



Information for exhibiting artists

Updated 25/02/2020

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(please read through carefully)

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(to be completed & returned please)

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*(if you are unable to supply a Media Release –
please complete & return)*

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(to be completed, signed & returned please)

MISSION STATEMENT

The Mitchell on Maranoa Gallery is a community-based gallery, which aims to encourage, extend and educate local artists in their pursuit of artistic excellence. By displaying a diverse range of touring exhibition and occasional workshops e.g. painting, sculpture, craft, glass, installations etc – these will challenge the artist to broaden the parameters of their work. Locally based artists are encouraged to exhibit in the Mitchell on Maranoa Gallery.

The Gallery will raise the artistic awareness and knowledge of local residents through a variation of touring and local exhibitions exposing the community to all forms of art, thus stimulating community participation and involvement in gallery activities. It will enhance the cultural and educational life of Maranoa Regional Council and nearby Shires.

NOTES FOR PROSPECTIVE ARTISTS

Please read Gallery Standards Policy for full details

GALLERY DIMENSION

- © 75.7 running metres /194.68 metres square
- © maximum delivery crate/item size 1.99m h x .85m w x 2.2m diagonal
- © Floor plan attached

LIGHTING

- © track lighting

SECURITY

- ©

INSURANCE

- © provided full details of works and their value are supplied, all works included in the exhibition will be insured by the gallery for the duration of the exhibition.

CLIMATE

- © note that the Gallery is not fully air conditioned
- © please consider if your work may be adversely affected if not in a climate controlled environment

COMPLEX HOURS

- © Mon-Fri 9am to 5pm closed 12am to 1pm, Sat 9am to 12noon
- © The Gallery is able to be opened further hours on weekends if the artist is willing to supervise
- © after hours times can be arranged for installation

DISPLAY FURNITURE

- © plinths and secure glass display cases

SALES/COMMISSION

A venue fee is not charged, and the Gallery will claim a commission on all sales. The rate of commission is 20%.

HANGING SYSTEM

- © track suspension system (uses 2 D rings or similar devices)

HANGING FORMAT

- © all works are hung using the centre line system this includes double & triple hangs

TIME PERIOD FOR EXHIBITIONS

- © usual period for exhibitions is 6 weeks

EXHIBITION PUBLICATIONS

Includes - invitations, flyers, posters, signage, and wall labels.

- © Gallery staff are happy to design and print associated publications/material (please see Gallery Standards)
- © Invitations are sent to all Artists' invitees and Gallery's VIP list. A maximum of 50 (Artist's guests) can be posted free of charge. These invitations will be DL (a $\frac{1}{3}$ A4 page) in size – *with (up to) full colour one side and standard black the other*. Flyers and posters are produced and distributed as per Advertising & Promotional Protocol (enclosed).
- © Signage includes signs for door outside gallery, inside gallery etc.
- © Wall labels are produced by the gallery - in keeping with the house style.

ASSISTANCE BY GALLERY STAFF

- © Assistance will be given with the hanging of exhibition
- © Assistance can be given with mounting of some works for display

GALLERY STANDARDS

Gallery Code of Standards apply to

- © works contained in exhibitions
- © associated Advertising & Promotion – promotional materials including posters & flyers promoting exhibitions in the Gallery.
- © accompanying signage
- © hanging
- © exhibition wall labels are produced by the Gallery

Exceptions are made to exhibitions in the Touring Exhibitions Program

PRIVACY

- © Gallery staff & volunteers do not divulge personal information on contributing Artists, if individual Artists wish their details to be made public, business cards etc can be left in the gallery for this purpose.

COMMISSION on sale of works

Any works sold whilst on display in the Gallery will attract commission of 20%. Please be aware of this when you are pricing your work. **This commission will be added to the price you have indicated on the Works Details form and labels which need to be attached to the back of each work.**

Money from sale of artwork will be deposited into your bank account within 14 days of exhibition closing.

Please ensure you have given your bank details on the 'Exhibition Details' form.

GALLERY STANDARDS POLICY

These standards will apply to all exhibitions & competitions displayed in the gallery.

GENERAL INFORMATION

Artist/s are requested to supply information such as

- ◆ exhibition title and brief description of works/content of the exhibition (Exhibitions Details form)
- ◆ full details of works including size, medium, dates, prices etc (Works Details form)
- ◆ images of works for Media Package on disk or via email
- ◆ information/material for Media Release (questionnaire enclosed)
- ◆ invitation list

***See enclosed 'Exhibition Timeline' for deadlines.

WORKS

- ◆ Works will be the original work of the exhibiting artists except in the case of displaying personal collections, in which case the lender should be the legal owner of the work offered.
- ◆ The gallery retains the right to not hang anything deemed unsuitable or in breach of copyright.
- ◆ Works cannot be removed until the exhibition is over, unless artist can immediately provide a work of similar size medium subject

INSURANCE

- ◆ Provided full details of works and their value are supplied, the gallery will insure all works included in the exhibition, for the duration of the exhibition.

ADVERTISING & PROMOTION

The gallery is happy to produce advertising/promotional material and flyers associated with scheduled exhibitions if required. These items will be produced in colour and on paper and in a style to the preference of the artist/s. However, should the artist/s choose to produce these items themselves the following standards and conditions apply:

Any advertising or promotional material specifically associated with a scheduled exhibition should-

- ◆ Acknowledge the Mitchell on Maranoa Gallery and Maranoa Regional Council. The associated logos should not be used without permission and approval of design.
- ◆ Acknowledge any other sponsor
- ◆ Be clear of typographical or factual errors
- ◆ For distribution to surrounding area we require 3 x A3 and 19 x A4 posters

Catalogues should-

- ◆ Be produced in a clear and legible font face
- ◆ Appear in a size no smaller than 10pt
- ◆ Titles should be in bold, in upper and lower case, with only the initial letter of the first word capitalised, except for proper names, eg Tony's boat, Moreton Island, Still life. Quotation marks are used for quotations within a title, or the quotation may be italicised instead.
- ◆ Be clear of typographical or factual errors

Media Releases

The gallery will distribute Media Releases containing information and images etc supplied by the artist/s.

WALL CARDS (labels for the works)

- ◆ All wall cards for associated exhibitions will be produced by the gallery.
- ◆ These cards can display artist, title, date, size, medium, catalogue number. This will be discussed with Gallery staff.
- ◆ They may also display a short spiel on the work (no more than 80 words). If spiels are used, they must be used for the majority of the works (not just one or two).

HANGING FORMAT

- ◆ The gallery uses only the centre line (1.5m) hanging format
- ◆ Multiple hanging sequences are permitted at the discretion of staff
- ◆ all multiple hangs are 10cm (vertical space) between.
- ◆ Works are hung by the attachment of 2 hanging devices not one
- ◆ Gallery staff will assist with the layout and hanging of each exhibition. Wall cards are placed on the wall 1.5 metres from the floor and to the immediate left of the work. Adequate space must be left between works for placement of wall cards.

OPENING/LAUNCH FUNCTION/SPECIAL PREVIEWS

- ◆ Any costs associated with the opening function are the responsibility of the Artist/s.
- ◆ As it is always the intention of the Friends of Mitchell on Maranoa Gallery to contribute to the sustainability of the local economy a list of local caterers can be supplied.
- ◆ All caterers will have relevant and adequate insurance cover.
- ◆ The gallery will provide tables, chairs, tablecloths, etc
- ◆ The Gallery will design and print invitations and will post a maximum of 50 (Artists guests) free of charge. These invitations will be DL (a $\frac{1}{3}$ A4 page) in size – *with (up to) full colour one side and black the other*.
- ◆ Council Staff will not be available to assist or attend these functions out of ordinary working hours however Friends of Mitchell on Maranoa members can be arranged to assist.
- ◆ Simple menus and a good selection of non- alcoholic beverages are recommended
- ◆ Very limited facilities are available (on site) for heating food
- ◆ For any function where alcohol is to be consumed a minimum of 21 days notice is required and is the responsibility of the artist.
- ◆ The Gallery requests that invitations also be extended to all persons on its VIP list, this list consists of members and guests of the Friends of Mitchell on Maranoa Gallery, Personnel of Organisations that provide funding/support, Maranoa Regional Council Councillors.
- ◆ The venue should be left in a clean, tidy and secure state.

◇ ADVERTISING AND PROMOTION STRATEGY

Listed below are the usual forms of advertising & promotion undertaken by the Mitchell on Maranoa Gallery with each exhibition and activity.

EXHIBITIONS-

Media Release

(with images)

A media release, images and other material supplied by the Artist will be issued to local and regional media - Bottle Tree Bulletin, **Toowoomba Chronicle, Queensland Country Life, ABC radio and ZincZR.**

Publicity

Posters

Various places in Mitchell including Spa Complex Information Centre, Major Mitchell Caravan Park, Caltex Service Station, Samios Trading Post, Mitchell News and Casket, Mitchell Bakery, Food Works, Mitchell Pharmacy, Mitchell Hardware and Plumbing; Roma Info Centre; Roma Library; Injune Info Centre and Library; Surat Cobb & Co Changing Station.

Invitations (if necessary)

Invites are sent to all recipients on the Mitchell on Maranoa Gallery contact list, Maranoa Regional Council Councillors, Persons who have loaned objects/works, all surrounding Information Centres, Sponsors, journalists from surrounding newspapers, newsletters and radio.

OTHER-

The best advertising/promotion of all is free and takes little more than presenting an interesting product at a high standard with a friendly, welcoming attitude. This is of course is WORD OF MOUTH and would account for bringing in the majority of our visitors. We therefore take it very seriously and staff and volunteers try to make visitors feel that they are genuinely very welcome here and able to take their time to look around at their leisure and that all queries are easily answered.

The Mitchell on Maranoa Gallery also has an extensive email contact list which is used to promote exhibitions and events in the Gallery. Please indicate if you are not comfortable with this form of promotion.

D RING / HANGING DEVICES SPECIFICATIONS

IMPORTANT NOTE—WORKS WITHOUT CORRECTLY ATTACHED D RINGS WILL NOT BE HUNG

Gallery Staff will attach the correct fittings for a fee of \$10.00 per painting.

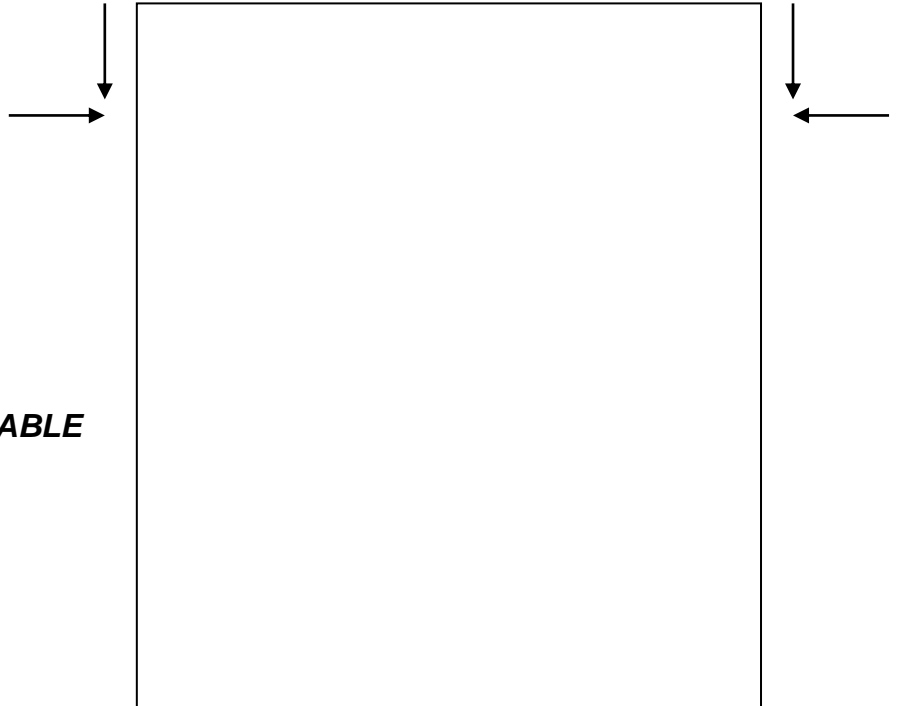
D Rings positioned (as shown) - top of D ring to be attached **60 mm** from top of frame



EXAMPLES OF ACCEPTABLE HANGING DEVICES

D Rings must be at least 10 mm wide.

Wire is not required.



HANGING ARTWORKS FOR DISPLAY

The Mitchell on Maranoa Gallery uses a track suspension system comprising tracking (on wall) and two wires and adjustable hooks for each framed, hung work. The use of the two wires is necessary because of traffic vibrations, which cause the works to move and become unlevel.

HANGING FORMAT

- ◆ The gallery uses only the centre line (1.5m) hanging format - *all* works are hung using the centre line system this includes double & triple configurations. 1.5 metres being the exact centre from top to bottom of such configurations.
- ◆ Works are hung by the attachment of 2 hanging devices (one on each vertical side of the work)
- ◆ A spirit level will be used to ensure each work is straight.
- ◆ Wall cards are placed on the wall 1.5 metres from the floor and to the immediate left of the work.
- ◆ The preferred minimum space between works is 50 cm.
- ◆ Gallery staff will assist with the layout and hanging of each exhibition

Multiple Hangs

- ◆ In the case of multiple configurations (i.e., 2 or 3 works displayed in line vertically) a space of 10 cm is left between each work.
- ◆ Where the widths of the works are similar extra adjustable hooks are added to the two wires.
- ◆ In cases where the width of each work varies more than 5 cm separate wires & hooks should be used.
- ◆ The card/label for the work at the top of the configuration will be positioned at 1.5m high and the cards/labels for the descending works will be placed directly below the top card/label with a space of no less than 3 cm.

Mitchell on Maranoa Gallery

Display Furniture

PLINTHS

3 x H940mm x 400mm x 400mm

3 x H930mm x 415mm x 415mm

1 x H600mm x 400mm x 400mm

1 x H575mm x 900mm x 900mm

1 x H640mm x 300mm x 300mm

1 x H580mm x 340mm x 340mm

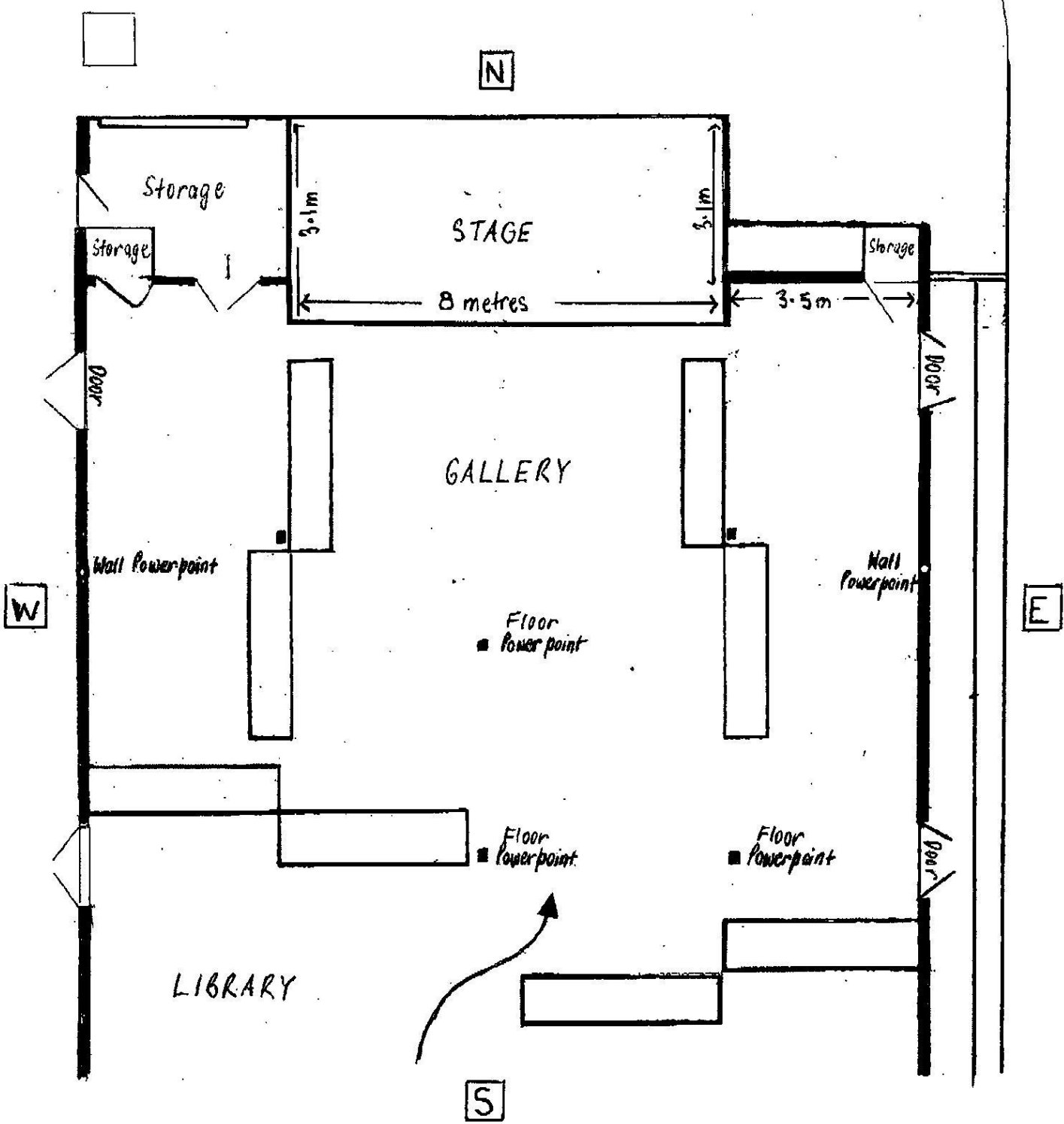
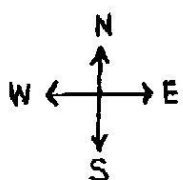
GLASS CABINETS

1 x Lockable 4-tier cylindrical glass cabinets

1 x Non-lockable 4-tier cylindrical glass cabinets

- 41cm height between each tier

- base circumference approx 155cm



Partitions: L: 3.6 m
 W: 0.6 m
 H: 2.4 m

Eastern Wall: 12.8 m total length
 (less 1.5 m x 2 doors)

Western Wall: 10 metres
 (less 1.5 m 1 door)

Height of tracking
 along stage & western & eastern walls: 2.8 m



EXHIBITION DETAILS

Full Name:

Address:

Phone: Mob:

Email:

Bank Details:

Website:

Artist's working title (if different to full name):

Exhibition title:

Exhibition theme:

Content of exhibition (how many works):

In a few sentences describe your concept for this exhibition (ie inspiration, subject, style/technique):-

.....
.....
.....

Promotional Material – catalogue, invitations, posters, flyers, signage

The Gallery can produce and print a limited amount of promotional materials

If you are choosing to produce these yourself - when will they be delivered/distributed:

.....

If you are choosing to produce these yourself, do you require assistance with printing/copying or paper:

.....

If you require the Gallery to produce this material -

Please list colour preferences, font types, paper etc for catalogues posters etc:

.....
.....

Media release and images- *please attach press release and at least 3 images*

Please feel free to supply your own Media Release or Gallery staff can assist (please complete enclosed questionnaire). **We prefer high quality images send by email.**

Are you planning an Opening function: Y..... N.....

If so, When:Where:

Time:.....Type of Function:.....

Morning tea, luncheon, night etc

The installation –

What day will the works arrive at the gallery:

What day will you be available to assist with the layout and hang:

The pull down –

What day will you be available to assist with pull down and collection of the works:.....

.....

Are there any special instructions for staff and volunteers in relation to your work:

.....

.....

.....

.....

I have read the enclosed Policies, Standards and Conditions and agree to exhibit within the scope of these items.

Artist's Signature:

Artist's Name:

Date:

Witness Signature:

Witness Name:

Date:

Many thanks for your cooperation and look forward to working with you!



Information for Media Release

Your name: _____

Your working title: _____

Your address: _____

Where were you born: _____

When did you begin your artistic pursuits: _____

What or who is your main inspiration or motivation: _____

What medium/media do you work with: _____

Describe your work (Style, technique, favourite subject/content): _____

Have you taken lessons or undertaken tertiary studies? If so with whom: _____

Other exhibitions, Commissions or Public Displays : _____

Success in competitions: _____

What do you see as your highest achievements: _____

Other memorable achievements: _____

Other hobbies: _____

Any acknowledgements you may wish to add: _____

TO BE CUT AND ATTACHED INDIVIDUALLY TO THE BACK OF EACH ARTWORK

✂-----

Title of work: _____

Date of work: _____ Medium used: _____

Price: _____ **The Gallery will add commission to this price**

✂-----

Title of work: _____

Date of work: _____ Medium used: _____

Price: _____ **The Gallery will add commission to this price**

✂-----

Title of work: _____

Date of work: _____ Medium used: _____

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Title of work: _____

Date of work: _____ Medium used: _____

Price: _____ **The Gallery will add commission to this price**