



# EXHIBITION PROPOSAL GUIDELINES

## HERVEY BAY REGIONAL GALLERY



### **Introduction**

Hervey Bay Regional Gallery (HBRG) is a public gallery funded and operated by Fraser Coast Regional Council as a community cultural development service. Policies and procedures are followed to meet best practice in the arts and culture industry and local government requirements. The HBRG Exhibition Policy (Doc#857966) is available on request. However, the *Exhibition Proposal Guidelines* has been prepared to provide you with all the necessary information in relation to submitting a proposal to exhibit at Hervey Bay Regional Gallery.

### **Community Exhibitions Program**

As well as supporting the professional development of artists, HBRG is committed to exposing and promoting significant aspects of the region, encouraging community participation in Gallery activities, fostering curatorial practice to advance artists' own understanding of their work and encouraging a healthy and sustainable local arts industry.

A fine range of touring exhibitions is programmed on an ongoing basis for the Gallery. In tandem with these, the Community Exhibitions Program encourages artists from the Wide Bay region (and a proportion of other artists from elsewhere) to also exhibit in the Gallery.

Artists or organisations wishing to exhibit in Hervey Bay Regional Gallery will need to read the background information below and then submit the two-page application form attached.

### **Guidelines for Exhibitors**

All memorable exhibitions begin with an imaginative concept. Initially your concept may be broad and ambitious or very simple and defined. At the embryonic stage of an exhibition, it is important to objectively assess your work and to research any reference points you are interested in exploring. You may visualise your show as a complete departure from your normal practice, a chance to experiment with new techniques or imagery, or it may be a consolidation of your established work.

After developing your concept through testing and refinement, start examining the feasibility of the show. This is an essential time to come in and see first-hand the dimensions of the Gallery spaces and to consider the number of works or style of presentation. Gallery staff can advise on the appropriate use of display equipment to professionally configure the presentation of your exhibition.

As a public building, HBRG has a duty of care under the Workplace Health and Safety Act. If your exhibition involves any hazardous substances, you will have to rethink the concept! Such questions are important to raise with the Gallery Director at the outset.

There may also be restrictions on the size and weight of the works. Do not produce the artwork, and then attempt to fit it in the space. Gallery staff can provide a copy of the respective gallery floor plan to help design your show but maintain a degree of flexibility throughout the process of developing and presenting your exhibition.

Your exhibition proposal will be assessed by the Gallery Director who will make a recommendation as to whether or not the exhibition will be scheduled in the Gallery program. The Gallery Director will be happy to provide critical and constructive appraisal of your proposal if the application is unsuccessful and may be able to suggest alternative avenues for showcasing your work as appropriate.

## **Proposal Assessment**

Guidelines and tips have been provided here to help explain the assessment criteria and assist in the development of your exhibition and the exhibition proposal.

To give your exhibition proposal the best chance of being accepted it is essential that you provide **all** the information requested in this application and address each section in full. If, for example, you have not provided a CV or good quality images of current work, or your proposal is poorly presented, your application will not be accepted and a resubmission may be requested.

**TIP** – seek the advice of Gallery staff or the assistance of someone who has skills in document and image presentation, however, bear in mind that it is your works that will be of particular interest.

Your exhibition proposal will be assessed using the following criteria:

- The exhibition concept (intent of the exhibition) is a major consideration and will be considered in light of: originality of the theme or intent of the concept; innovative approach to the theme and development of the work, considered presentation methods, opportunity to engage the audience; and artistic merit.

**TIP** – view other exhibitions; what is interesting or engaging and made you want to go back for a second look? Does your work offer something new or challenging for the audience? What is so 'original' about the theme? Is the work fresh, new, innovative and presented in a professional manner?

- A professional approach demonstrated by an artist in development of their practice, and presentation of themselves and their work, is viewed positively.

**TIP** – be sure to present good quality images of current artwork. The exhibition proposal should be well presented, clearly addressing each section. Professional presentation of artwork is essential. Look at this project as a way of developing or enhancing your skills as an artist, growing your professional profile, and broadening your approach to making and thinking about art.

- In addressing aspects of 'community cultural development' i.e. what experience the audience will have when they view the exhibition, it is useful to consider opportunities for public or education program development.

**TIP** – think of how your work will engage and benefit the audience. What might people want to know? How will school children be encouraged to learn something from viewing the artwork? Actively engaging people in either the techniques used to create the artwork or the theme of the exhibition is encouraged wherever possible. Seek advice from the Gallery's Exhibition Officer. Making yourself available for media and public presentations is valuable.

- The exhibition program at HBRG aims to cover a wide range of media, conceptual development and origin of the artwork in a balanced program over a two-year cycle.

**TIP** - Avoid an exhibition that might duplicate curatorial concepts previously presented at the gallery. Artwork must not have been shown previously at HBRG. Artists will not be allowed to exhibit more than once in a two-year cycle (unless part of an annual group exhibition i.e. Hervey Bay Art Society Competitive Exhibition, Wide Bay TAFE Students Exhibition, etc.)

## **CONTACT DETAILS**

Hervey Bay Regional Gallery is located in the Fraser Coast Cultural Centre.

LOCATION ADDRESS: 166 Old Maryborough Road, Pialba, Hervey Bay, Queensland

POSTAL ADDRESS: PO Box 1943, Hervey Bay, Queensland, 4655

TELEPHONE: 07 4197 4206

EMAIL: [regionalgallery@frasercoast.qld.gov.au](mailto:regionalgallery@frasercoast.qld.gov.au)

WEBSITE: [www.ourfrasercoast.com.au](http://www.ourfrasercoast.com.au)

**Please attention your application to the Gallery Director, Hervey Bay Regional Gallery**

# EXHIBITION PROPOSAL FORM

## 1. Applicant

Name of Exhibitor/s: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Mob: \_\_\_\_\_

Email: \_\_\_\_\_

Contact person (of Group/Organisation): \_\_\_\_\_

## 2. Exhibition

Working title of exhibition: \_\_\_\_\_

Summary of exhibition project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Summary of aims and benefits of exhibition project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**NB. Please attach one A4 page exhibition project rationale, description and benefits.**

## 3. Exhibition Dates

The duration of exhibitions is between four and seven weeks. Preferred exhibition dates cannot be guaranteed, however the Gallery will endeavour to accommodate preferences where possible.

First preference: \_\_\_\_\_

Second preference: \_\_\_\_\_

Third preference: \_\_\_\_\_

## 4. Exhibition Budget

For your reference, these are the typical **costs** your exhibition will incur:

- Development, production, framing and presentation
- Hire of exhibition space (insurance, security, power, etc)
- Transport and freight insurance
- Documentation (condition reporting, photographs and critical review)
- Exhibition opening function (catering, guest speakers, etc)
- Public and education program speakers/material and preparation
- Catalogue or room brochure
- Preparation and distribution of promotion and advertising material

For your reference, these are the typical **income** sources for your exhibition:

- Grants or sponsorship
- Earned income (eg. sale of catalogues, merchandise and artwork)
- Artists/speakers fee
- Tutor/workshop fee
- Exhibitor contribution
- Other sources

Following is a checklist of exhibition costs incurred by both exhibitor/s and the Gallery. Please consider the financial viability of your project before proceeding.

- |   |                  |
|---|------------------|
| • Exhibition Hire Fee (\$230 including GST as at July 2017)           | <i>Exhibitor</i> |
| • Exhibition Catering Fee (\$110.00 including GST)                    | <i>Exhibitor</i> |
| • Transport and delivery of artworks to Gallery                       | <i>Exhibitor</i> |
| • Insurance for artworks in transit                                   | <i>Exhibitor</i> |
| • Framing (Gallery frames are available for hire)                     | <i>Exhibitor</i> |
| • Catalogue (not essential)   | <i>Exhibitor</i> |
| • Guest speaker and/or floor talk at opening function                 | <i>Exhibitor</i> |
| • Invitation design & printing (hard copy and electronic)             | <i>Gallery</i>   |
| • Invitation mail-out (Gallery mailing list & nominated invitees)     | <i>Gallery</i>   |
| • Staff at opening function   | <i>Gallery</i>   |
| • Security and on-site insurance (for the duration of the exhibition) | <i>Gallery</i>   |

## 5. Installation

The Gallery has a fully trained installation team, which handles all the exhibition installations and demounts. The Gallery Director works with this team to ensure the best placement of artworks within the exhibition space.

The artist will be consulted about specific installation requirements of artworks, if necessary. Otherwise, ***the artist is requested to allow the installation to be handled entirely by the Gallery team.*** It is essential that works be stable, professionally framed and properly labelled/identified.

## 6. Labels and exhibition information

The Gallery may produce standard labels and a room brochure for the exhibition. A list of all the artwork titles, their medium (eg oil on canvas, mixed media, etc), the year of production, insurance values, and sale prices including gallery commission of 25% (plus GST as applicable to the sale prices) is forwarded to the Gallery prior to delivery and installation. An artist statement or exhibition overview is also required.

## 7. Attachments to be included with this application

- Please attach exhibition project rationale, description and benefits (one A4 page or less)
- Artist's CV or information about the organisation
- Electronic images via email, USB or photographs with full description of images (returned upon request).

**PLEASE DO NOT SEND ORIGINAL ARTWORK WITH THIS APPLICATION**

## 8. Acceptance of Conditions

I/we have read the *Guidelines for Exhibitors* and accept the conditions of exhibiting at Hervey Bay Regional Gallery.

**Applicant's Name**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_