KENT STREET GALLERY

Please read the following information carefully **before** submitting an Exhibition EOI Form.

EXHIBITION INFORMATION SHEET
KENT STREET GALLERY

This information sheet forms part of the agreement between the artist/s and VPCA. Your signature on the Artist Agreement (if exhibition is approved) confirms your agreement to the requirements and conditions indicated in the provided documentation.

EXHIBITION PROGRAM

The Centre welcomes applications on an annual basis from artists and individuals with a creative project they believe would work well in the Kent Street Gallery spaces. The VPCA offers programming under the following three categories.

Emerging - someone who is at the early stages of their career such as art students, recent graduates or individuals looking to showcase their work for the first time.

Established - artists with an established professional practice and consistent exhibition history.

Community Groups and Service Organisations **-** local groups or organisations that coordinate and facilitate creative projects and wish to present their outcomes in a public space.

COSTS

Main Gallery / Entry Corridor Hire: $500 for three weeks or $400 for two weeks (including install)
Front Room Hire: $200 for three weeks or $150 for two weeks (including install)

/ The gallery charges 25% commission on sales.

/ Full hire payment needs to be made not less than twelve weeks before the installation date.

/ A bond of $100 must be paid on acceptance of the offer to exhibit.

The bond will be forfeited if:

- The gallery is damaged in any way.
- Equipment and resources provided by the Gallery are damaged or lost.
- Materials and objects from the exhibition are not removed within the allocated time.

Gallery Hire Includes:

/ Exhibition invigilation (except weekends)

/ Management of artwork sales

/ Exhibition material (floor sheet and numbering)

/ Online exhibition promotion (no paid advertising) via VPCA and gallery communication networks including E-invitations via social media/newsletter

/ Please note: The rooms where the exhibitions are held are multi-purpose and meetings may be held in those spaces

CANCELLATION

If exhibitors cancel a booked exhibition not less than three months before the installation date the full fee less deposit will be refunded. Exhibitions cancelled after this time will not be refunded.

EXHIBITION INSTALLATION

/ Curation and installation of the exhibition is the responsibility of the exhibitor. Assistance is available on request.

/ Delivery and collection of the works is the responsibility of the artist.

/ The **Main Gallery** has a track system (hooks and wires), lighting and several plinths. The track system must be used, any alternative hanging methods must be discussed with staff in advance.

/ The **Front Room** has an old-fashioned hanging rail with hooks and wires (please note the air-conditioning unit disrupts the hanging rail on one of the walls, see floor plan). We recommend visiting the space beforehand to plan installation. Any alternative hanging methods must be discussed with staff in advance.

/ A basic install kit is provided by the gallery; however, it is recommended that you supplement these with your own tools and equipment. Any additional display costs are the responsibility of the artist.

/ The exhibition space is to be returned to the same state as it was originally provided.

/ The VPCA reserves the right to withdraw exhibitions or artworks not deemed to be suitable. The VPCA’s decision is final and would only be implemented where deemed necessary

MARKETING, PUBLICITY AND EXHIBITION MATERIAL

Any marketing and publicity material created by the artist separate from VPCA's scheduled promotions must:

/ Feature the Kent Street Gallery logo on a white background. These will be provided by the gallery and must not be edited or changed without prior consent.

/ Be approved by Communications Officer or General Manager prior to printing/publishing.

/ Costs associated with printing are the responsibility of the artist. Print-ready files can be supplied on request.

Invitations:

/ The VPCA will provide a standard digital invitation for all exhibitions.

/ The VPCA will set up a facebook event for public openings in the **Main Gallery** (this may not apply if Covid-19 restrictions are in place).

/ The artist must provide their media content paperwork (including 3-5 suitable images and an exhibition statement) to the gallery no less than twelve weeks prior to the exhibition.

Exhibition Floor Sheet and Art Register:

/ We will provide a basic floor sheet for the exhibition which will be available for the first day of the exhibition following the installation of the show. Artists will be required to fill the Excel document provided listing all of the included artworks, to be returned to the gallery at least a week prior to the exhibition. The exhibition will be numbered with stickers (provided) corresponding to this floor sheet.

Promotion:

/ We will promote the exhibition through our website, newsletter and social media.

/ Exhibiting artists are encouraged to promote their exhibition through their own networks. Exhibitors must bear the cost of any additional marketing / publicity they choose to use.

Additional Promotion Options for Gallery exhibitions:
(these will need to be arranged and booked in advance)

If you wish to avail of additional promotional services from us for your exhibition, the following services are available at cost.

/ **3D Virtual Tour** of the exhibition which will remain online beyond the exhibition period for fully inclusive cost of $150

/ **Online interactive pdf catalogue** of the included works in the exhibition including high resolution photography for $340 inclusive. Or available individually: Online catalogue (professional quality photos provided by artist) for $100 | **Artwork photography** only, at a cost of $240 covering up to approximately 20 works.

/ Additional space or residency in the **Front Room** as part of the booking if desired, for an additional cost of $200 for the three week period or $150 for the 2 week period.

EXHIBITION SALES

/ No work will be removed by the artist from display before the closure of the exhibition.

/ All artist payments will be made within 30 days from exhibition close.

/ Collection of sold artwork to be negotiated between the artist and VPCA.

INSURANCE

/ The exhibitor is responsible for insuring their artworks in transit and whilst on gallery premises.

/ VPCA holds Public Liability insurance to the value of $20,000,000.

OPENING EVENT AND OPENING HOURS

Main Gallery exhibitions:

/ Opening events for exhibitions are generally held on Friday nights (5.30-7.30pm) unless otherwise agreed.

/ The VPCA does not provide catering or refreshments for openings - all catering or activities relating to the opening are the responsibility of the artist. The VPCA has some glasses and platters that can be used.

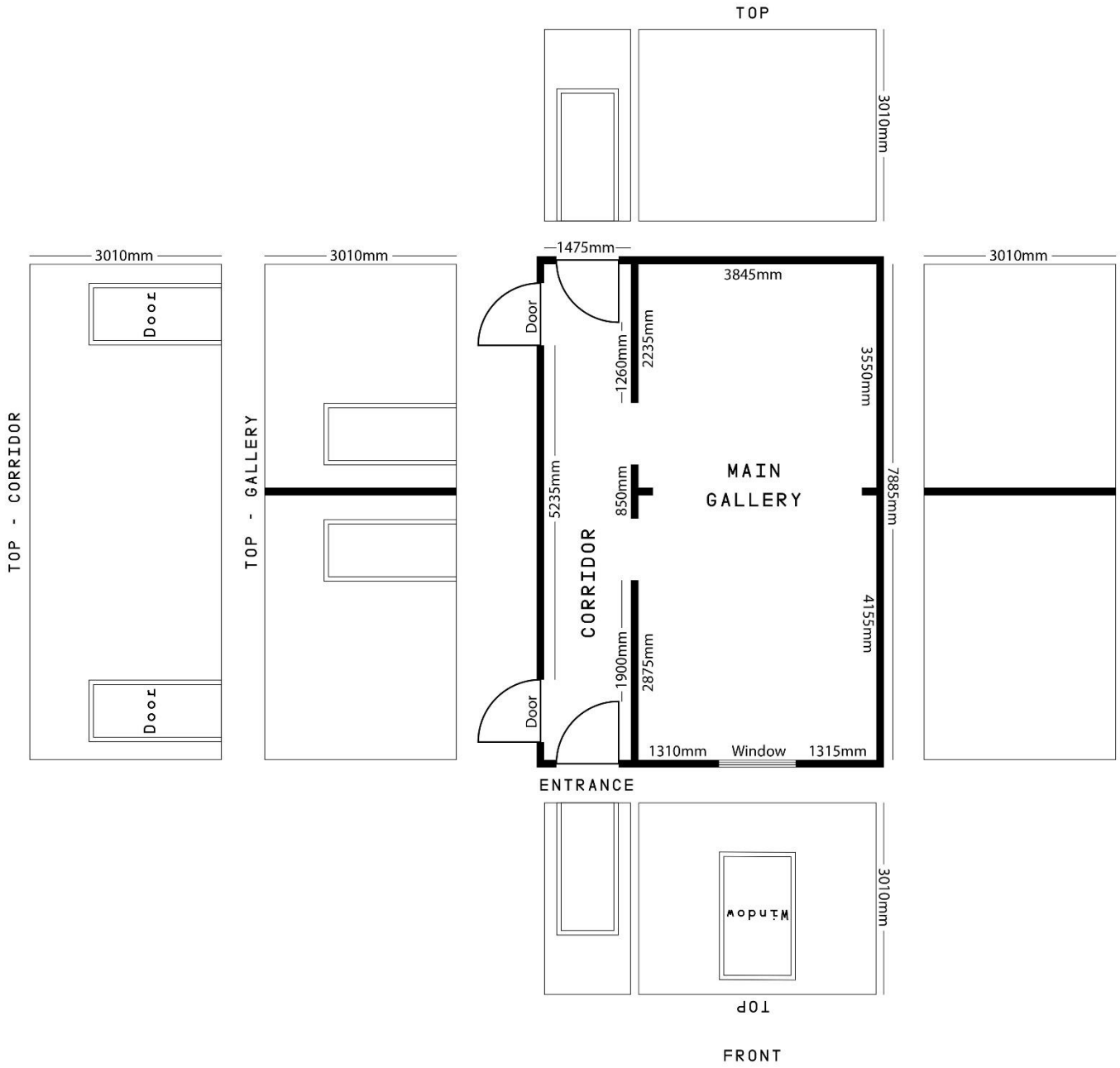
/ The Artist is can open and sit the gallery on weekends during the exhibition. Artist or their representative will be provided with an induction to take sales.

Front Room exhibitions:

/ For exhibitions held in the **Front Room**, exhibitors are welcome to negotiate a date to hold their own opening but there will be no catering or staff support from the centre.

KENT STREET GALLERY

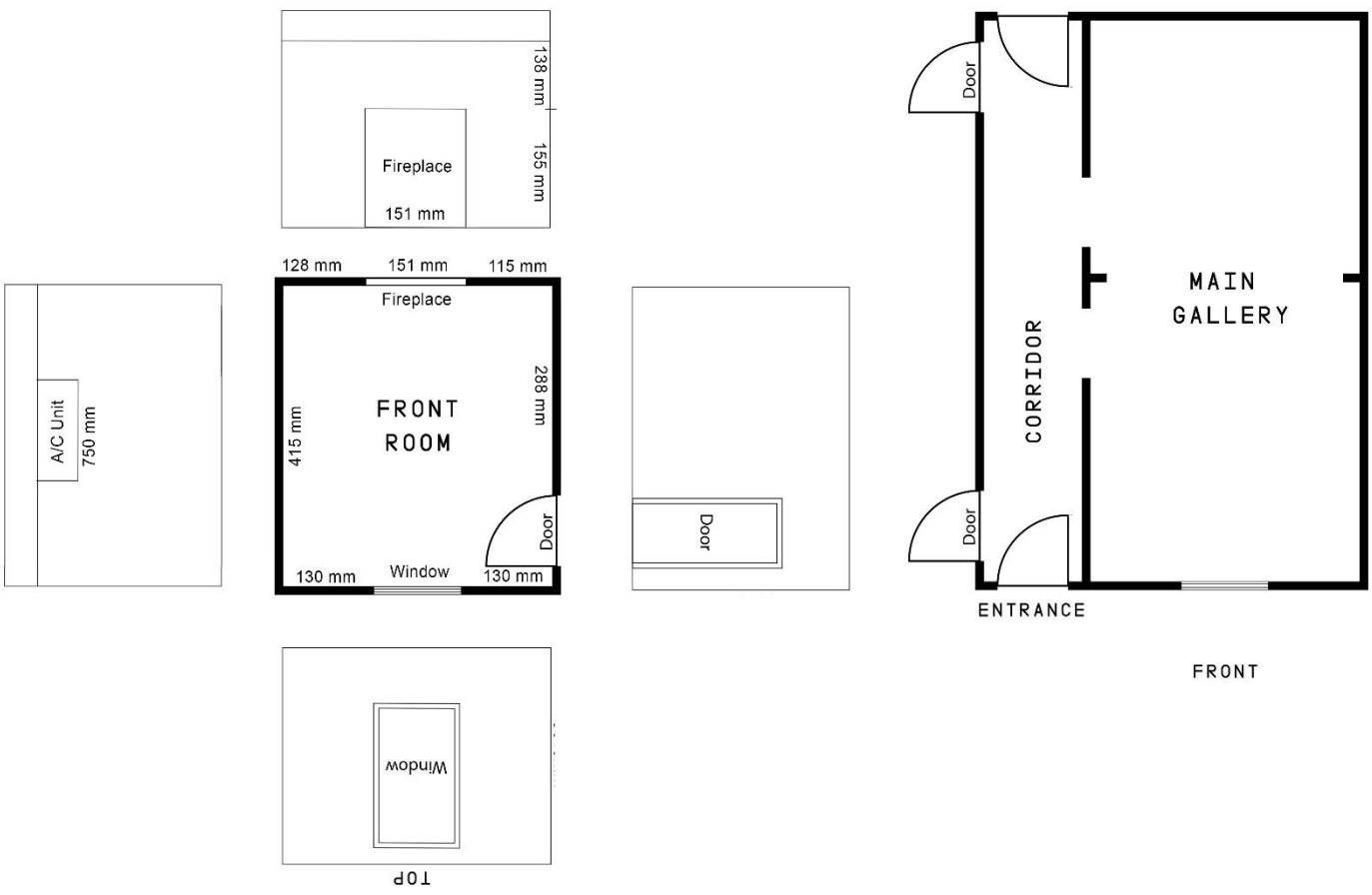
GALLERY DIMENSIONS AND FLOOR PLAN



KENT STREET GALLERY

FRONT ROOM FLOOR PLAN

This space is available as a miniature gallery/project space or an Artist in Residency studio.



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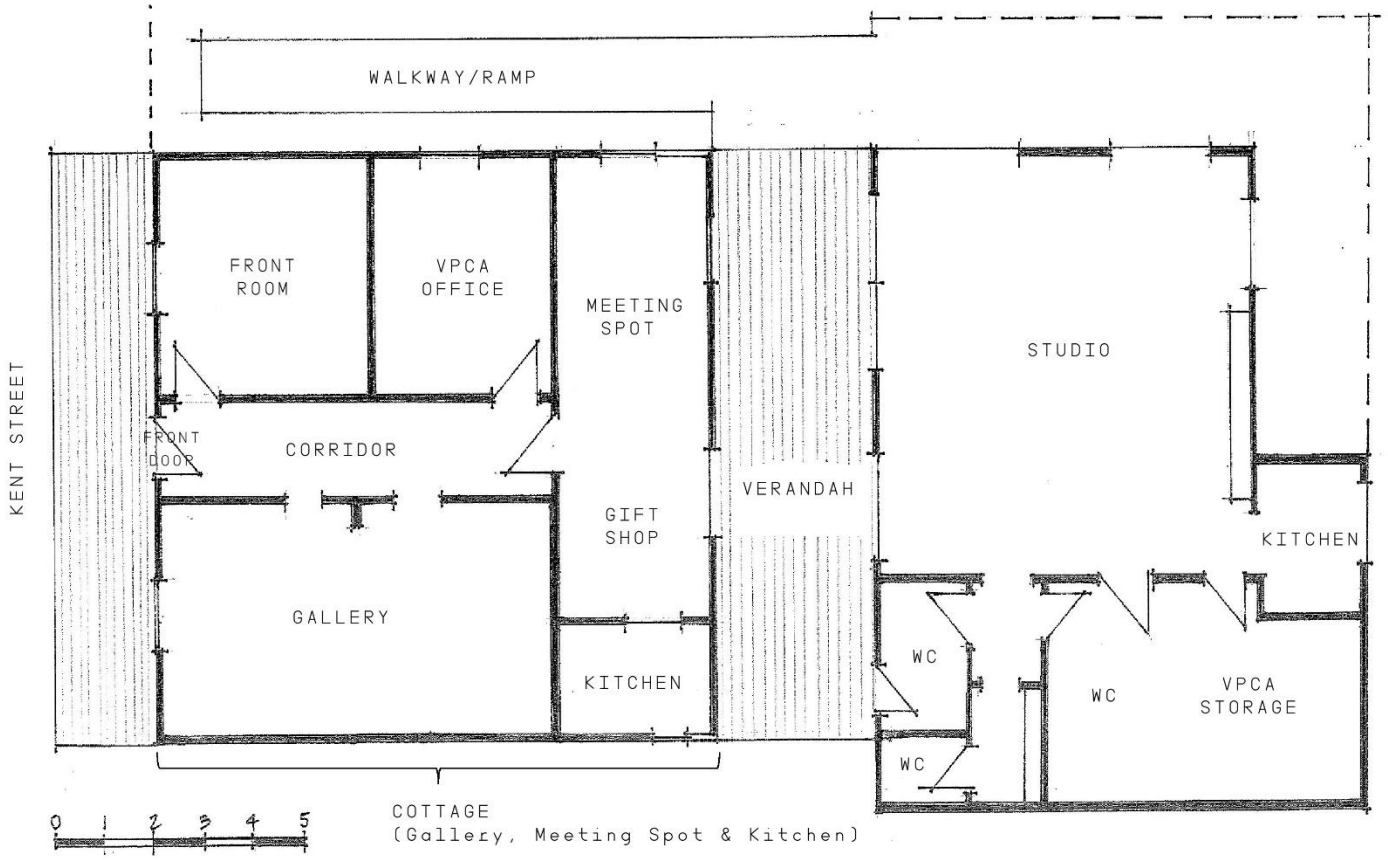
VPCA FLOOR PLAN



KENT
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PHOTOGRAPHS OF THE GALLERY

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PHOTOGRAPH OF THE HALLWAY

This space is included in the Main Gallery hire.

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PHOTOGRAPH OF THE FRONT ROOM

This space is available as a miniature gallery/project space or an Artist in Residency studio.