

Thesis
Exhibition
Guide
20251217. 

There are numerous elements that contribute to creating a fantastic thesis exhibition, beyond the quality of your vision and artwork. A certain amount of preparation and planning is necessary to pull things off successfully. One of the main things that you will need to do prior to your exhibition is to continue to meet with your thesis advisor to discuss the finalization of your work, your editorial strategies, budgetary concerns, production methods, installation of the work, and publicity. The senior seminar provided a wonderful, weekly forum for constructive feedback; however, now you will need to be proactive in reaching out to your advisor and to your wonderful peers. What follows is a summary of the key elements that go into mounting an exhibition, as well as some significant points to be aware of throughout the process. Above all, remember—don't forget to enjoy what you are doing (otherwise, what's the point?).

Initially, you will need to confirm the show dates with your advisor and schedule a reception date with your exhibition partner. Choosing a single date for the reception is not always possible due to personal scheduling, family flying in from out of state, etc.; nevertheless, it is the best way to reach a critical mass and create a festive, lively atmosphere. Please notify the gallery programmer, Professor Vincent Stracquadanio <vstracquadan@fordham.edu>, at least three weeks prior to your intended reception date and time, so that he can inform Conference Services and book the space for you. Indicate to him if you wish to utilize the velvet rope stanchions for the Butler Gallery in addition to the tables. The Lipani Gallery does not require stanchions; only tables are needed. It is absolutely necessary to notify Conference Services, as they notify University Security of the event, and your guests won't encounter undue problems at the front entrance. Please be aware that there is a strict no alcohol policy for receptions.

Postcards: Postcards are a wonderful and affordable way to publicize your exhibition. There are numerous online platforms where one can obtain 250 postcards for under \$100. Moo.com and Modern Postcard are organizations that we use regularly and have consistently provided high-quality output. Consider carefully the image you want on the cover of your card. Should it be an exhibition image that is from your show? Ultimately, it could be anything that you feel symbolizes what you are doing in your exhibition, such as maps and diagrams, illustrations, or historical photographs. Pay attention to your typography and design—it is the method by which your information is delivered. Check in with your peers who are design concentrators and ask for their guidance.

Formatting of postcard information can be found on our gallery website and in numerous examples displayed throughout our department. Look at any number of our previous cards, and you will see that there is a great variety of methods to convey your point. The most important aspects of the postcard are:

Your name

Title of the exhibition

The dates of the exhibition

The gallery you are in

The address (113 West 60th Street, New York, NY 10023)

The reception date and time

The gallery hours (9–9 except during official university holidays)

The gallery website address is

www.fordhamuniversitygalleries.com

Of course, your personal website address would be useful as well.

Distribution: The distribution of postcards is important. Once you make your postcards, please be sure to provide 20 cards to the gallery programmer for distribution to our mailing list of significant people within the Fordham community (such as our President and Deans). Additionally, a small number should be delivered to the Visual Arts Department office, located in room 423, and displayed there. Keep a bunch in your bag at all times and hand them out to people. Leave them in cafes. Leave them everywhere. Be your own publicist!

Website: Our Gallery Website is a wonderful platform to present, publicize, and archive your production, in addition to generating a postcard. You will need to provide an image for the website and a concise statement. Images for the website should be in JPEG format and no larger than 2000 pixels on the longest side. Ideally, images should be in the sRGB color space so that they display on the web as intended, as well as in RGB format, not CMYK. If you don't know what any of this means, then ask a photography or design concentrator. They are helpful. Artists wishing to display video should contact the gallery programmer for the proper compression codecs and format for video on our gallery website. The Artist Statement can be emailed to the gallery programmer in regular email format or as a Microsoft Word document. Formatting on our website is somewhat limited, so please keep formatting to a minimum whenever

possible. Beyond writing a concise and beautiful statement, one needs to ensure that it is carefully proofread and spell-checked.

Statement: Have others review your statement to ensure that you haven't missed something obvious or dwelled too long on the less significant points. At this stage, the statement should be a work of art in its own right, as you have been revising it with your advisor for months, and earlier in the seminar. Try to stick to the who, what, where, when, and why. Carefully consider who your target audience is. Try to use straightforward and readable language and avoid “art speak.” Lastly, avoid making grandiose statements and claims about the work. Let the audience praise you if you have earned it.

Technology: Are you using tech in your exhibition? If so, be sure to coordinate this with your thesis advisor, Anibal Pella-Woo (PELLA@fordham.edu), and the gallery programmer. There is an equipment check-out and reservation form for available gear that you will need to fill out and have signed by your advisor. Technology should be utilized only by those who know how to use it. If you've never included video in your work before, now is definitely not the time to start experimenting with it. Your thesis exhibition will not be the culmination of your entire artistic life, but a wonderful start to a great number of future exhibitions. Don't try to pack everything into one show.

Countdown: three to four weeks before your exhibition: decide on your layout for the installation and purchase any supplies beyond what we stock in the equipment closet (a list of supplies is available). Visit the space with a tape measure, pencil, paper, and thumbnail prints of the works you intend to display. Design and send your postcard files to the printer for printing. Plan the food you wish to serve at the reception (remember, no alcohol is allowed). Coordinate the usage of pedestals, walls, and video screens/projectors with your advisor and the student sharing the same exhibition time as you.

Countdown: Two to three weeks before your exhibition: decide on your wall signage and order vinyl lettering if needed. [The Sign Post](#) is a lovely mom-and-pop organization that we have used for many years; however, FedEx and other output bureaus can also produce wall-type signs. Wall signage need not be vinyl; it might also be a poster.

Finalize your artist statement and prepare presentation method—either duplication of

multiple copies, lamination of a few copies, or otherwise. Prepare your exhibition checklist with titles (if applicable), dimensions, and other relevant details. The checklist and artist statement can often be combined into one document. Do you want feedback from the public about your exhibition? If so, a comment book and a pen are useful to have on hand. Mark it clearly with your information so nobody walks off with your book. Sadly, comment books often need to be literally screwed into the podium top to keep them from vanishing. Pens, well, they always walk.

Countdown: one to two weeks before your exhibition: Be clear about when the preceding student exhibition is being de-installed and plan accordingly. Help them uninstall, if possible, and ask them to help you. Remember, you are a community of participants. Bribe with pizza.

Countdown: reception day: Purchase your food and beverages for your guests; however, do not put food out prior to 6 pm unless you want droves of students loading up plates to take to their 6 pm class. Go light on food for the masses and save your money for an intimate dinner with family and your peers. \$200 at Whole Foods will get you a sumptuous feast of Italian sodas and delicious, stinky cheeses. Plates, cups, napkins, platters, and other items will be provided to you and stored in the equipment closet (please clean platters before returning them). Arrive a bit early to your exhibition to ensure that the tables are delivered from conference services & facilities (you booked this 3 weeks ago, remember?). Prepare your setup. The cafeteria will provide you with ice for free if you ask politely (our ice bucket is located in the equipment closet). Enjoy being a star and having the opportunity to share your work with family, friends, teachers, and the entire Fordham community!

During your exhibition run: be certain to take installation shots of the work with “professional” DSLR cameras, as well as on your iPhone. Take detail shots, whole views, small arrangements of works—a variety—as this will provide useful material for a number of purposes down the line. Set your camera to incandescent light (represented by a light bulb icon) instead of daylight (represented by a sun icon). This will ensure that your camera records the lighting accurately and that your images appear less yellow than they would otherwise. Visit your exhibition regularly to monitor its progress and ensure that everything is functioning properly. More importantly, stop by frequently to enjoy your work and learn from it.

Exit strategy: de-installation: Be certain to de-install the gallery on your assigned

de-installation day. Return the gallery to its original state, as it was when you received it initially. Patch all holes with spackle, let spackle dry for 30 minutes, lightly sand, then touch up with paint. Repaint pedestals if necessary, and be sure to take down your vinyl type if you have used it. After the installation, return all equipment to the equipment closet in the Visual Arts Complex and place the tools in their designated locations. In short, leave the gallery and equipment closet in better shape than you received it. You're done—breathe. Smile. Help others now that you are a seasoned artist with an exhibition record. **Congratulations!**

Gallery Equipment Supply List

- ☐ Hammer
- ☐ Screwdrivers
- ☐ Pliers
- ☐ Scissors
- ☐ X-acto Razor
- ☐ Ruler
- ☐ Level
- ☐ Tape measure
- ☐ Drill
- ☐ Drill bits
- ☐ Paint roller large
- ☐ Paint roller small
- ☐ Rollers
- ☐ Brushes
- ☐ Painter's tape
- ☐ Spackle knife
- ☐ Spackle
- ☐ Sandpaper
- ☐ Hot glue gun
- ☐ Gorilla glue
- ☐ String
- ☐ Nail assortment
- ☐ Screw
- ☐ Assortment
- ☐ Push pins
- ☐ Map pins
- ☐ T pins
- ☐ L hooks
- ☐ Magnets
- ☐ White gloves
- ☐ Museum putty
- ☐ Frame protective bumpers
- ☐ What else? We will try and get it!

Gallery Equipment Request Form

Name:

Email:

Phone:

Concentration:

Advisor signature:

Check out date:

Anibal Pella-Woo Signature:

Return date:

Anibal Pella-Woo Signature:

Projectors

☐ Epson Full HD 1080p PowerLite Home Cinema
2045 Model #: H709A

HDMI ready

☐ Sanyo Pro xtraX Multiverse
Projector Model #: PLC-XU48

VGA and analog only

☐ Sanyo Pro xtraX Multiverse
Projector Model #: PLC-XU48

VGA and analog only

☐ Sharp Notevision LCD Projector
Model #: XR-32X

VGA and analog only

Large Monitors

☐ 4 40-inch Sony Bravia monitors

HDMI ready

☐ Small Monitors

5 10-inch Lilliput Monitors HDMI-ready

Media Streamers

☐ 6 HDMI Streamers (no name)

☐ 1 WD HDMI streamer

DVD Players

☐ 6 DVD Players

Thank you for taking care of our equipment. Future Visual Arts students appreciate your efforts!