

## **Bowery Gallery**

### **Exhibition checklist and frequently asked questions**

#### **When I deliver the work what do I need to provide?**

When you deliver your artwork to the gallery it must be identifiable. Therefore the work must be able to be linked to the appropriate label. This can be done by writing the title and details of the work on the back of the artwork. Or when you provide the list of label information this can include small thumbnail images to link to the work. Along with this label information artwork should include a directional arrow indicating which way up the artwork should be hung.

#### **Who does the installation of the exhibition?**

Generally speaking the council officer will work in collaboration with the artist to install the exhibition. Once you deliver your artwork you should indicate if there is any particular order in which the work should be shown, such as diptychs, conceptual or chronological relationships between the works. The Visual and Public Art Senior Officer will work with the artist to curate the exhibition within the space. Following this the artwork will be hung. The amount of involvement of the artist is dependent on the gallery and the artist's experience.

The use of nails, sticky tape, etc. which damages walls and plinths, is not permitted. The painting of the Gallery walls is not permitted. If your artwork has special hanging requirements please discuss this with the Visual and Public Art Officer to assess if it will be able to work with the gallery.

#### **What equipment is available?**

The Gallery has a track hanging system complete with wires and hooks. Plinths are offered based on availability or can be supplied by the exhibitor. A basic tool box and a step ladder are also available to exhibitors if required and must remain in the Gallery.

#### **Do works need to be framed?**

Works do not need to be framed however all work does need to be ready to hang when it is delivered to the gallery. Therefore if your work is framed it must have hanging fixtures on the back such as D-rings and / or a hanging wire. Unframed works must also have a hanging solution such as blu-tac, 3M Velcro tabs, pins or adhesive magnet systems.

#### **When is the exhibition opening and what are my responsibilities?**

The timing for exhibition opening or celebration events is usually on Friday evenings 6-7.30pm. There is no obligation to have an opening event. The cost of catering and catering staff for the exhibition are the responsibility of the artist. Also the clean up after the exhibition event is the responsibility of the artist.

#### **How do I organise catering for my exhibition opening?**

The exhibitor is liable for all costs involved and food and beverages cannot be sold. Alcohol may be served in a responsible manner. Staff employed to pour and serve drinks must have a Responsible Serving of Alcohol (RSA) certificate. Artists may employ casual Council staff who hold RSA's and will be invoiced after the event. You can organise catering through an external company. This may need to be booked up to two weeks in advance of the event depending on the company. Alternatively, you can organise platters yourself which is a much cheaper option. No cooked food unless you have safe food handling accreditation which will need to be presented to Council. Council will supply a table for you to prepare your catering. Plates, cups or utensils will be the responsibility of the artist. Please check with council staff for RSVP numbers to assist you with your catering requirements.

### Who is responsible for signage, labels and exhibition invitations?

Exhibitors are responsible for providing high resolution images to be used in all promotional materials and 1-2 paragraphs about the exhibition 6 weeks prior to your show. Council Officers will generate signage, invites and labels using the approved Council templates. The invite will then be provided to you electronically for digital distribution via email. Council does not provide printed copies.

Artists are required to email their list of works (include title, medium and sale price) to council officers 2 weeks prior to the exhibition. Please see example below;

Artist Name	Title	Medium	Price
Required for group shows	<i>Name of Artwork</i>	List what materials were used to make the work  (Edition of?)	\$ Amount, or  NFS (Not for sale) , or  POA (price on application)

### Do I need to provide an artist statement or provide an artist bio?

Yes, this allows Council officers to assist the artist in curating the exhibition and offering the audience further understanding of the exhibition.

### How do I write an artist statement?

The artist statement is the what, why and how of what you do from your perspective. Essentially it's an excellent opportunity for you to express ideas behind your artistic concerns. This can be done by discussing the source of your inspiration and what the work means to you. Where an artist biography and CV are factual and to the point, the artist statement is written by the artist as a discussion or story. It tries to explain why the artist made the work, giving insight into the artist's personal experience. You may wish to include your inspiration or something from your personal experience that relates to the work as part of your statement. It is better to make your statement too short rather than too long. It can be written in either the first or third person. When done well, the statement and your art support each other.

Your statement builds a bridge of understanding between you and your audience. An extra gem in writing a statement is the opportunity it gives to reflect further on your work. This can lead to new insights and understanding in your work and arts practice.

You may wish to include:

- your inspiration
- something from your personal experience that relates to the work

The following is a guide, please use the sections relevant to your artwork. Make only one point per paragraph. Use Calibri font, size 14, paragraph spacing 10. Word length should be approximately 200 - 400 words.

### Introduction Paragraph

- 1 – 2 sentences that excite your reader to keep going! Make it catchy.

### Paragraph 2: What story does the artwork tell?

- This would be used for artworks that have an inherent narrative.
- If you like, you can include more detail

### Paragraph 3: What is the reason for making this work? What motivates you?

- E.g. emotional, personal, historic, political, artistic or theoretical reasons.

### Paragraph 4: Why do you use this medium? Why do you feel passionate about it?

- Identify your medium e.g. aerosols, text, paper.

### Paragraph 5: Materials, Techniques

- If you use an interesting or unusual technique

### Paragraph 6: Studies and/or Influences and/or Past Exhibitions (if relevant)

## Do I need to provide a short exhibition description?

Yes, you are also required to provide a short description of the exhibition, used to promote the exhibition social media and on the opening invitation (if required) as well as a high resolution (>2MB) and low resolution (Between 50KB and 250KB).

Please include a short exhibition description that summarises the idea or concept behind your exhibition in two sentences or less (approximately 50 words)

Use Calibri, size 14, paragraph spacing 10.

Include:

- Title of Exhibition
- Artist name
- Succinct project description (limit 50 words).

Example:

*Crazy times*

By Joe Smith

Crazy times is an exhibition responding to human sensitivity and the urban environment. The work aims to engage people in an experience that represents human journeys and perceptions via a multimedia installation.

## Am I required to open the gallery to the public during my exhibition?

You are not required to sit the gallery at The Bowery as this is a council managed facility and is open to the public on Monday to Friday 9am to 5pm and Saturdays from 9am to 12:30pm.

## Can you describe the space?

We recommend you visit the space before submitting an expression of interest to exhibit at The Bowery Gallery. In addition to the measurements listed on the floorplan over page, there is an additional 10 -12 running metres on the Ground floor, located near the lift and towards the rear of the building.

### **What lighting is available?**

The Gallery receives considerable natural sunlight throughout the day. A LED chandelier and 2 up lights light the ground floor foyer, and downlights and LED strip lights light the 1st floor by night. There is no tracked lighting.

### **What Audio-visual equipment is available?**

- X 2 - 45 inch TV screen (Ground floor)
- X 1 - 65 inch TV screen (1<sup>st</sup> floor)
- Portable audio system
- Microphone and stand
- Lectern

### **How does Brimbank City Council promote my artwork?**

Exhibitions are promoted through our social media page, Council website and Council email lists via a monthly EDM. The exhibitor is responsible for all other marketing and promotion, subject to the 'Media' clause as outlined in the Artist's Agreement.

### **Do you charge a fee to exhibit?**

There is no hire fee for showing your work at the gallery. Brimbank City Council only charges a 10% commission on sales. An invoice for the commission amount will be issued to the artist or in the case of group shows, the nominated artist, at the end of the exhibition.

### **What happens if my work sells?**

The sold artwork will remain in the show for the remainder of the exhibition. Council staff will notify you when your artwork sells. It is up to the Exhibitor to negotiate with the purchaser to arrange payment and exchange of goods. Council staff will provide contact details for interested purchasers to the Exhibitor and will issue you with an invoice for commission which will be 10% of total sales amount.

### **Sales Information**

If your work is for sale, include how to contact you for sale. Make this easy!

Include:

- Website
- Social Handles

### **What is the process for de-install?**

Exhibitions are to remain on display for the agreed duration. De-installation should occur the day after the exhibition has closed and within the agreed hire period. All artwork and *items belonging to the exhibitor must be removed from the space by the end of the agreed hire period*. The space must be left in its original condition. De-install is the responsibility of the exhibitor working with the Visual and Public Art Senior Officer.

# Bowery Gallery Floorplan

33 Princess Street, St Albans  
VIC 3021

Ground floor - X 4 AO double sided  
light boxes

Staggered area next to stairwell  
available for temporary  
performance activation or display  
of 2 works on easels

Wall ideal for interpretive  
signage:  
Width: 1.2 metres  
Height: 5.2 metres

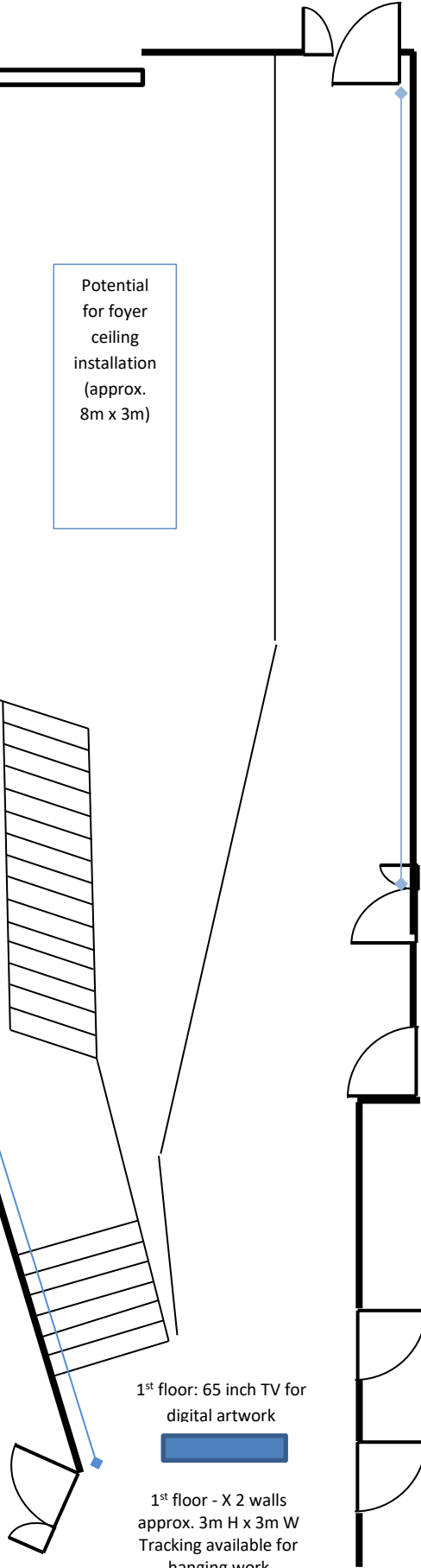
Large wall along side of stairwell: Width: 5.6 m  
Height at lowest point: 2 metres, Height at  
highest point 5.3 metres) \*no tracking

Potential  
for foyer  
ceiling  
installation  
(approx.  
8m x 3m)

1<sup>st</sup> floor  
Width: 10.0 m wall with hanging track  
Height: approx. 3metres  
Tracking available for hanging work

1<sup>st</sup> floor: 65 inch TV for  
digital artwork

1<sup>st</sup> floor - X 2 walls  
approx. 3m H x 3m W  
Tracking available for  
hanging work



## Major dates to remember

Install of works	«Install_Dates»
Opening Event	TBC
Exhibition Period	«Exhibition_Dates»
De-installs works	«Deinstall_dates»

## Timeline chart

Artist responsibilities			
Gallery responsibilities			

TASK	Before						During	After		
	6	5	4	3	2	1	Exhibition	1	2	3
<b>Weeks</b>										
Revise Information for Media Release: «Media» 1 image of artwork for media 1-2 paragraphs about the idea behind the exhibition										
Media Release										
Invite created										
Invites sent to Arts and Culture Mailing List										
Information for Labels and Wall Panels: «Labels Date» Labels - Title, Medium, sale price										
Wall Labels Created & Attached										
Installation of Artwork: «Install_Dates»										
Exhibition Opening Date TBC										
Prepare Supper										
Opening Speeches										
Clean Up (After Supper)										
Exhibition «Exhibition_Dates»										
De-installation - Bump Out – «Deinstall_dates»										
Invoice Issued for works sold										
Evaluation Report										