exception of photographs and pastels, all works on paper are to be framed with a glass substitute such as Plexiglas, if they are larger than 18" x 24". (The larger the piece framed in glass, the easier it is for glass crack or shatter and damage the underlying artwork during transportation or shipment). If an artist chooses to use glass for pieces larger than indicated, LJAA assumes no responsibility for damage to those pieces.

The gallery measures approximately 100 linear feet along 10 various length walls. The space can accommodate about 40 to 50 artworks (depending on size), before crowding occurs. Use common sense on size based upon the amount of space. There is a weight limit of 20 lbs for each two-dimensional work and 50 lbs for each three-dimensional work. There is an overall

dimension limit that will not exceed 60” in any direction (including diptychs and triptychs). This rule can be modified for solo or small group shows. A gallery floor plan can be found on a website [www.lajollaart.org](http://www.lajollaart.org).

4. The Gallery Director and/or the Exhibition Director will show and assist the group in using the hanging system for wall art. NO WALL NAILS ALLOWED. The gallery is equipped in some zones to provide electricity for artwork. Artwork should be “ready to hang” and with an identification tag on the back. If there are size constraints, make sure you meet them, as your artwork can be refused for the exhibit.
5. All artwork on display in the gallery must be For Sale, in good taste and suitable for all audiences. Artwork hung on the walls is to be priced at a minimum \$100 unless the work is a miniature (defined as a work whose length plus width is no more than 12”) in which case the minimum price is \$50. Group members may sell “bin” art for shrink-wrapped work (minimum price of \$20) and note cards. Show participants may display cards in the plexiglas shelves on the utility room door. (Participants must try to share a reasonable amount of space to those wanting to sell their cards.)
6. All artwork, shrink-wrapped work and note cards are to be included on the Consignment List for the show.

**During the LJAA member shows, the plexiglas donation box must be displayed somewhere in the gallery at all times. Do not leave it unattended near the front door.**

### ***Receptions***

Invite people on your mailing list and on the LJAA Art Collector list (found on the LJAA website). All receptions are the responsibility of the member or group leader. This includes the catering, supplies set-up and clean up.

Artists will be held responsible for the conduct of their guests and are required to refuse alcohol to any guest showing the effects of alcohol or anyone under the age of 21. If you elect to serve alcoholic beverages during your reception, please take one of the following precautions:

- a) Indicate in your Press Release and/or publicity material that your reception is either “Invitation Only” or “Not Open to the Public.”
- b) Place a sign in the front window of the gallery asserting one of the above statements and/or have a member at the door greet guests and invite them to the show. (There is an existing sign inside the gallery reception desk).

### ***Usage of Alcohol during Receptions:***

***The California Alcohol and Beverage Control Bureau states the following:***

***"No license or permit shall be required for the serving and otherwise disposing of alcoholic beverages where all of the following conditions prevail:***

- 1. That there is no sale of an alcoholic beverage***
- 2. That the premises are not open to the general public during the time alcoholic beverages are served, consumed or otherwise disposed of.***
- 3. That the premises are not maintained for the purposed of keeping, serving, consuming, or otherwise disposing of alcoholic beverages."***

### ***Liability***

LJAA and its officers assume no responsibility for damage, theft or loss of artworks exhibited in the LJAA Gallery or any other venue it sponsors. Insurance is the sole responsibility of the exhibiting artist. Additionally, any loss or damage to LJAA property due to negligence on the part of a member will result in the immediate loss of exhibition privileges for that member. The member will also be required to financially compensate the LJAA for the lost or damaged property.

### ***Gallery Operations***

The Gallery Training Director (or other designated board member) will hold an orientation and training session for new members to acquaint them with gallery procedures, sales, etc. In the event the Gallery Training Director (or other board member) is not available, the Group Leader will be responsible for training and orienting the group members. Group members will be given instructions and the lockbox and alarm codes on the evening of take-in.

During any given show, only group members presently occupying the gallery may enter the building after hours. For practical reasons Board members are exempt from this policy.

***Parking:*** Nearby parking lots, alleys, and on-street parking are available. Please adhere to the posted parking time limits.

***Electricity:*** Do not overload the circuits. It is important to disconnect any electrical devices you have when leaving the gallery. Failing to do so could create a potential fire hazard. The circuit breaker box is located on the wall facing the front door, which will be hidden by a painting. The heating and air conditioner thermostat is located in the secondary exhibition space, to the left of the French doors. Be sure to turn off heat/air-conditioner when leaving or not needed. The circuits will trip if a microwave is ever used.

***Telephone:*** Members are encouraged to use their cell phones for personal calls.

**Phone Messages:** The instructions for getting messages are posted on the phone. Please retrieve messages daily, write them down and contact the appropriate Board member or Group Leader. If the message is generic and not long distance, you can answer it.

**Phone Etiquette:** When answering the gallery phone please begin your call with the following: "La Jolla Art Association. This is (your name). May I help you?" If the caller has a question you are uncertain of, please refer him/her to the appropriate Board member. The names and titles of all Board members are available in the gallery sitting binder.

***Mail:*** As mail is received, please place it in the left hand drawer. **Throw away junk mail.** A board member will pick up the mail at his/her convenience.

***Maintenance:*** Members are requested to perform the gallery maintenance requested in the logbook. The gallery must be kept clean and professional looking at all times, including the outdoor area. After your show, please make sure to leave the gallery and restroom clean. Use the watering can or hose under the sink in the utility room to water the outside plants every Sunday. If the weather is really hot and/or dry then water in the middle of the week as well. The key to turn the faucet is in the desk basket-drawer.

**Daily Closing:** When closing the gallery, empty the wastebaskets, adjust the heat or air conditioner thermostat, lock the back door and windows, turn off the inside lights, turn on the outside lights, set the alarm, lock the front door and secure the door gate, and return the key to the lockbox.

## ***Gallery Staffing***

All staffing should be orientated and proficient in gallery rules.

Staffing for a member's own show is not required if the gallery is already staffed for the show. (Non-members shows are staffed by non-member exhibitors and/or their representatives who are gallery oriented by the LJAA personal.) However, if member(s) want to staff the gallery during their show they can ask to replace someone already scheduled. If a member cannot fulfill his/her staffing assignment, he/she may arrange other forms of volunteer service with the Group Leader or a LJAA Board member. If the group member fails to perform his/her gallery staffing assignments, he/she will sign up to staff the gallery for someone else's show at an earlier or later date or make arrangements to perform other volunteers duties. Volunteer Hours can also be earned for the members who performed an exceptional work (help organizing a show, hanging a show, coordinating a reception, designing an invite) which are determined by the Group Leader and/or Exhibition Director case by case.

In 2011 the gallery staffing requirement is 30 hours a year (or 5 full days a year) and participation in at least 2 shows for LJAA Exhibiting Members. For more information, see the Membership Requirements documentation provided on the website.

### ***Instructions to Gallery Staffers:***

- The **Bio and Consignment List binders**, as well as the **Sales Procedures and Gallery Maintenance/Daily Log** manuals are on the reception desk. Read these on your staffing date. Use and follow the guidelines in the Daily Log Book. It includes detailed information you may need as well as a guide to staffing the gallery.
- **Call the next day's staffer to remind the shift.**

**Appendix I: Artist – Gallery Consignment Agreement (see separate form under the “Forms” section of the website).**

**Appendix II: LJAA Gallery Show Reservation**

La Jolla Art Association is open for reservations. You can have a 1, 2, 3 or 4 week show at the LJAA Gallery, for a one-person or multiple-person exhibition. Have a solo show or join together with members whose work you admire and put together your own group show. You decide on your show date, the concept, and the group members. You may have more than one group show during the year. To discover what time slots are available, visit the schedule calendar on our website: [www.LaJollaArt.org](http://www.LaJollaArt.org)

LJAA MEMBERS: Gallery fees are \$600 per group for the two-week period, a sales commission of 25% and a security deposit of \$100 per group. Rather than redeeming volunteer hours to be in a show, a member participant receives volunteer hours.

NON-MEMBERS: Gallery fees are \$1200 per group for the two-week period, a sales commission of 30% and a security deposit of \$100 per group.

To reserve time slot, the Group Leader is to send in a non-refundable deposit of \$100. The balance owed is due 2 months before the show. Gallery fees are non-refundable. In the event you must drop out of a group show, invite another member to replace and reimburse you for your portion of the gallery fee. All member shows, invitational shows, and “Rent a Wall” shows’ fees can be collected when the participants bring their work to the gallery.

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Mail your \$100 deposit check, made out to LJAA, and this form to: LJAA Exhibition Director, 8100 Paseo del Ocaso #B, La Jolla, CA 92037. Questions? Contact [exhibitions@lajollaart.org](mailto:exhibitions@lajollaart.org)

Name: \_\_\_\_\_ Phone No.: \_\_\_\_\_

Email Address: \_\_\_\_\_

*I wish to reserve the following time period (indicate the first half or second half and the month) for my group show. First come, first served.*

First Choice Dates: \_\_\_\_\_

Second Choice Dates: \_\_\_\_\_

Other members of my group (these may be named later).

Name(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Appendix III: Group Leader Survival Guide

About any problems, contact the Exhibition Director, [exhibitions@lajollaart.org](mailto:exhibitions@lajollaart.org) or Gallery Director, [gallerdirector@lajollaart.org](mailto:gallerdirector@lajollaart.org).

***The LJAA website contains valuable information: [www.lajollaart.org](http://www.lajollaart.org)***

You have access to the LJAA online database where you enter information about your show and the artworks. From the homepage, scroll down to the bottom and click on Group Leader.

**The ID and password can be received from the Webmaster [webmaster@lajollaart.org](mailto:webmaster@lajollaart.org)**

(Non-member show group leader needs to contact an Exhibition Director or a dedicated personal.)

The database also contains information and forms you will need:

**Consignment Agreement**

**Consignment list**

**Art Collector list**

**Exhibition Guidelines & Gallery Rules** contains information you need to know about your show. Emphasize to your group.

**Members info** email, phone, address, Volunteer Hours, if consignment agreement on file

**Media Roster** for sending press releases to newspapers, TV, radio

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### ***2 months – 1 month before your Show: Group Members Meet***

- Decide on a show title or theme and the show reception date
- Review Exhibition Guidelines (find on website) with group members
- Discuss how to bring buyers into the gallery and sell your art
- Collect 2 checks from group members (one for gallery fees and one for \$25 security deposit). Gallery fees divided equally among group members.
- Decide how to showcase your art and hang your show.
- Group members sign up for gallery sitting dates. If a member has an emergency, he/she must find a replacement sitter.
- Decide on jobs: publicity, reception, invitations, artwork labels, hanging the show.
- Send gallery fees to LJAA Exhibition Director; hold onto security deposits
- Coordinate with the Exhibition Director about your group's decisions.

### ***1 month – 2 weeks before your Show***

- Send out press releases and publicity
- Send out Invitations (email and snail mail)
- Enter Artworks list into LJAA database (and finalize 7 days before show).
- Check LJAA database for members' Consignment Agreement. Follow up with laggards.
- Finalize schedule for gallery staffers during show.
- Obtain new lock box code from the Gallery Director or Exhibition Director.

### ***1 week – 1 day before your Show***

- Remind group members of day and time to bring art to gallery (Sunday evening at 5:00pm). Work should meet gallery standards and be "ready to hang."
- Remind group members to bring their consignment list, bio, business cards to take-in. Consignment list will contain all work brought into gallery (including bin art, note cards)

- Prepare staffing schedule (with names and phone numbers) to be placed in the gallery.
- No one can show without a signed consignment agreement. New members are also eligible to exhibit if their membership fees are paid. The Membership Director can provide that information.

### ***Day of Show: Sunday Evening Take-in***

- Distribute and review lock box code and alarm code; (hands-on training for those unfamiliar)
- Go over sales procedures and how to use the credit card machine.
- Go over gallery management and maintenance by reminding your group to follow guidelines in the Daily Log. They are to complete the checklist of items when they staff.
- Hang your show with Gallery and/ or Exhibition Director's assistance (or the Gallery Hanging Group)
- Remind group members of date and time of pick-up at end of show
- Put Consignment List and Bios into appropriate notebooks
- Put gallery staffing schedule (names and phone numbers) into front of the Daily Log book with instructions to phone next day's staffer as a reminder.

### ***Run of the show – Sunday Evening Take-down***

- Remind group members of the time to pick up their unsold work at show's close.
- Take down show by 5 pm Sunday evening and leave gallery in clean condition.
- Return security deposit checks (if gallery in good condition) and bios.

### ***Suggestions for Increasing Sales and Bringing Buyers into the Gallery:***

We have found that the best sales come from groups who bring buyers into the gallery. Your group should:

- Use group members' mailing lists for invitations to the show and reception. LJAA maintains an **Art Collectors List** on our database for your use.
- Send out press releases, contact local reporters, place flyers and invitations with other art stores and groups, in hotels, and in local stores, and, in general, publicize your show wherever you can.
- Hold a reception with lots of people. This creates a synergy when the invitees see all the artists' work, encouraging people to buy art.
- **Very Important:** Greet visitors who enter the gallery. Talk about LJAA – a non-profit made up of local artists whose work is priced much more reasonably than commercial galleries. Strike up a friendly conversation, be helpful and discuss the merits of the artists and any of the works the visitor is interested in. Sitting behind the reception desk reading a book when a potential buyer looks around the gallery is not the way to make sales. Ask visitors to sign the guest book; make follow-up phone calls to those interested in a piece.
- Make the gallery look attractive to passersby. Arrange a smashing outdoor display, put the sign board outside, put up balloons, sweep the sidewalk, do an outside art demo work on your art outside, if weather permits. If you know how, make a chalk painting on the sidewalk, arrange a photo shoot in front of the gallery, arrange some flowers inside the gallery, etc.

***Suggestions of Where to Place Marketing Materials/Invitations for the show***

**Hotel Concierge Desk:**

**Del Mar:**

Hilton Hotel	15575 Jimmy Durante Blvd, Del Mar, 92014	858-792-5200
L' Auberge	1540 Camino Del Mar, Del Mar, 92014	800 245 9757

**Torrey Pines area: 92037**

The Lodge	11480 No. Torrey Pines Rd., La Jolla	858.453.4420
Hilton Hotel	10950 No. Torrey Pines Rd. La Jolla	858 558-1500
Estancia Hotel	9700 No. Torrey Pines Rd. La Jolla	858 550-1000

**La Jolla Shores area: 92037**

La Jolla Beach & Tennis Club	2000 Spindrifft Dr, La Jolla	858 454-7126
Sea Lodge Hotel	8110 Camino del Oro, La Jolla	858 454-7126
Hotel La Jolla	Torrey Pines Rd and La Jolla Shores Drive	

**La Jolla Village area: 92037**

Colonial Hotel	910 Prospect St, La Jolla	858 454-2181
Hotel Parisi	1111 Prospect St, La Jolla	858 454-1511
La Valencia Hotel	1132 Prospect St, La Jolla	858 454-0771
Empress Hotel	7766 Fay Ave, La Jolla	858 454-3001
Inn by the Sea	7830 Fay Ave, La Jolla	858 459-4461
Bed & Breakfast of La Jolla	7753 Draper Ave, La Jolla	858 456-2066
Scripps Inn	555 Coast Blvd S, La Jolla	858 454-3391
Redwood Hollow Guest Cottages	256 Prospect Street, La Jolla	858 459-8747

**UTC area: 92037**

Hyatt Regency Aventine	3777 La Jolla Village Dr. La Jolla	858 552-1234
Radisson Hotel	Pidgeon at Costa Verde, La Jolla	
Radisson Hotel	3299 Holiday Court, La Jolla	858 453-5500
Marriott Hotel	4240 La Jolla Village Drive, La Jolla	858-587-1414

**Pacific Beach and Mission Beach: 92109**

Bahia Resort Hotel	998 W. Mission Bay Dr., San Diego	800-350-6205
Catamaran Resort Hotel	3999 Mission Blvd., San Diego	800-422-8386
Paradise Point Resort and Spa	1404 Vacation Road, San Diego	858.274.4630
Hyatt Regency Islandia	1441 Quiver Road, San Diego	800-434-6835
Hilton San Diego Resort	1775 E Mission Bay Dr., San Diego	619-276-4010

**Visitor Information Booths:**

La Jolla Village area: on Herschel Ave., close to Prospect St. Tell the people manning the booth that LJAA is listed in and has an ad in the Art & Gallery Guide (put out by ConVis) and they are supposed to take our literature.

D'Anza Cove at foot of Clairemont Dr. in Mission Beach  
Balboa Park Information Desk, House of Hospitality, next to Prado Restaurant

**Libraries and Recreation Centers:**

Del Mar Library	309 Camino Del Mar, Del Mar	858.755.1666
La Jolla Recreation Center	615 Prospect St, La Jolla, 92037	858 552-1744
La Jolla Library	7555 Draper Ave, La Jolla, 92037	858 552-1657
Pacific Beach Library	4275 Cass St., San Diego	858 581-9934
Mission Hills Library	925 W Washington St, San Diego, 92103	619 692-4910

**Art Stores, Artist Studios, Galleries etc:**

Black Art Store	1844 India St., San Diego, 92101	619 687-0050
Artist and Craftsman Supply	1911 San Diego Ave., San Diego, 92110	619 688-1911
David Zaft Gallery	2400 Kettner Blvd., San Diego 92101	
Artist Studios	2220 Kettner Ave., San Diego, 92101	619 239-4788
SD Watercolor Society	2825 Dewey Road, Ste 105, San Diego, 92106	619 876-4550
San Diego Art Institute	1439 El Prado, San Diego, CA 92101	619 236-0011
Art Institute of CA-San Diego	7650 Mission Valley Rd, San Diego 92108	858 598-1200
Art School on Ray St. and University Ave. (North Park)		
Rhino Art	97 No. Coast Hwy 101, Encinitas, CA 92024	760 943-7440
Athenaeum Music and Art Library	1008 Wall St, La Jolla, 92037	858 454-5872
Athenaeum Art Schools	also in North Park on Park Blvd.	
LJ Newcomer's Club Welcome Wagon	8070 La Jolla Shores Dr, La Jolla, 92037	858 496-8655

## P R E S S   R E L E A S E

**LA JOLLA ART ASSOCIATION, 8100 Paseo del Ocaso #B, La Jolla, CA 92037  
858-459-1196, [www.lajollaart.org](http://www.lajollaart.org)**

**For Immediate Release (Attn: Calendar/Events Editor)**

**La Jolla Art Association Gallery.** 8100 Paseo del Ocaso #B, La Jolla Shores. From (give dates). “(title of show)” an exhibition of (name media such as painting, sculpture, photography) by award winning artists (name artists). Reception to be held from (give time and date). The LJAA Gallery carries on a tradition of excellence by area artists and is open to visitors from 11:00 to 5:00 p.m. daily. Admission is free.

**About La Jolla Art Association:**

La Jolla Art Association is a non-profit corporation established in 1918. Its membership, made up of more than 100 local artists, photographers, and sculptors provides cultural and educational programs for the benefit of artists (members and non-members alike) and the community. At the LJAA Gallery at La Jolla Shores, we present free fine art exhibitions, free art demonstrations and free workshops for the enjoyment of the public. Profits go to support our educational and cultural programs, including the San Diego County Fair Kids Art, an art demonstration series, an art show from local high schools, and juried exhibitions open to artists nationwide.

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**(Attach images of artwork in the show.) For additional artwork or more information, phone (name contact person, give phone number and email address).**