

Local / Focus Program



**FRIENDS OF THE
SOUTH END
LIBRARY**

Local / Focus is a program sponsored by the Friends of the South End Library (FOSEL) to showcase and celebrate neighborhood artists, nonprofit institutions and creative projects through informative and interesting installations in the South End Library's Tremont Street window.

Is there a South End artist, nonprofit or project you would like to see highlighted in the Local/Focus window? This document provides information about how to propose a candidate for a **Local/Focus Program** exhibit. It provides basic information and contacts.

General Information

The South End Library and FOSEL are delighted to offer the window(s) facing Tremont Street to interested local parties to exhibit informative and interesting information about their craft, art, organization, or institution. We expect the exhibitor to provide timely background/history/bios, photos/slides, and quotes, to bring their materials to the Library, and to help with the installation. FOSEL reserves the right to edit written materials provided for display. See below for FOSEL-provided installation elements.

Installation Elements

A window poster will be prepared in collaboration with the organization/individual and paid for by FOSEL.

A continuous loop monitor is available and recommended for video enhancement of the exhibit with either stills or video.

Other stationary pieces and examples can be arranged in the window.

Expenses

FOSEL will cover basic expenses for exhibit installation.

Revenues

Should exhibited items be sold as a result of being in the window, FOSEL requests that 15% of the revenue be donated to the South End Library to enhance its service to the community.

Timing

Local/Focus Window(s) are changed periodically, usually every 6-8 weeks. Appropriate timing will be determined in collaboration with our Local/Focus Coordinator.

Contact Information

Elizabeth Taylor, Local/Focus Coordinator elizabethtaylor2012@gmail.com

Elizabeth will inform you about available time slots and installation and take-down dates, and will provide guidance on the poster text (and editing, if necessary). FOSEL will have the poster printed and hung.

Reinhold Mahler, FOSEL Design Consultant encorerm@gmail.com

Reinhold is responsible for the poster design. He will need **.jpg** images for the colored sidebar of the poster. These images should be high resolution (300DPI), if possible. Suggestions about which images go into the sidebar are welcome; if not offered, he will make the choices. He can also develop a slideshow for the monitor in the window, formatting images for best results. *Please make sure to submit images for the poster and slideshow no later than 2 weeks before your exhibit is to be live.*

Please note

- If you have questions, please contact both Elizabeth and Reinhold at the above addresses.
- Due to Covid 19 please follow Social Distancing regulations. FOSEL may choose to install Local/Focus when the library is closed and may do so without help from the exhibiting organization/individual depending on the circumstances.