

**BLUE  
MOUNTAINS  
CULTURAL  
CENTRE  
EXPOSÉ  
EXHIBITION  
PROGRAM**

**GUIDELINES**

Exposé Proposals for the 2021 Exhibition Program

# INTRODUCTION

The Exposé Program is an exhibition program for artists and arts collectives of the Blue Mountains region. The program calls for applications for the following year of exhibition programming (2021) in the Blue Mountains City Art Gallery.

In recognition of the breadth and diversity of artistic practice in the region, Blue Mountains Cultural Centre offers local artists, arts collectives and community groups an opportunity to display their artwork in a professional public gallery space.

Exhibiting at the Blue Mountains Cultural Centre is a chance to extend your artistic practice by exploring exhibition concepts and utilising professional museum display techniques. It is also an opportunity to present your work to a broader audience, including local residents and national and international visitors to the region.

The Cultural Centre's exhibition team is committed to supporting local artists in the realisation of their exhibition concept. We look forward to receiving your exhibition proposal and presenting your work to local audiences and the many thousands of visitors to the region from across Australia and the globe.



Paul Brinkman  
Manager – Cultural Services  
Blue Mountains City Council

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## ABC OF EXHIBITING AT THE BLUE MOUNTAINS CULTURAL CENTRE

To give interested artists an idea of how an Exposé exhibition will be organised and presented at the Blue Mountains Cultural Centre, the following is an alphabetical listing of guidelines and responsibilities.

Acknowledgements	Exhibitors must ensure they clearly acknowledge Blue Mountains Cultural Centre on all printed material associated with the exhibition. This includes the Blue Mountains Cultural Centre logo, Blue Mountains City Art Gallery Logo, the Blue Mountains City Council Logo and the relevant Cultural Centre sponsor logos. Conversely, the Cultural Centre will ensure exhibitors and their sponsors are clearly acknowledged in publicity material and on signage, using the information provided by the exhibitor.
Advertising	The Cultural Centre will ensure local cultural organisations, media, elected representatives, InSight members and the wider public are informed of your exhibition through the Centre's quarterly magazine, website, press releases, social media, online media and general promotion of Cultural Centre programs e.g. Exhibition program posters. If exhibitors wish to promote their exhibition more broadly through advertising, the costs and coordination of advertising are entirely their responsibility. <b>Exhibitors must gain the Cultural Centre's Artistic Programs Manager's approval of the copy before any advertisements are placed.</b>
Agreement	Exhibitors are required to sign an <i>Exposé Exhibition Agreement</i> . This Agreement outlines the obligations of exhibitors and the Cultural Centre. The <i>Exposé Exhibition Agreement</i> must include a complete list of artworks in the exhibition, including all artwork values for insurance purpose.
Artists	The Exposé Program is open to artists, arts collectives and community groups based in the Blue Mountains City Council Local Government Area. Visual artists working in all mediums are encouraged to apply.
Artwork	Exhibitors must ensure that each of their artworks are clearly labelled with artwork title, year and medium, and signed where possible. This will assist exhibitions staff in identifying your works when placing labels and for sales. The artists must provide a complete list of artworks including details to the Exhibitions Manager at least three weeks prior to the exhibition opening.

## Exposé Program Guidelines

All artworks need to be completed and in a state ready to be exhibited by the delivery due date – this includes D-rings and hanging system. No additional artworks can be accepted into the exhibition after the start of install unless approved in writing by the Artistic Programs Manager.

Artist fees	The Cultural Centre contributes towards the funding of the exhibition with the Exposé Program Artist fee. The fee for 2021 is \$2,500 per exhibition. The Centre will provide limited install materials – subject to negotiation and confirmation in writing by the Artistic Programs Manager and will contribute towards opening costs. Should exhibitors require extraordinary display materials to be constructed by the Cultural Centre, the costs for such material will be subtracted from the Exposé Program Artist fee. The fee will be paid at the conclusion of installation and on receipt of a relevant invoice.
Catalogues	<p>If exhibitors wish to support and document their exhibition through a published catalogue or brochure, all costs of production and printing are entirely their responsibility (this includes the costs of re-printing). Please liaise with the Cultural Centre Artistic Programs Manager should you wish to produce your own catalogue or brochure. The Blue Mountains Cultural Centre can provide a catalogue design template if required. All publications need to be approved by the Exhibitions Manager prior to publishing.</p> <p>The Blue Mountains Cultural Centre-, Blue Mountains City Art Gallery, Blue Mountains City Council – and relevant sponsor logos as well as the credit line: <i>A Blue Mountains Cultural Centre Exposé Exhibition Program</i> must be included in any print material.</p> <p>Please note that exhibitors may choose to have their catalogues available in the exhibition space via a gold coin donation box that the Centre can provide.</p>
Copyright	Exhibitors are required to sign a non-exclusive, non-commercial copyright agreement with the Cultural Centre. This gives the Centre permission to reproduce images for publicity, promotion and educational purposes in relation to their Exposé exhibition. Copyright will at all times remain the property of the artist.
Delivery/Collection	Exhibitors are responsible for all costs associated with transporting work to and from the Cultural Centre. Dates for the delivery of work and collection of work will be provided to each exhibitor. Exhibitors must adhere to Cultural Centre guidelines when delivering and collecting work. <b>Please note that the gallery has no facilities for storage, and reserves the right to charge a daily storage fee for works remaining after an agreed collection date.</b>
Documentation	Exhibitors are responsible for all costs and arrangements associated with photographing their work in the exhibition space. Occasionally the Cultural Centre may require images of your work for reports or submissions. In this

## Exposé Program Guidelines

case, the Cultural Centre will ensure the exhibitor's permission is sought for the reproduction of the work.

**Exhibition title** The exhibition title must be confirmed six months prior to the exhibition opening as the Cultural Centre will start to promote your exhibition up to six months prior to opening. Artists are to notify the Cultural Centre as soon as possible if they wish to change the title of their exhibition.

**Exhibition duration** Generally, Exposé exhibitions at the Blue Mountains Cultural Centre will run for five to six weeks.

**Exhibition space** Blue Mountains Cultural Centre includes the City Art Gallery, a 600sqm gallery space meeting International Museum Standards for climate control and security. Due to the large size of the space, the Gallery will be divided into distinct exhibition areas which facilitate the display of more than one exhibition at a time. The Exhibitions Manager will liaise with exhibitors regarding allocation of gallery space for Exposé exhibitions. Unless noted otherwise the Exposé exhibitions are located in space 3 on the floor plan. (see page 14).

General admittance to the Gallery is \$5 for adults and \$3 concession. Artists may arrange free entry to their guests as long as they are accompanied by the artist.

**Exhibition Layout** The artists will need to discuss their exhibition layout and design (including wall and plinths requirements) with the Artistic Program Manager at least three months prior to installing. The layout will need to be agreed on and signed off by the Exhibitions Manager and can not be changed significantly without prior approval. (See 'Install').

**Equipment (general)** The Cultural Centre has a limited stock of museum standard frames which exhibitors are welcome to use free of charge subject to availability. Please advise the Cultural Centre about framing requirements as early as possible. If you wish to frame your work yourself please seek advice from an exhibitions team member.

**Please note: The cost of mount board supply and window cutting are the exhibitor's responsibility.**

The Cultural Centre is also able to supply plinths depending on availability.

**Equipment (other)** The Cultural Centre has audio visual equipment that can be utilised free of charge upon request and if available. The following equipment can be requested for the duration of the exhibition, subject to availability:

Data Projectors  
LCD television  
DVD players

Laptop computer

Bookshelf stereo speakers

Hanging system	<p>If your work is of a 2D nature and hangs on the wall sufficient hanging system i.e. (D-rings). Hooks need to be placed at equal height to assist with ease of installing. <b>Blue Mountains Cultural Centre reserves the right not to display works supplied without an adequate hanging or display system. Please do not include hanging wires. BMCC will reserve the right to remove any hanging wires if attached to the work.</b></p>
Health & Safety	<p>Cultural Centre regulations that relate to fire, building, planning, conservation and health and safety must be adhered to. Exhibition team members will provide guidance and recommendations within these matters.</p>
Installation	<p>The design and installation of the exhibition is a joint task between the Cultural Centre's exhibitions staff and exhibitors. Artists need to be available for the entire period of installation and de-installation - Tuesday to Friday of the install week. <b>The Cultural Centre reserves the right to have a final say on the placement of work.</b> Group exhibitions should elect a maximum of one or two representatives to liaise with exhibitions staff on design and installation. <b>Once an exhibition has been installed, no object may be moved or withdrawn until the conclusion of the exhibition.</b></p> <p>Exhibitors are responsible for collecting all work and packing material at the end of the exhibition period and are responsible for costs associated with restoring the space to its original condition, e.g. painting, removing/replacing display fixtures etc.</p>
Insurance	<p>Exhibitors are responsible for costs of insurance for work in transit (from studio to Gallery, and return from Gallery to studio). Static insurance cover is provided for the exhibition while it is in the Gallery under the Cultural Centre's Fine Art Policy.</p> <p>For this purpose a list of works, the value of each work and the total value of the exhibition must be provided by the artist/exhibitors to the Exhibitions Manager at least three weeks prior to opening date.</p>
Invitations	<p>The Cultural Centre will manage the design and production of your DL invitation. A proof of the invitation will be sent to you prior to going to print for your approval.</p> <p>Postage of invitations to the exhibitor's friends, family and contacts is the exhibitor's responsibility. The Cultural Centre will provide 50 hard copies of invitations free of charge and an e-copy of the invitation will be sent to the artists. Additional hard copy invitations will be printed at the exhibitor's expense. The Cultural Centre will send an e-invite to the Centre's Contact List including the arts industry, media representatives and InSight members.</p>

**All invites will be posted and emailed at least two weeks prior to the opening.**

Should the artist wish for the Cultural Centre to send e-invites on their behalf they will need to provide the Exhibitions Manager with a contact list at least three weeks prior to opening.

Labels

For each Exposé Exhibition the Cultural Centre will provide, free of charge, wall-mounted artwork labels, a list of works (with prices if applicable) and artist statement as well as vinyl signage for the title of your exhibition. The design and presentation of these panels will be sympathetic to the overall design of the exhibition. It is the responsibility of exhibitors to ensure exhibitions staff receive the correct requisite information for each artwork.

**Label information will only be accepted in an electronic word format (please don't use fancy formatting – we require a basic word document). Hand-written label information is not accepted. It is the Exhibitor's responsibility to spell-check names and titles prior to providing information for label production.**

Maintenance

Cultural Centre staff will ensure your exhibition is well presented throughout its duration and will replenish brochures and straighten artworks etc.

No Nos

Exhibition staff occasionally have to say 'no' to an exhibitor's requests to preserve aesthetic standards.

So please:

**No** red (sold) stickers on labels, the price list or anywhere. The price list will be produced to the Gallery's standard.

**No** promotional material on the wall without approval.

**No** multiple photocopies of price lists in the exhibition gallery.

Openings

Exhibition openings will usually be held on a Friday evening. This will be determined by the program and resources and the Artistic Programs Manager will discuss date and times with the artists well in advance.

*ADMISSION*

Guests to Exposé exhibition openings held on Friday evenings are admitted to the Gallery free of charge.

*ASSOCIATED COSTS*

The Blue Mountains Cultural Centre will provide and cover costs for the opening night set up including: a cash bar, canapés, glass ware, trays, linen and bar staff.



## Exposé Program Guidelines

If Exhibitors require any additional arrangements, such as live music or floral arrangements, this will be at their cost. Arrangements for entertainment must be made with the Artistic Programs Manager two weeks prior to the opening.

### *CATERING*

Catering (Canapés) will be provided by the Cultural Centre for openings. Due to Food Safety regulations Exhibitor's may not provide their own catering.

### *DRINKS*

The Cultural Centre will run a cash bar at the opening (this will partly help to recuperate costs occurred for bar staff and set up). Should the artist wish to give out free drinks to sponsors or friends, this must be pre-arranged and a bar tab paid. (No external alcohol can be provided)

### *COMBINED OPENINGS*

For combined openings of an Exposé Exhibition and touring or Curated exhibition, the Artistic Programs Manager will discuss all arrangements 2-weeks prior. They usually commence at 6pm and the official speeches held between 6.30 & 7pm.

### *OPENER*

Exhibitors are encouraged to invite a guest speaker for their opening. Suggestions for openers should be discussed with the Artistic Programs Manager six weeks prior to the opening. All costs associated with securing the opening speaker are the responsibility of the exhibitor.

### *SECURITY*

The Cultural Centre will supply Security for the opening function if it occurs outside normal Cultural Centre operational hours.

### *RSVP's*

The Cultural Centre is happy to receive RSVP's for exhibition openings please include rsvp to [info@bluemountainculturalcentre.com.au](mailto:info@bluemountainculturalcentre.com.au) in your any invitations. Please contact the Artistic Programs Manager to discuss expected attendances for your event.

### *Payment*

The Exposé Exhibition Program fee invoice must be addressed to Blue Mountains City Council (not Blue Mountains Cultural Centre) and emailed to the Artistic Programs manager upon completion of the exhibition installation. Please note that Council takes between 2-4 weeks to process invoices.

## Publicity

The Cultural Centre will publicise your Exposé exhibition. To achieve this effectively in accordance with our tight PR schedule, the Artistic Programs Manager requires exhibitors to supply:

- A biography (150-300 words) and artist statement (300 words) approx. three months before exhibition opening.
- Exhibition description: 300 words copy and 100 word copy (approx.. three months before exhibition)
- Two - three good quality digital images of works (three month before exhibition)
- Contact telephone number (daytime)
- Other relevant information (provided three weeks prior to the opening)

The Promotions & Retail Manager will use this material to produce and distribute a media release prior to the exhibition opening. While the Cultural Centre will make every effort to maximise media attention, **coverage in the media is not guaranteed for every exhibition.**

Please co-operate with the Cultural Centre in attending interviews, photo opportunities and other media arrangements.

## Public Programs

In order to gain maximum exposure during your exhibition, please consider the potential educational aspects of your work. If you provide information and meet with the Public Programs Coordinator, tour groups will be fully briefed on your ideas, concepts and techniques. It is a requirement of the Cultural Centre that exhibiting artists make themselves available for artist/curator talks to volunteer guides. The Public Program Coordinator will contact the artist(s) at least three weeks prior to the exhibition opening to organise an Artist talk for our gallery volunteers. This is an important opportunity for the artist to speak to the volunteers about the exhibition and artwork and is much appreciated by the volunteers. Artist talks with the general public are also encouraged.

If exhibitors wish to run a workshop to coincide with their exhibition, details should be discussed with the Public Programs Coordinator at least four weeks in advance. Contact the Public Programs Coordinator for further information.

## Report

An Exposé Exhibition Report outlining visitor attendance, public programs and media coverage for the exhibition will be provided to exhibitors after the exhibition.

## Sale of works

The Cultural Centre allows artists to sell the work displayed during the exhibition. This initiative is intended to assist Exposé artists to recoup any exhibition costs, and provide a means for Gallery visitors to support local artists.

**It is not a prerequisite for artists to make their work available for sale through the Cultural Centre.** Indeed, artists may choose to handle sales enquiries themselves, or not offer works for sale. However, the Cultural Centre does not permit exhibitors or their agents undertaking any overt financial transactions (for example, credit card swipe machines and cash boxes) in the exhibition space.

The Cultural Centre charges a commission on all sales it manages. All transactions are to be processed by the Cultural Centre Shop. If you intend to make your works available for sale, you are required to meet with the Promotions & Retail Manager at least two weeks prior to the exhibition to discuss all arrangements and sign your sales contract. Please refer to:

- Sales contract
- Excel template for list of works (we will email this to you)
- Statement by supplier form

## *TERMS AND CONDITIONS*

All works sold during the exhibition will be subject to the Cultural Centre's terms and conditions as specified in the artist's Sales Contract and as follows:

- All works agreed to as available for sale, must remain available for sale at the same agreed price for the duration of the exhibition.
- All sales will occur during Cultural Centre Shop opening hours and works sold during the exhibition will not be released until the close of the exhibition.
- Those works that may be traveling on to other exhibitions or are not available immediately after the close of the exhibition will not be considered for sale.
- The Cultural Centre will add a service fee of 33.3% commission of the artist's wholesale price for each work (GST not included) sold during the period of the exhibition.
- A statement of sales will be provided to all artists at the close of their exhibition detailing works sold and amounts due, to enable the artist to provide the Cultural Centre with an invoice for payment.

## Exposé Program Guidelines

- The Cultural Centre **cannot** make payment without the appropriate invoice from the artist, and undertakes to pay the due amount within 30 days from receipt of invoice.
- The Cultural Centre will not act as an agent for the ongoing sale of works after the close of the exhibition.

### Sponsorship

Blue Mountains Cultural Centre encourages artists to apply for sponsorship and or grants to assist with developing their Exposé Program exhibition. Exhibitors should liaise with the Artistic Programs Manager regarding requests for letters of support. The Centre cannot, however, act as an auspicing agency for grants or sponsorship. The Cultural Centre reserves the right to refuse the promotion of sponsors that contravene the Cultural Centre's Sponsorship Policy.

### Storage

Blue Mountains Cultural Centre is unable to offer any storage facilities. Exhibitors must remove all works and packing material **immediately** after the exhibition unless prior approval has been sought from exhibitions staff.

### Tours

The Cultural Centre hosts a number of tours and group bookings for exhibition viewing. At times, the Cultural Centre may suggest that exhibitors be available to give a talk or demonstration for school groups, volunteers or tourists. Exhibitors are encouraged to assist and support the Cultural Centre by providing this service. Talks and demonstrations are an effective means of promoting and explaining your show.

**Checklist**

Exhibition title confirmed six-months prior	<input type="checkbox"/>
Artist statement/curatorial statement 300 words (three months prior)	<input type="checkbox"/>
Exhibition description 100 word copy and 300 word copy (three months prior)	
Biography 300 words (three months prior)	<input type="checkbox"/>
Images – 3 x high res images for publicity (three months prior)	<input type="checkbox"/>
Artwork titles [title, date, Medium, prices] 3 weeks prior to exhibition opening	<input type="checkbox"/>
Artwork statements [if applicable] 3 weeks prior to exhibition opening	<input type="checkbox"/>
Catalogue/room brochure [if applicable] 1 week prior to exhibition opening	<input type="checkbox"/>
Framing & matts [if applicable]	<input type="checkbox"/>
Hanging system for artworks [if applicable]	<input type="checkbox"/>
Exhibition Install Schedule & Artwork delivery dates confirmed	<input type="checkbox"/>
Promotion and PR for exhibition organised	<input type="checkbox"/>
Special requirements for artwork display	<input type="checkbox"/>
Gallery furniture requirements [plinths & risers]	<input type="checkbox"/>
Electronic equipment requested	<input type="checkbox"/>
DL invitation design	<input type="checkbox"/>
DL invitation printing	<input type="checkbox"/>
Opening speaker confirmed	<input type="checkbox"/>
Opening speaker CV and bio provided	<input type="checkbox"/>
Sales contract [if applicable]	<input type="checkbox"/>
Artist talk confirmed	<input type="checkbox"/>
Entertainment (if applicable)	<input type="checkbox"/>

**Staff Contacts**

Paul Brinkman, *Director*

Sabrina Roesner, *Artistic Programs Manager*

Phone: (02) 4780 5235

Email: [sroesner@bmcc.nsw.gov.au](mailto:sroesner@bmcc.nsw.gov.au)

Rose Stibbard, *Retail and Promotionsy Manager*

Email: [rstibbard@bmcc.nsw.gov.au](mailto:rstibbard@bmcc.nsw.gov.au)

Phone: (02) 4780 5523

Katrina Noorbergen, *Public Programs Co-ordinator*

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Phone: (02) 4780 5675

**For all queries regarding the Exposé Program please email**

Sabrina Roesner, *Artistic Programs Manager*

**[sroesner@bmcc.nsw.gov.au](mailto:sroesner@bmcc.nsw.gov.au)**

**Blue Mountains Cultural Centre Reception Desk Switch: 02 4780 5410**

### Blue Mountains City Art Gallery Floorplan

Exposé Exhibitions are being shown in Space 3

