

Exhibition Guidelines

Proposals for Creative Brimbank Galleries

Applications are now open for the 2024 Exhibition Program.

Brimbank City Council invites artists/curators/groups to submit proposals to exhibit as part of the 2024 exhibition program at the following galleries;

- **Bowery Gallery** – (located within St Albans Community Centre, this gallery has a contemporary art focus). The duration of each exhibition is between 9-11 weeks.
- **Sunshine Art Spaces Gallery** - Renovations taking place in early 2024. Keep an eye out for Expressions of Interest for this space in 2024
- **Brimbank Gallery** (located on the 1st floor of the Brimbank Community and Civic Centre with an option to extend into the Sunshine Library) exhibits painting, drawing, printmaking, and photography). The duration of each exhibition is between 9-11 weeks.
- **Brimbank Projection Gallery** (located on the rear of the Brimbank Community and Civic Centre and Sunshine Library, in the centre of Sunshine's retail district, this large-scale projection wall supports short film, animation and digital stills). The duration of each exhibition is between 9-11 weeks.

Creative Brimbank provides free exhibition space to exhibit a series of works in a gallery space. Brimbank City Council charges a 10% commission on sales.

The Visual and Public Art Senior Officer will work with each exhibitor to curate and facilitate the exhibition and advise and assist with the installation and de-installation of the work.

The exhibition program forms part of the Council's effort to foster the cultural life of the community. The Council will build on the municipality's cultural diversity to foster a vibrant community and a creative environment.

Exhibitions may:

- Create awareness and a new or deeper understanding of experiences in our community
- Focus on subjects that help celebrate, reflect, innovate, learn, challenge and explore
- Inspire local artists, build audience engagement and interest in the visual arts in Brimbank and enhance social cohesion, local economy and pride of place.

Who can apply?

Creative Brimbank is interested in receiving solo or group exhibition proposals from artists working across a broad range of visual arts practices, including but not limited to painting, drawing, contemporary textile, new media, photography and installation work. Artists from the western region of Melbourne, Aboriginal and Torres Strait Islanders and artists from diverse cultural backgrounds are encouraged to apply. Proposals that relate to community events such as Lunar New Years, Midsumma, Reconciliation Week, NAIDOC Week, Refugee Week and International Day of People with a Disability, or other local cultural celebrations.

Gallery Spaces

Creative Brimbank offers a range of exhibition spaces across the municipality. These spaces provide different functions and allow for a breadth of experiences for the artist and audience. Through this program, local and emerging artists can exhibit their creative works for others to come and enjoy.

Bowery Gallery



The *Bowery Gallery* is located in the heart of St Albans within the St Albans Community Centre. It is within walking distance from the train station at the end of Princess Street. This space has a contemporary art focus. The gallery offers several tracked walls for the exhibition of 2D work, three screens for digital work, four double-sided Lightboxes, a wall for large-scale prints/decals and an outdoor projector. Several multi-use rooms are available for public programs.

Opening Hours

Council-run facility open Monday to Friday, 9 am to 5 pm, Saturday, 9 am to 12:30 pm. Closed Public Holidays.

Brimbank Gallery



The *Brimbank Gallery* is on the 1st floor within the Brimbank Community Civic Centre and Sunshine Library. The gallery offers considerable exposure. This space is suited to 2D art forms such as printmaking, photography, painting, textiles and drawing.

Opening Hours

Council-run facility open Monday to Friday, 9 am to 5 pm.

Brimbank Projection Gallery



This gallery is for projecting artworks as part of the *Light Up Sunshine* program and is one of Australasia's largest permanent outdoor art projection sites. The projection wall is behind the Brimbank Community & Civic Centre and Sunshine Library in Sunshine. Artists' work will be displayed in the evenings at this location for three-month periods as part of the rotational gallery of projections.

Description of the gallery spaces

We recommend visiting the spaces to assess suitability before submitting the exhibition proposal. Please see the measurements listed on the floor plans within this document.

The Galleries receive considerable natural sunlight throughout the day. Each venue has different lighting options, including lights, downlights, LED strip lights, and tracked exhibition lighting.

Selection Process

All applications will be reviewed and selected by a Selection Panel, including two Brimbank City Council's Arts and Culture Unit members.

Applications will be prioritised depending on their suitability for the space and according to the selection criteria.

Selection Criteria

Exhibition proposals will be assessed against the following criteria:

- Applicants must be at least 18 years old or be supervised by a suitable organisation
- Local artists' applications (those that work or reside within the Brimbank City Council municipality) are considered favourably, but broader applications are also welcome
- Clarity of concept
- The potential and creativity of the application
- The potential of the exhibition to contribute to Brimbank's reputation as an emerging arts location
- The suitability of the exhibition to match the space, including any Occupational Health and Safety (OHS) considerations of the space
- The mix and diversity of artists and art forms across the exhibition calendar

Terms and Conditions

Exhibition Agreement

Successful applicants must return a signed copy of their agreement within two weeks after their exhibition proposal has been accepted.

Costs

Use of the gallery is at no charge. If an artist sells their work, a 10% commission on sales is charged. Brimbank City Council will issue an invoice for the amount to the artist or, in the case of group shows, to the nominated artist, at the end of the exhibition.

Signage, labels and printed materials

Exhibitors are responsible for providing high-resolution images for promotional materials. Council Officers will create invitations and labels using the approved Council templates. These materials will be provided electronically for digital distribution via email. Council will provide Vinyl lettering for the title signage for exhibitions at The Bowery Gallery and Brimbank Gallery.

Marketing and promotion

Exhibitions are promoted through the Creative Brimbank website, social media channels and Council email lists. The exhibitor is responsible for all other marketing and promotion.

Media

All contact with media (i.e. newspapers, magazines, radio and television) must be conducted through Council's Media and Communications Department, working through Visual and Public Art Senior Officer.

Equipment

All galleries have a track-hanging system. A limited number of plinths are available for use or can be supplied by the exhibitor. A basic toolbox and a step ladder are available to exhibitors and must remain in the galleries. Trestle tables and chairs are also available. Works may be displayed using the gallery's TV screen at Bowery Gallery. Use of council equipment is subject to availability and approved by the Curatorial Team.

Installation

The curatorial team will collaborate with the artist to install the exhibition. Works do not need to be framed; however, all work needs to be ready to hang when delivered to the gallery. If your work is framed, it must have hanging fixtures on the back, such as D-rings or a hanging wire. Unframed works must have a hanging solution such as Blu tack, 3M Velcro tabs, pins or magnets. Using nails, pins, and tape, which damages walls and plinths, is prohibited. The painting of the Gallery walls is not permitted. The Curatorial Team have the right to omit works deemed inappropriate or unsafe. All installations must occur within the exhibition period and be completed by the agreed exhibition opening date.

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 period. All artwork and items belonging to the

exhibitor must be removed from the space by the end of the agreed period. De-install is the responsibility of the exhibitor. The space must be left in its original condition.

Exhibition Opening

Each exhibitor can arrange an official opening for their exhibition. The exhibitor is responsible for any catering provision. Food and beverages cannot be sold. Alcohol may be served on the provision that a representative will be present with a current Responsible Service of Alcohol Certificate.

Opening Hours

The Bowery Gallery and Brimbank Gallery are staffed during opening hours (the Galleries are closed on public holidays).

Insurance Liability Disclaimer

Brimbank City Council will not be held responsible for any loss or damage to artworks (during transportation, display or storage) or personal injury to Gallery exhibitors. Exhibitors are advised to take out personal accident cover and insurance to cover loss or damage to artworks during transportation, storage and exhibition.

How to apply

Artists and Curators who wish to apply and need help with written English may contact the Visual and Public Arts Senior Officer to make an appointment to seek assistance with their application at richardo@brimbank.vic.gov.au

Applicants must include the following in their proposal:

1. Application Form

- A fully completed online application form
- For groups, please identify one person to be the contact

2. Exhibition Proposal

- A clear description of the exhibition concept, artwork, medium, themes, rationale, target audience
- If including public programs or site-specific commissioned work as part of the exhibition proposal, the applicant should provide a budget estimate
- If engaging the community informs the exhibition concept content, potential stakeholders such as relevant Council departments, community groups, local businesses or organisations should be included.

3. Artist(s) CV

- Include name, current and relevant art information, other exhibitions, awards.
- No longer than one A4 page for each artist if applying as a group

4. Visual Support

- For an individual: Images of current work that you propose to exhibit or a sample of previous and recent similar work
- For a group: one to two images of current work that you propose to exhibit per artist or a sample of previous and recent similar work per artist
- A list of the works referring to the images provided
- Each image should be titled and a high-quality JPEG (>1MB)

Applications close Sunday, 4 September 2023 at 11.59 pm

For further information or to discuss the application process, please contact:

Richard Orjis

Visual and Public Arts Senior Officer
Brimbank City Council

T (03) 9249 4348

E artspace@brimbank.vic.gov.au

Lisa Horsburgh

Art Spaces Officer
Brimbank City Council

T (03) 9249 4397

E artspace@brimbank.vic.gov.au

Bowery Gallery Floorplan

Gallery address

**33 Princess Street, St Albans
VIC 3021**

Ground floor - X 4 AO double-sided light boxes in windows

The staggered area next to the stairwell is 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

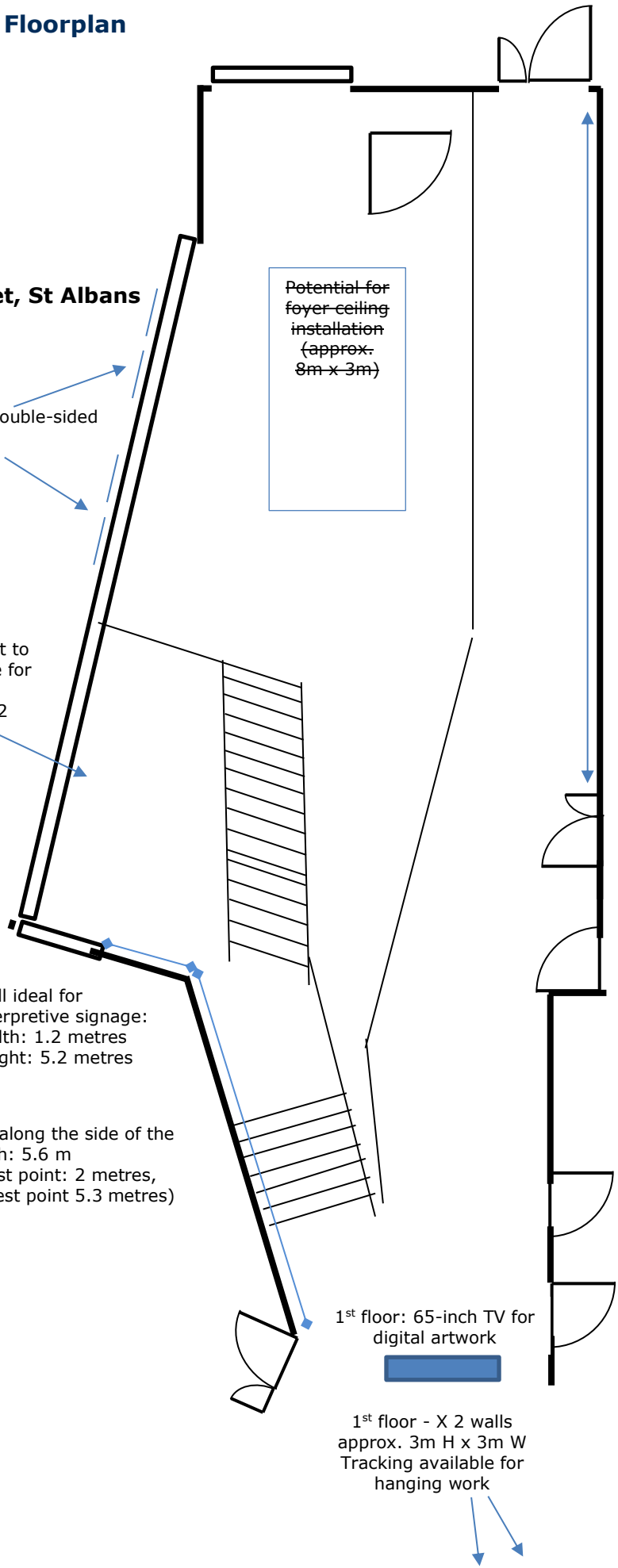
The large wall along the side of the stairwell: Width: 5.6 m
Height at lowest point: 2 metres,
Height at highest point 5.3 metres)
*no tracking

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

1st floor
Width: 10.0 m wall with hanging track
Height: approx. 3 metres

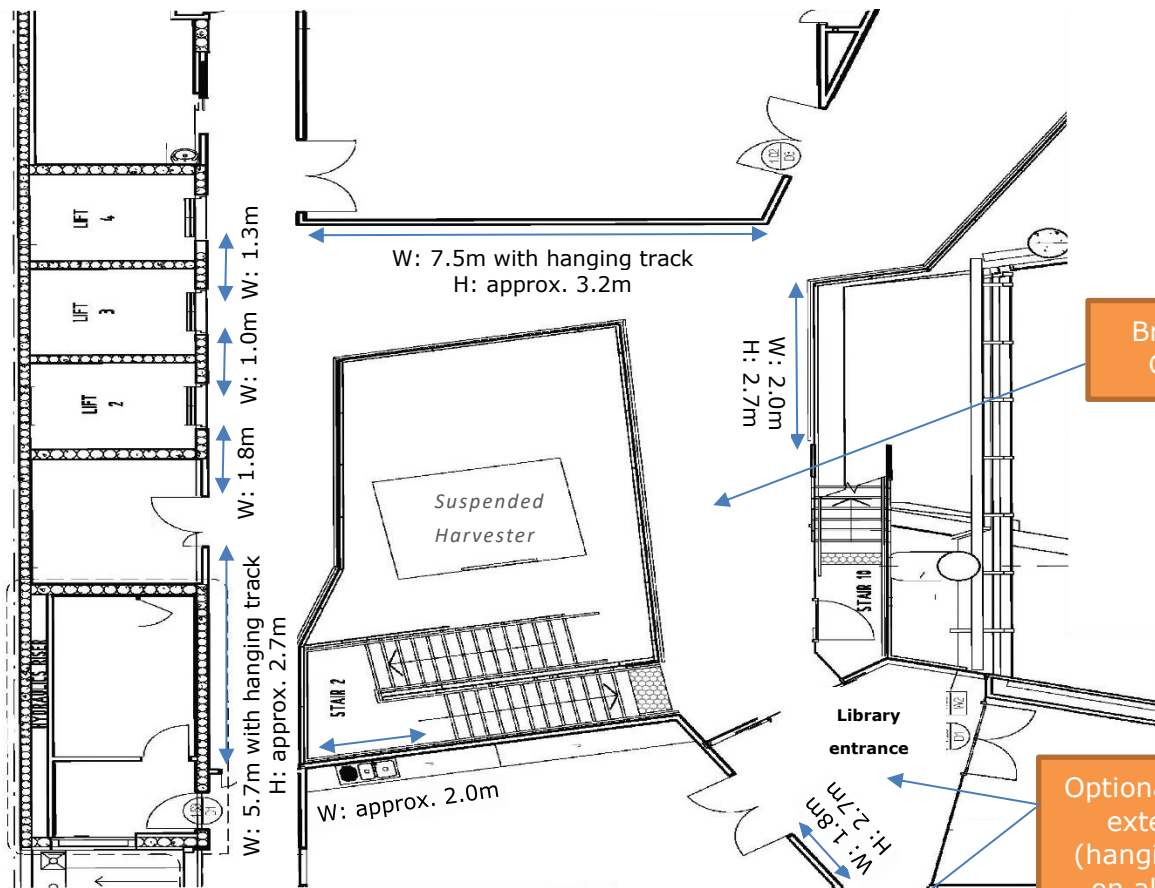
1st floor: 65-inch TV for digital artwork

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



Brimbank Gallery

(1st floor Brimbank Community and Civic Centre, optional extension into Sunshine Library)

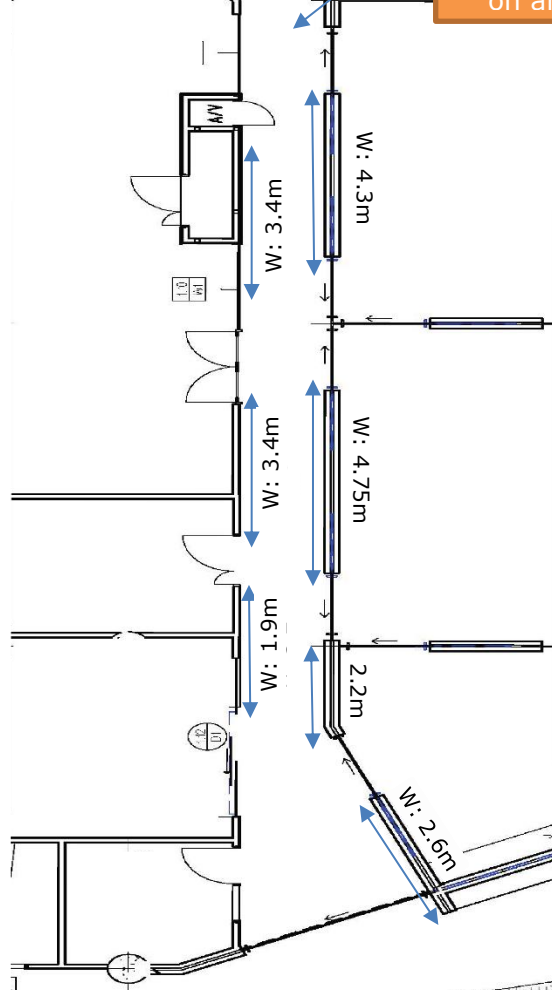


Brimbank Gallery

Optional Library extension (hanging track on all walls)

Gallery Address

1st Floor Brimbank Community and Civic Centre (with optional library extension – 1st floor)
301 Hampshire Road, Sunshine
VIC 3020



Brimbank Projection Gallery, Sunshine

8 stories high video projection

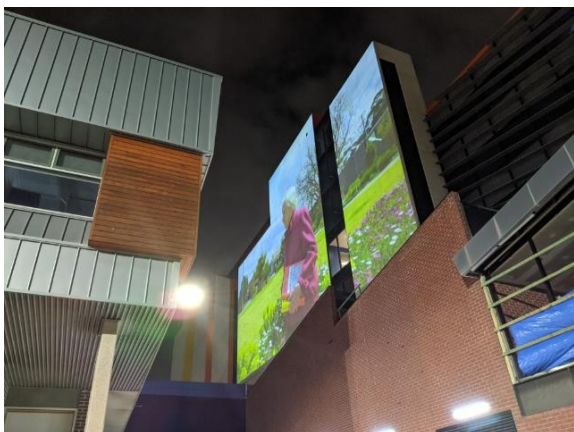
Gallery address:

The rear wall, Brimbank Community and Civic Centre and Sunshine Library

301 Hampshire Road, Sunshine

VIC 3020

Best suited for semi-static video artwork, digital murals, low-level animated images, long-duration time-lapse imagery, and extended-duration media content.



The Brimbank Projector is a large format open-air art gallery. The playback schedule for winter hours is 6:15 pm - 11:45 pm from May to September and 8:30 pm - 11:45 pm for summer hours from October to April.

Media Upload

Content is uploaded remotely online to the media player unit via BrightAuthor software, physical access to the projection system is not required. Content will playback on a loop indefinitely.

Autonomous AV system

The projector is pre-programmed to power on and off. The system will run autonomously; no physical power cycling or operation is required. The projection will turn on after sundown and power down in the early morning.

Projection is pre-aligned and uses a building template to mask the target building and reduce glare thru windows and overshooting projection surface boundaries. No modification or adjustment is required once the projector is calibrated.

BrightSign media player is pre-programmed for continuous playback. This unit is also set to autonomously update and error correct via online content management systems.

The Tempest Blizzard projection housing is weather-resistant and features built-in climate control and air filtration.

Specifications - equipment

- 15k Epson laser projector
- BrightSign 4k media playback
- BrightSign remote access content management system
- Blizzard tempest weather-resistant housing

Specification – files

- Provided files must be in 1920 x 1200 resolution, so the image fills the entire building. We will add the mask overlay and export your media ready for playback.
- Duration: Suggested maximum of 30 seconds.
- Aspect ratio: 16:10
- Square pixels: 1:1
- Video files: H264 (MP4) compression 10-20Mbps
- Frame rates: 30fps
- Still images: JPG. High or Max Quality compression. 72 DPI
- File names: Please conform to this naming standard: All lowercase: [artist's Surname]_[name of artwork]_[Version number of artwork] Eg: artistsurname_nameofwork_v1
- Simple, bold content – extensive, bright designs will show up best. Subtle work (e.g. photography and detailed illustration) can be lost as projection.
- Black background – break up the edge of your frame with an irregular black background to get away from the usual 4:3 or 16:9 rectangular shape. Black does not project so black areas will be the colour of the wall. Use a black background so your imagery floats in space. This technique allows your work to escape the confinements of the rectangular frame synonymous with film and television.
- Site responsive - consider re-configuring your media/artwork so it responds to the architecture of the building.