



Guide for Planning an Art Reception

Recipient agencies are encouraged to have an open house/reception to celebrate their new collection of original artwork once it has been installed. The nature of the event may vary, but no matter the size or complexity of the event itself, all agency receptions are meant to share new art with the community and to recognize the artists who have so generously donated their work. While some agencies schedule a celebration to coincide with an open house or holiday party, others organize an event focused solely around the art collection.

Please be in touch with us if we can be helpful in any way while you plan your art reception.

If you are planning a reception please remember to:

- Send an invitation featuring a work of art. This can be print (postcard, paper) or digital (Evite, PDF). You **MUST** request permission from the artist(s) whose image(s) you want to use on the invitation and attribute the work to them (eg: “*Artwork Title*” by *Artist Name*).
- Include all art donors’ names (from this placement) on the invitation.
- Invite all art donors in your collection (including those from previous placements) to the event.
- Allow time for Art Connection staff to speak briefly about the process of bringing art to the community.
- Allow time for artists to speak briefly about their art.

Ideas that have been successful for agencies:

- Create nametags for artists. Some agencies put images of each artist’s work on their nametag, allowing people to recognize the artists and match them with their work.
- Publicize your agency, The Art Connection, and artists with a press release to local media to cover the event/your new art collection.
- Create an “art map”, hand-out, or brochure showing the location and description of each artwork.
- Have tour guides take small groups around the agency to see the new art.
- Offer self-guided tours/scavenger hunts using the placards.
- Play a slideshow of the donated artwork in the space where the reception is held.
- Serve refreshments. (Local restaurants, stores, etc. are often willing to donate goods for events such as these. Remember to ask in advance.)