

2013 EXHIBITION APPLICATION CONDITIONS



ABOUT MAC

MAC is a not-for-profit community-based organisation that develops, promotes and produces high quality visual arts and crafts through a range of arts access and education programs, community activities and events.

We aim to contribute to the cultural life of our region by nurturing creative potential, supporting artists and encouraging people of all ages and background to actively engage with the arts.

MAC places a high value on exhibitions that originate from the eastern region, as well as those that offer something new and stimulating to our local audience. We encourage exhibition applications from emerging, mid-career and established artists across all disciplines and visual art forms.

THE GALLERY

MAC attracts approximately 20,000 visitors per year with the gallery open free to the public, seven days a week.

Monday – Friday: 10am – 5pm

Weekends: 11am – 3pm

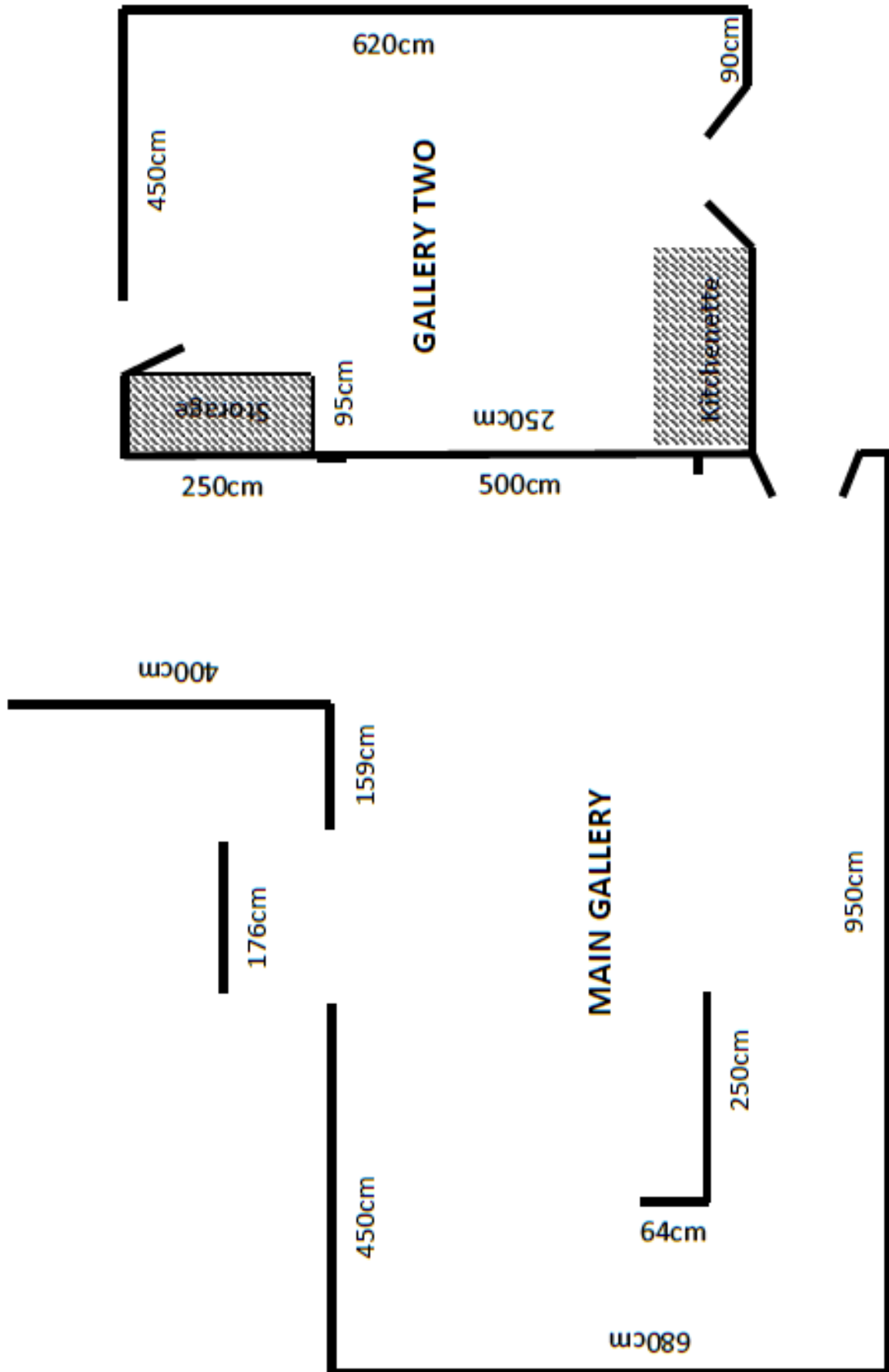
Closed public holidays

MAC has two separate exhibition spaces which are programed concurrently throughout the year. Both spaces are equipped with hanging rails and adjustable stainless steel cables.

The **Main Gallery** has approximately 40 linear metres of hanging space with a hanging height of 2.5m.

Gallery Two has approximately 15 linear metres of hanging space with a hanging height of 2.8m. Gallery Two also accommodates workshops, education programs and talks throughout the year.

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EXHIBITION PROGRAM

All exhibition applications are assessed by the MAC Exhibition Committee, who finalise the annual schedule of exhibitions and public programs.

WHAT TO INCLUDE IN YOUR PROPOSAL

- Artist/s involved in the project;
- The artistic nature/concept of the project;
- The physical content of the project including the number of artworks and their accompanying information if known (size, medium etc);
- Any technical equipment required e.g. audio/visual;
- The processes required to undertake the project;
- Details of events associated with your project (e.g. official opening/closing event/s, floor talk, workshop)

If you wish to discuss your proposal or have any queries regarding the completion of the exhibition application form please contact the Director or Exhibition Administrator on 08 9295 3991.

SELECTION PROCESS

To be considered, all relevant information and supporting documentation must be submitted by the due date. Incomplete applications and late applications will not be considered.

Applicants will receive confirmation of receipt of their application within 14 days of the application closing date. Proposals will be assessed on a number of criteria including;

- The quality of the work
- Exhibition content and rationale
- How the proposal enhances the planned exhibition schedule
- Any proposed public/education programs or audience development activities
- Gallery availability at the specified time

All applicants will receive a letter advising of the outcome of their application by August 2012. Applications and support material will not be returned.

LETTER OF AGREEMENT

Successful applicants will receive a formal Letter of Agreement offering them an exhibition during 2013. This must be signed and returned by the date specified in the letter to confirm acceptance of the offer.

Exhibitors will be required to attend a Curatorial meeting with MAC staff closer to the exhibition date to confirm the exhibition details (key dates, exhibition installation, marketing and promotion, opening night etc.)

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MAC MEMBERSHIP

Exhibitors are required to be a MAC member. If not already member, exhibitors will be required to complete a Membership Application Form and return it with their Letter of Agreement. Membership forms are available online from www.mundaringartscentre.com or from the gallery.

COSTS

Gallery hire fees and what they include:

\$770 - Main Gallery

\$220 - Gallery Two

- Gallery hire (4 week minimum)
- Staffing
 - Assistance with exhibition curation and installation
 - Exhibition invigilation
- Exhibition material (floor sheet and labelling)
- Exhibition promotion
- Invitation mailout to MAC members, VIPS and press
- Artwork sales
- Insurance, cleaning and electricity

The fee is a set amount per exhibition regardless of whether they are a solo or group show. MAC may sometimes support emerging artists or exhibitions of particular relevance by endeavouring to offer a reduced hire fee or assistance with other aspects of the exhibition development.

Payment of the gallery hire fee is due no later than 4 months prior to the exhibition date. If exhibitors cancel a booked exhibition less than 4 months before the agreed date, a cancellation fee of 35% (of the original hire fee) will be charged for administration purposes.

EXHIBITION INSTALLATION

Delivery and collection of the work is the responsibility of the artist/s and an appropriate time should be negotiated with MAC staff. MAC is unable to provide long-term storage facilities.

Up to 4 business days are allowed for installation in the week leading up to the opening of the exhibition – MAC staff are available to assist by prior arrangement. MAC provides basic installation requirements including hanging wires (the gallery utilises a track system requiring works to be hung using D-rings), lighting and a variety of display plinths. Gallery tools and equipment are available for installation. Any extraordinary installation requirements should be arranged with MAC, with any additional costs of display to be covered by the artist.

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Exhibitions must be set up in a professional manner and MAC staff will provide final approval on the exhibition content and layout.

Exhibitions must be de-mounted and any unsold artwork removed within 2 days of the closing date. The exhibition space is to be left in the same state as it was originally provided.

MARKETING & PUBLICITY

Exhibitions are promoted through listings, editorial and limited advertisements in a range of print, radio and web-based media outlets, including the MAC website. A full listing is available from the Exhibition Administrator and specific marketing requests will be accommodated where possible.

Exhibitor/s are to supply an artist/s or exhibition statement, artist CV and appropriate images for the purposes of a media release and other promotional material. This should be provided to the Exhibition Administrator a minimum of 6 weeks prior to the exhibition opening.

EXHIBITION MATERIAL

All material associated with the exhibition must feature a MAC logo and must be approved by MAC staff prior to printing or publishing:

- **Exhibition Invitation**

MAC staff are available to assist with arrangements for the design and printing of exhibition invitations however any associated costs are the responsibility of the artist.

MAC will cover the cost of posting invitations to MAC members, VIP's and press, including a limited number of addresses to be supplied electronically by the artist.

- **Exhibition Floor sheet and Artwork labelling**

MAC staff will create an exhibition floor sheet and any associated artwork labelling. Artists must forward a list of works (Title, medium, dimensions, price, and artist statement) in electronic format to the Exhibition Administrator no less than 3 weeks prior to the exhibition opening.

- **Exhibition Catalogue**

A formal exhibition catalogue is not required but may be developed at the discretion of the artist/s. MAC staff are available to assist with arrangements for the design and printing of exhibition catalogues however any associated costs are the responsibility of the artist.

EXHIBITION SALES

MAC handles all exhibition sales and will deduct a 35% commission from the retail price of all work sold during an exhibition.

Prices for artworks are agreed to between MAC staff and the Artist. Negotiations for the sale of works are strictly between the Gallery and the purchaser. The Artist cannot negotiate the sale of works on the gallery's behalf.

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No work will be removed by the artist from display before the closure of the exhibition. Collection of sold work will be managed by MAC staff.

MAC undertakes to make all artist payments within 30 days of the close of the exhibition. If the artist is registered for GST and has an ABN number these must be supplied as part of the Letter of Agreement. If the artist does not have an ABN an ATO 'Statement by a Supplier' form must be completed.

INSURANCE

- **Artwork Insurance**

Exhibited artwork will be insured for its wholesale value against loss, theft or damage to part or all of the work, to the value of \$80,000 per incident. The work will be insured from the time of delivery to MAC to the time of collection by the artist or buyer at the close of the exhibition.

The Gallery is supervised by MAC staff and volunteers during all business hours and all care is taken to ensure that exhibition security is of the highest standard.

- **Public Liability Insurance**

MAC holds Public Liability insurance to the value of \$10,000,000 which covers injury to members of the public and property damage.

EDUCATION PROGRAM

MAC runs a range of public and education programs which include artist talks and workshops. Artists are requested to participate in this program where possible during their exhibition. Artist fees may be paid for specific commitments however all details are to be finalised by MAC staff in communication with the Artist.

OPENING NIGHT

Openings are scheduled for the first Friday evening of the exhibition period, between 6.30 – 8.30pm. MAC staff will manage RSVP's for the event.

Catering costs for the exhibition opening night are the responsibility of the artist. However, MAC is able to provide food and beverages for the event at an affordable cost to the exhibitor/s. MAC has regular suppliers and often enlists volunteers for opening functions, which may help reduce the cost to the exhibitor.

Opening night speakers and entertainment may be arranged by MAC in conjunction with the Artist with any associated costs to be covered by the artist.

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ENQUIRIES

Enquiries and Exhibition Applications should be directed to:

Director: Jenny Haynes

OR

Exhibition Administrator: Clare Stroud

Mundaring Arts Centre

7190 Great Eastern Highway, Mundaring WA 6073

Ph: (08) 9295 3991

Fax: (08) 9295 3994

info@mundaringartscentre.com

www.mundaringartscentre.com