



**BLUE
MOUNTAINS
CULTURAL
CENTRE
EXPOSÉ
EXHIBITION
PROGRAM**

**APPLICATION
FORM**

For Solo & Group Exhibitions by Artists, Arts Collectives
and Community Groups of the Blue Mountains region.

2021 Exhibition Program

Exposé Program Application Form

Please post your application to:

Exposé Program
Att. The Artistic Programs Manager
Locked Bag 1005
Katoomba NSW 2780

Or email to:

Sabrina Roesner
sroesner@bmcc.nsw.gov.au

Please note: only complete applications are accepted via email.

Check image size and attachment requirements.

Or hand deliver to:

Front reception
Blue Mountains Cultural Centre
Parke Street
Katoomba NSW 2780

THE EXHIBITION CONCEPT

Where to start

If you are considering exhibiting, it is important to objectively assess your work and develop a clear concept. You may see 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 developed work.

It is essential to get to know the City Art Gallery so you can use the space to its best advantage. You will also need to be aware of the Cultural Centre's policy and procedures. For example, as a public building, Blue Mountains Cultural Centre has a duty of care under the Workplace Health and Safety Act. So, if your exhibition involves the use of fire or hazardous substances, you'll have to rethink the concept! Depending on the space, there are also restrictions on the size and weight of works. Do not produce the work, and then attempt to fit it into the space. Maintain a degree of flexibility throughout the process of developing and presenting your exhibition.

Please remember, Blue Mountains City Art Gallery is a professional gallery space and Exposé exhibitions will hang alongside major national and international touring exhibitions. The highest standard of presentation and display is required.

BEFORE YOU APPLY

Concept

Take time to develop the concept of your exhibition. You should view the Exposé exhibition as an important step in your career as an individual artist or exhibiting group. Realistically consider the time and dedication required to produce a high quality exhibition.

Feasibility

Take time to develop the feasibility of your exhibition. Realise that the Gallery has restrictions on size and weight of works and materials used. Design your exhibition to complement the exhibition space available to you. Ask yourself the question: Can you fill the space?

Consultation

The Cultural Centre advises applicants to arrange a meeting with the Exhibitions Manager to discuss your concept and feasibility. The Exhibitions Manager is happy to provide advice on your initial concept. Please phone for an appointment.

Promotion/Access

Think about how your show is going to communicate to its audiences. Consider any public program activities to give further access to the exhibition and how you may further promote it.

Cost

Work out what your show will cost. A developed budget is essential to the success of your exhibition. Blue Mountains Cultural Centre will provide successful applicants an artist fee of \$2,500 payable on the delivery of their exhibition.

Timeline

The Cultural Centre attempts to schedule exhibitions at least twelve months in advance, so proposed exhibition dates should take this into account.

THE EXHIBITION PROPOSAL

Proposal

To exhibit at the Blue Mountains City Gallery you must complete the proposal form attached and submit it together with the required support material, on or before **5pm, Sunday, 19 April 2020**. The Artistic Programs Manager can answer questions regarding proposals over the phone or by appointment.

Proposals received after 5pm, Sunday, 19 April 2020, unless postmarked before or on that date, will not be accepted.

Delivery

Please post your application to:

Exposé Program
Att. The Artistic Programs Manager
Locked Bag 1005
Katoomba NSW 2780

Or hand deliver to:

Front reception
Blue Mountains Cultural Centre
Parke Street
Katoomba NSW 2780

Or email your complete application to sroesner@bmcc.nsw.gov.au

Please note incomplete applications will not be accepted!

Assessment

With so many artists, arts collectives and community groups in the Blue Mountains region, the most equitable way of programming Exposé exhibitions is by a formal assessment process.

After the closing date, the Director and Artistic Programs Manager convenes with the Exposé Program Assessment Panel to assess proposals. The Panel comprises the Cultural Centre Director, Artistic Programs Manager, a representative of the Cultural Centre Advisory Committee

Exposé Program Application Form

and community representatives selected for their experience and expertise in the area of visual arts.

Criteria

When assessing proposals, the Exposé Program Selection Panel uses the following criteria:

- Does the exhibition demonstrate artistic merit and originality?
- Is the exhibition concept clear and concise?
- Does the exhibition clearly communicate its intent?
- How does this exhibition further the artists' artistic practice?
- Has the artist considered how the exhibition communicates to its intended audience?
- Does the application include explanations of images chosen?
- Have adequate funds been allocated to the exhibition?
- Is there adequate information including images to assess the proposal?
- Has the artist considered additional public programming and interpretation for audiences?

Applications from artists, arts collectives and community groups who have exhibited in the previous twelve months will not be considered the following year.

EXHIBITION CONFIRMATION

Receipt

Once the Blue Mountains Cultural Centre has received your application a receipt of application will be emailed to you. Please make sure to include an email contact in your application form.

Confirmation

Once an exhibition has been accepted, exhibitors are advised of their success in a letter of confirmation. All exhibitors will be advised in writing of the assessment outcome. Unsuccessful applicants are encouraged to review their proposal and reapply in subsequent rounds.

First Meeting

A meeting will be scheduled between successful applicants and the Exhibitions staff to discuss exhibiting at the Blue Mountains City Art Gallery.

Subsequent Letter

A subsequent letter will confirm the scheduled dates offered by the Gallery for your show as well as the allocated exhibition space. Once you receive the second letter, review the exhibition time frame carefully and consult your diary. If the dates are unsuitable advise the Artistic Programs Manager immediately.

Agreement

Once dates are confirmed an agreement will be sent for exhibitors to read through carefully and sign. An *Exposé Program Exhibition Agreement* signed by the exhibiting artist/s and the Cultural Centre Director will formalise the exhibition at the Blue Mountains City Art Gallery.

Countdown

The Artistic Programs Manager will contact you within 4 months of your exhibition to check that you are on schedule and to see if you have any questions or queries regarding artwork and or display.

Studio Visit

If applicable the Artistic Programs Manager will contact you to arrange an appropriate time to visit your studio/workspace to discuss your exhibition approximately 2 months prior to your installation date.

Second Meeting

Approximately 2 months prior to your exhibition, a meeting will be scheduled with the Promotions & Retail Manager, Public Programs Coordinator and Artistic Programs Manager to discuss publicity and promotion, artwork sales, floor talks, workshops and your installation. This meeting is also an opportunity for exhibitors to clarify any questions they may have.

Exposé Program Application Form

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APPLICANT

Applicant/s

Name of Exhibitor/s _____

Address _____

Postal Address [if different] _____

Telephone work [daytime contact] _____

Home _____

Mobile _____

Email _____

Contact person [if group] _____

Please attach list of artists if group exhibition and their contact details

RESUME

Artist's Resume or Information on Group or Organisation

[1 x A4 page only]

STATISTICAL INFORMATION

- | | | | | |
|--------------------|--------------------------|------------------------|--------------------------|--|
| Male | <input type="checkbox"/> | Female | <input type="checkbox"/> | |
| 26 years and under | <input type="checkbox"/> | 27 to 35 years and | <input type="checkbox"/> | 36 – 59 years <input type="checkbox"/> |
| 60 years and over | <input type="checkbox"/> | | | |
| Aboriginal | <input type="checkbox"/> | Torres Strait Islander | <input type="checkbox"/> | |

PROJECT / EXHIBITION

Working title of project/exhibition

Brief summary of proposed project/exhibition (max 50-100 words)

Preferred month of exhibition _____
(please note this is for the 2021 calendar year)

The Cultural Centre will endeavour to work with you in allocating a suitable timeframe for your exhibition but cannot guarantee that your exhibition will be within your preferred time period.

PUBLIC PROGRAMS

It is a requirement that exhibiting artists make themselves available for artist/curator talks to the public and to volunteer guides. There is also an opportunity to deliver workshops to adults and children coinciding with your exhibition. If this is of interest please indicate what type of program you are considering (e.g. children's workshop, adult workshop) and the content.

EXHIBITION SALES

In order to assist artists to recoup any exhibition costs, as well as encouraging the support of local artists by Cultural Centre visitors, the Cultural Centre provides the opportunity for artists to sell their work for the duration of the exhibition, via the Cultural Centre Shop, the Shop will add a commission of 33.3% for this service. Artists may opt to manage their own sales or to not have their work for sale.

- Cultural Centre to manage sales
- I wish to manage my own sales
- I would like the gallery that represents me to manage my sales
- I do not wish for my work to be for sale

Marketing and Promotion

The Cultural Centre will ensure local cultural organisations, media, elected representatives, InSight members and the wider public are informed of your show through the Centre's quarterly, website, and general promotion of Cultural Centre programs.

Catalogues

It is the exhibitor's responsibility to arrange and cover the costs of any brochures/catalogues and any other print material produced to support their exhibition. If exhibitors wish to have a catalogue or room brochure available to the public a gold coin donation box can be placed in the gallery space. The Cultural Centre can provide a design template for the Exposé Exhibition Catalogue if required.

Invitations

The Cultural Centre will cover the cost of designing and printing your DL exhibition opening invitation in-house. In order to maintain the Exposé Program's graphic identity, all invitations must adhere to a set design template.

Equipment

The Cultural Centre has electronic equipment that can be borrowed upon request and if available. If your submission is successful you will need to notify the Artistic Programs Manager asap to discuss your equipment needs. Please note that we cannot guarantee that equipment will be available. Please see a list of equipment below:

Data Projectors
LCD television
DVD players
Laptop computer
Speakers (set)
Media Players

Breakdown of Blue Mountains Cultural Centre services to exhibitors

- Insurance whilst artwork is static at the Blue Mountains Cultural Centre
- Artist Exhibition Fee of \$2,500 upon commencement of the exhibition
- Installation assistance of the exhibition
- DL invitation production and printing costs (50 hard copy invites)
- 2 x electronic mail out (to InSight members, arts industry contacts and the media)
- Local promotion & publicity
- Manage sales (if applicable)
- Professional installation
- Lending of equipment (if applicable)
- Vinyl signage & labels
- Opening Night (Cash bar, canapés, staffing and set up)

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VISUAL DOCUMENTATION

Please itemise the images that you have provided with this application:

(A maximum of 10 and a minimum of 5 images will be accepted. PowerPoint presentations and website addresses should not be submitted as visual documentation)

	TITLE	YEAR	MEDIUM	DIMENSIONS (HxWxDcm)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Please note: do not send original artwork with application

Please provide images as: jpeg or tiff files on a USB stick or if applying via email as a zip file. Image size should be around 1- 3MB per file.

Please note that emails of more than 10MB in file size may be rejected by the Council Server.

REASONING FOR SELECTION OF IMAGES

Please detail the reasons for the selection of images you have included with this application i.e. they directly relate to the concept I am proposing, they are the best examples of my technique etc.

Image 1. _____

Image 2. _____

Image 3. _____

Image 4. _____

Image 5. _____

Image 6. _____

Image 7. _____

Image 8. _____

Image 9. _____

Image 10. _____

Exposé Program Application Form

BUDGET

Cost/expenditure		Income	
Materials & production	\$	Cultural Centre contribution	\$
Photographic documentation	\$	Sponsorship	\$
Transport (to and from the Gallery)	\$	In kind support	\$
Transit insurance (if necessary)	\$	Artist's contribution	\$
Other	\$	Other	\$
Total	\$	Total	\$

Please include a breakdown of the exhibition budget [if required attach 1 x A4 page]
 Please note, we only require an estimate. Exhibition expenditure should equal exhibition income.

CHECK LIST

Planning

- Is your concept original and/or innovative?
- Have you taken the gallery space allocation into account when developing your concept/exhibition?
- Have you thought about your audience when developing your concept/exhibition?
- Have you thought about how you will support your exhibition through Public Programs?
- Is your budget realistic?
- If applicable, have you thought about which grants are suitable?
- If applicable, have you thought about which organisation you could approach for sponsorship?
- Do you have the capacity to produce the amount of work required?
- Is your timeline feasible?
- If your exhibition proposal requires audio/ visual equipment for display, please provide details of the equipment you will be providing, including model numbers, age and brand.

Application

- Are you applying prior to the application submission deadline?
- Is your concept clear and concise?
- Is your budget accurate?
- Have you included all your contact details?
- If group, have you included all artists' contact details?
- Have you included an artist's CV or group information of up to one A4 page?
- Have you included a USB stick containing 5 – 10 good quality jpeg or tiff images
- Have you included image caption details?
- Is your application signed?

Exhibitor/contact person's signature _____ Date _____