

# Artists of Modern Rock Poster Show

**SHOW DATES:** DECEMBER 6, 2004 – FEBRUARY 6, 2005  
OPENING PARTY FRIDAY, DECEMBER 10<sup>TH</sup> 2004

**VENUE:** 540 CLUB

**ADDRESS:** 540 CLEMENT ST. • SAN FRANCISCO, CA • 94118

## SHOW DETAILS

Rock poster art show of up to 60 artists featured in *The Art Of Modern Rock* by Paul Gushkin and Dennis King. The show will be up for two months in December and January, with an opening party December 10, and a closing party February 5. Copies of all the posters that are in the show will be available for sale at the venue for the duration of the show.

## ARTIST REQUIREMENTS

Please pick one poster that is featured in *The Art Of Modern Rock* that you have 11 copies of or are willing to reprint. One copy will be exhibited in this and the touring show. The rest will be available for sale. Signed and numbered prints are preferable, but not required. The exhibited copy can either be submitted framed or unframed. If unframed and the artist would like the exhibited copy returned at the end of the show, the show organizers will frame the piece with the artist paying the cost of the frame, approximately \$50. If the artist does not wish to pay framing costs for the exhibited copy they may opt to donate the exhibited copy to the 540 Club and it will be framed at no cost to the artist.

At the close of the show, the exhibit poster and all unsold posters will be returned to the artist, the exception being if the option to donate an unframed copy to the 540 Club in lieu of paying framing costs is exercised.

**Come to the opening party and tell all your friends.** This is of course open to the general public, but part of the point is for all the artists and their friends to get together and celebrate a kick ass book with some kick ass art.

Please ship or deliver the posters flat to:

Attention Jamie Brown  
540 Club  
540 Clement St.  
San Francisco CA, 94118

All posters must arrive no later than **FRIDAY, NOVEMBER 19<sup>TH</sup>**.

That will allow us enough time to have them framed and up for the show. If the exhibited copy is sent unframed and you would like it back at the end of the show, please make a check out to 540 Club for the amount of the framing costs, which will be determined by the size of the print.

## **SCHEDULE**

Fri 11/12 • Artist information sheet back via email, fax, or via the web form  
Wed 11/17 • Event poster and handbills available (printed by the Firehouse)  
Fri 11/19 • ALL POSTERS DUE DELIVERED TO THE 540 CLUB  
Mon 12/6 • Show opens  
Fri 12/10 • OPENING PARTY  
Sat 2/5/05 • CLOSING PARTY

## **PRICING / POSTER SALES**

Pricing is determined by the artist. The 540 Club will handle all sales of posters for the duration of the show, and will take a 20% commission of all sales. The remaining 80% will be paid to you after the show ends, on or before February 11, 2005. Any unsold posters will be shipped back or delivered to you at this time.

## **PROMOTION**

- Event poster and handbills designed and printed by Firehouse Kustom Rock Art Co. to be distributed in target areas – Mission, Haight, Potrero Hill, Richmond, Castro/Market
- Teaser ads for 12/1 issue and full 1/8 page ad for 12/8 issue of the San Francisco Bay Guardian weekly events newspaper.
- Submission of press releases to all major local papers, media, and internet sites.
- 540 website front page content dedicated to show.
- Email invitation to show and parties via 540 Club and Firehouse group lists (approximately 3,000 addresses).

## **OTHER DETAILS AND FINE PRINT**

All posters are kept in a locked area at the 540 Club, wrapped in acid-free paper, and stored flat. Once posters are part of the show, they cannot be taken down or removed until the end date of the show and may only be taken down by the show organizers. The 540 Club and 540 Club employees are not responsible for lost, stolen, or damaged pieces. Artists are solely responsible for reporting any income garnered from this show. All rights to artwork included in the show rest solely with the artist and may not be reproduced or replicated without permission.

Please sign and return this agreement and information sheet to the 540 Club, 540 Clement Street • San Francisco, CA, 94118, fax to (415) 358-4452, or fill out the web based form at <http://www.540-club.com/modernrock> no later than Friday, November 12, 2004.

## **AGREEMENT**

I, \_\_\_\_\_, have read the above and understand all requirements, restrictions, and rights regarding my submission and involvement in the art show, entitled "Art of Modern Rock," as listed above in pages 1-2 of this document.

\_\_\_\_\_  
Artist Signature

\_\_\_\_\_  
Date

# Art of Modern Rock Poster Show

**SHOW DATES:** DECEMBER 6, 2004 – FEBRUARY 6, 2005  
OPENING PARTY FRIDAY, DECEMBER 10TH

**VENUE:** 540 CLUB

**ADDRESS:** 540 CLEMENT ST. • SAN FRANCISCO, CA • 94118

## ARTIST INFO

**NAME:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**MAILING ADDRESS: STREET** \_\_\_\_\_

**CITY** \_\_\_\_\_

**STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

## SUBMISSION INFO

**POSTER:** \_\_\_\_\_

**# OF PRINTS:** \_\_\_\_\_ **EDITION** \_\_\_\_\_

**PRICE:** \$ \_\_\_\_\_ **SIZE** \_\_\_\_\_ **X** \_\_\_\_\_

**IS EXHIBITION COPY FRAMED?** \_\_\_\_\_

**IF NO, DO YOU WISH TO DONATE EXHIBITION COPY TO THE 540 CLUB (IN LIEU OF PAYING FRAMING COSTS FOR UNFRAMED PRINTS)?** \_\_\_\_\_

**WILL YOU BE ATTENDING THE OPENING PARTY?** \_\_\_\_\_

## CONTACT

**NAME:** JAMIE BROWN, OWNER

**PHONE:** (415) 420-9111

**FAX:** (415) 358-4452

**EMAIL:** [JAMIE@540-CLUB.COM](mailto:JAMIE@540-CLUB.COM)

**WEB:** WWW.540-CLUB.COM/MODERNROCK