

The Mandelbaum & Albert Family Vision Gallery
McPherson Eye Research Institute
1111 Highland Avenue
Madison WI 53705

GALLERY DESCRIPTION

Mission and Vision

Through innovative exhibitions and programming, the Mandelbaum & Albert Family Vision Gallery promotes the interdisciplinary study of vision in the University of Wisconsin-Madison community and beyond.

Where the Mandelbaum & Albert Family Vision Gallery serves as an active link between science, arts and the humanities, providing a home and a collaborative laboratory for scientists, artists, and curators working at the intersections of visual art, visual processing, and vision science.

Gallery location

The gallery is located on the 9th Floor of the Wisconsin Institutes for Medical Research (WIMR) building on the University of Wisconsin-Madison campus. A map showing the location of the building is attached below and viewable [here](http://map.wisc.edu/s/kz0nzhle) [http://map.wisc.edu/s/kz0nzhle]. The gallery gathering area spans the space between the building elevators and the offices and laboratories of the McPherson ERI.

The gallery space has a combination of brick, concrete, and drywall walls with a hanging system for two-dimensional work. Artwork can also be suspended from the ceiling of the open area in the gallery. The gallery has both artificial and natural light and is a combination of enclosed and open spaces. The hallway and meeting area feature views across Lake Mendota and the UW-Madison campus.

Exhibit Design and Installation

Once a preliminary exhibition proposal has been approved, artists are encouraged to work with the gallery curator in designing their shows. The curator will oversee exhibition installation and takedown and will answer questions about specific installation needs.

Floor plans and elevations for the space as well as specifications about the gallery hanging system are attached below.

Artists are responsible for transporting their work to and from the gallery.

Because we have limited storage space, artwork will need to be delivered shortly prior to the installation of a show and removed promptly after the close. Alternate arrangements must be agreed upon with gallery staff in advance.

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Artists should provide a title panel and introductory text panel (usually a statement provided by the artist). [*The gallery staff will provide finished, mounted text panels.*]

Invitations/Announcements

The gallery will design an exhibition invitation card that features an image and title for the show. The gallery will send these electronically to our extensive e-mail list. The card design will also be suitable for printing and sending through surface mail. We will make the digital file for the card available early enough so that artists may print and send them to personal mailing lists if desired.

Artists will be asked to provide exhibition titles and one or more high resolution digital images with captions for invitation design and for show publicity.

Publicity

Each exhibition will be featured on the MERI website, in its annual report, and in its electronic newsletters. The exhibition will also be entered in the UW-Madison online calendar. A press release will be sent to online and print newspapers, arts writers, and calendar editors around the state. A poster will be featured on the digital announcement screen in the foyer of the WIMR Towers, throughout the exhibition's duration.

Opening reception

A reception is held for each exhibition and will be publicized by the gallery through the channels mentioned above. The reception will be scheduled near the opening of the exhibition, generally on a weekday when the WIMR building is open and occupied.

We ask the artist(s) to give an informal gallery talk during the reception.

Sales of artwork

Artwork may be sold during the show but may not be removed from the gallery until the exhibition closes. If the work is for sale, a price list must be provided to MERI staff. Interested buyers will be directed to contact the artist or his/her agent directly about purchases.

Liability

Artwork on display in the MERI gallery will be insured. Artists will be asked to furnish insurance values for all artwork and any other materials they lend for the show.

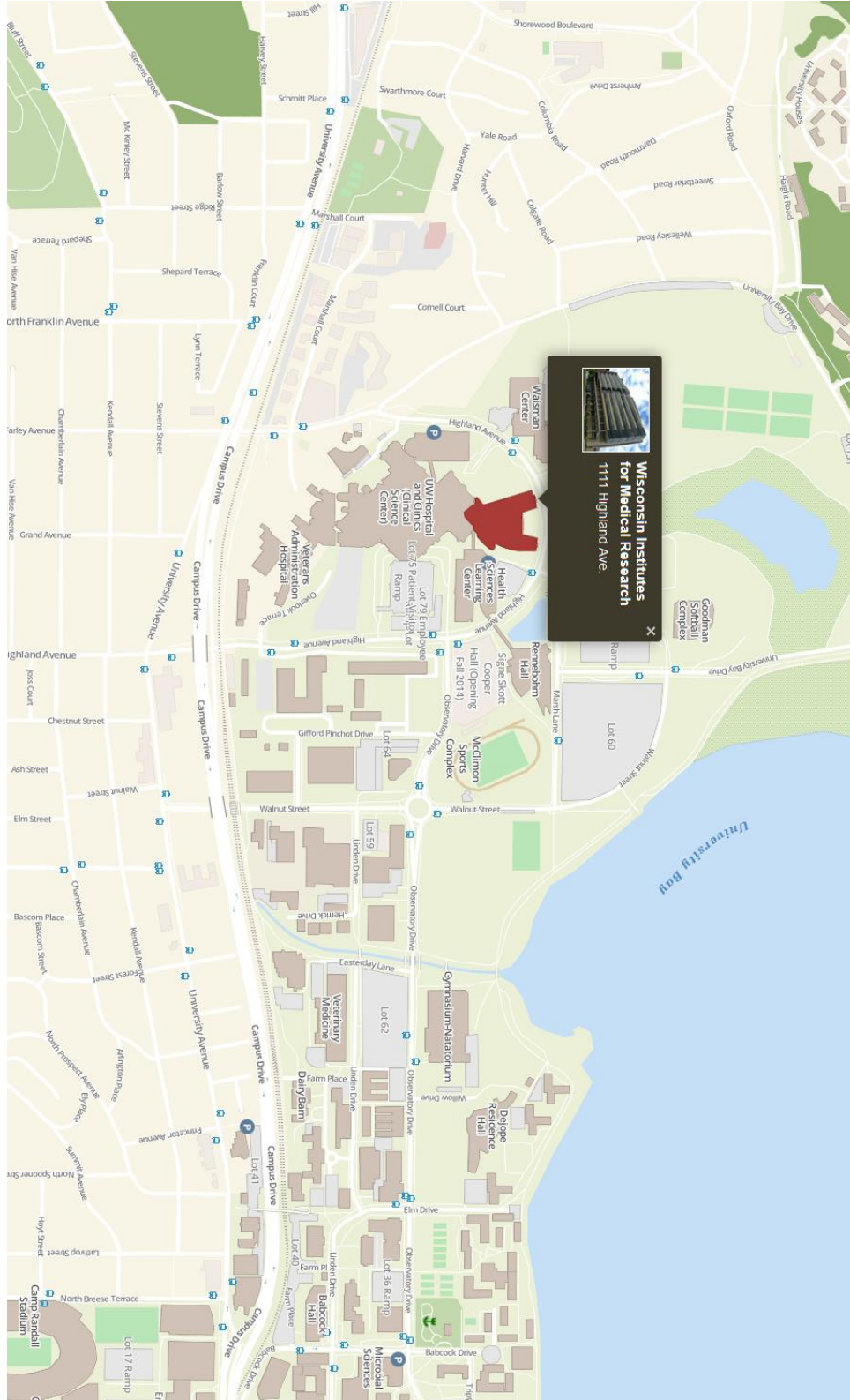
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Communication

Gallery staff will provide artists with a timeline for publicity and installation, as well as gentle reminders by email or phone. Artists are expected to respond in a timely manner so that we do not miss important deadlines.

At any point, feel free to contact Gail Stirr, Administrative Director, for further information: 608/265-4023; gmstirr@wisc.edu

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[floor plans and elevations of gallery space]

[specifications of gallery hanging system]