Purpose
The Town Center, the first floor public spaces of the Discovery Building, is a place to gather, share ideas, and celebrate science, creativity and exploration. The first floor provides a space and opportunity for UW-Madison or community members to display their artwork or exhibit. The Town Center can accommodate a wide range of dynamic and creative exhibitions and encourages all interested exhibitors to submit proposals.

The purpose of this exhibition program is to further the Town Center’s mission to connect visitors with the research and creativity on campus and throughout the community as well as enrich the Town Center visitor experience.

Guidelines for exhibits
• Exhibits should be relevant to the Town Center’s mission; namely to celebrate the interconnection between the sciences, technology, the arts, humanities and education. A diversity of genres, mediums, and subjects will be considered.

• Exhibitors should provide descriptions for their entire body of submitted work; however, WARF has editorial discretion over any materials displayed or distributed in conjunction with the exhibit.

• Exhibits must not emit light or produce sound that interferes with daily activities, events and informal use of the Discovery Building, the restaurants or research spaces on the upper floors.

• The Town Center is not intended to be a commercial venue. Title signs/labels can be attached however, prices may not be posted. Exhibitors are welcome to include the theme of the exhibit, the exhibitor’s background, education and training, and contact details.

Types of Exhibits accepted
The Town Center can accommodate only 3D exhibitions and live performances. At this time the program cannot accept 2D exhibits.

There is (1) 5ft x 5ft area for free standing exhibits, (2) 5ft x 8ft area for free standing exhibits, and (1) area for hanging tapestries that are no more than 6 feet in length. Town Center staff cannot provide any pedestals, platforms, or other tools for display -- artists and exhibitors are welcome to provide their own display materials. Exhibitors will need arrange for the transportation of all display materials.

Additionally, the Town Center staff will not provide any means of securing exhibits. The Town Center is a frequently visited public space with approximately 50,000 visitors per month. As such, exhibits that people can be near will work best in the space.
Display Areas in the Town Center

- Exhibits are limited to 4 locations in the Town Center.

- Free Standing Floor Display – for 3D exhibits.
  - Mesozoic Garden East and West [spaces #1 & #2]
    - 5 ft x 5 ft
    - Exhibits must be 500 lbs or less
  - 330 North Orchard [space #3]
    - 5ft x 8ft
    - Exhibits must be 500 lbs or less

- Hanging Options – 3D Works & Tapestries [space #4]
  - 6 ft hanging display

Once selected, the exhibitor can schedule a walk-through of available spaces with Town Center event staff and select the best display area for their work.

Period of Display

- Exhibit pieces can be displayed for a maximum of 2 months.

- Pop-up exhibits as short as 1-day may also be considered at the discretion of the committee. All guidelines for insurance, damage, installation apply to all exhibits regardless of timeframe.
• Exhibits are temporary and may be removed without advance notice if the exhibit is found to adversely impact visitor experience or daily activities in the Town Center.

• On occasion, exhibits/displays already scheduled may be suspended for Town Center events, maintenance, and operations. WARF reserves the right to discontinue exhibit/display services at any time.

Display Area Requirements
• The Town Center is a heavily trafficked public space. Please consider that young children and families will see the work on display. The Exhibition Committee reserves the right to determine what work is appropriate for each space.

• Exhibits must not impede normal traffic flow or adversely impact events or visitor experiences.

• Exhibits must be able to be moved as needed to accommodate events unless advance written permission is granted by WARF. WARF staff will facilitate moving exhibits on an as-needed basis.

The following guidelines are set forth to clarify the responsibilities of the Town Center staff and Exhibitors

The Town Center staff will provide
• Title cards and signs for work
• A ladder
• A flat bed cart for bringing work from 330 N. Orchard Street to the display area
• A security system when the building is closed
• Regular promotional materials and web postings reflecting upcoming exhibits

The Town Center staff will not provide
• Security for exhibits when building is open
• Transportation or shipping for the exhibits to get to the space
• Pedestals, platforms, or other display materials
• Storage space for work delivered before the installation day or after the display period
• Stipends for exhibitors

Installation, Maintenance, and Removal
• The exhibitor, or designated contact person in the case of group exhibits, is responsible for installing and removing the exhibit at the agreed-upon time when the Discovery Building is open and when the space is not in use. Each exhibitor will be given a designated time to install their work. WARF is not responsible for the installation or removal of the exhibition.

• Installation labor must be completed by the exhibitor under supervision of building staff

• Exhibitor is responsible for all installation costs including but not limited to:
  o Installation and Removal Fees
  o Packing and shipping expenses
• Any use of adhesives, markers, paint or other substances on the walls, floors, windows or other surfaces is not allowed. Absolutely no drilling, nailing, or gluing to the floors, ceilings or molding is allowed. Damage from exhibiting works will be the financial responsibility of the exhibitor.

• Removal: Exhibitor is responsible for the removal of their exhibit within the designated time frame. A penalty of $100/day will be assessed for exhibits not removed by the agreed upon removal date. If the exhibit is not removed, WARF will remove the exhibit at expense of the artist.

Insurance/Liability
• All artwork is displayed at the Exhibitor’s risk. WARF assumes no responsibility for the safety, care, preservation, or protection thereof. Exhibitor therefore assumes all risk of, and releases WARF and the Affiliated Entities (as defined below) from all liability for, any damage to, or any loss or theft of, the artwork, equipment and Exhibitor’s other personal property. Exhibitor understands that the Town Center is not staffed at all times. Exhibitor may, at Exhibitor’s sole cost and expense, obtain and maintain insurance coverage pertaining to the exhibit (e.g., insurance covering damage to, or the loss or theft of, the Exhibit).

• Exhibitor shall assume all liability for the cost of all losses, injuries, claims, damages and liabilities incurred by WARF and the Affiliated Entities (including third party claims against WARF and the Affiliated Entities) relating to the Exhibit, including the transportation, preparation, installation, mounting, presentation, or removal thereof, except to the extent such losses, injuries, claims, or liabilities were directly caused by the gross negligence or willful misconduct of WARF or an Affiliated Entity.

• WARF reserves the right to request that Exhibitor provide a Certificate of Insurance prior to installation of the Exhibit.

Agreement Forum
• Upon acceptance of application exhibitors will be asked to sign a document acknowledging they have read and understood the criteria surrounding weight and height restrictions of exhibits, insurance and liability information, and installation and removal policies.

Publicity
• WARF will list exhibitor name and title of exhibition under Programs for Campus and Community Members on the discovery building website. Website address: https://discovery.wisc.edu/programs

• WARF will not circulate any printed promotional materials.

Signage
• WARF will create signage introducing exhibits and publicizing exhibits.
• Exhibitors will be asked to provide the following information:
  o Exhibitor name and, if desired, contact information
  o Exhibition title, background, and brief explanation / introduction
• Exhibitor will be asked to print any individual titles or labels for all work.

**Deadlines**

Exhibitor will work with members of WARF Event Staff to coordinate installation, de-installation and other miscellaneous logistics for exhibit period. WARF event staff will follow the below deadline schedule.

Exhibitors can tour the exhibit space prior to installation and should email towncenter@warf.org to schedule a walk through.
<table>
<thead>
<tr>
<th>Deadlines</th>
<th>For Website and Press:</th>
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<tbody>
<tr>
<td>6 weeks before installation</td>
<td>Exhibiton Title</td>
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<td></td>
<td>Exhibition Description</td>
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<tr>
<td>4 weeks before installation</td>
<td>Set Install and De-installation date</td>
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<tr>
<td>2 weeks before installation</td>
<td>Exhibitor approves signage materials</td>
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<td>Exhibitor confirms precise installation timeline</td>
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To apply:  [https://warf.wufoo.com/forms/town-center-exhibit-application/]