



Braemar Gallery Exhibition Program Guidelines

Application and Selection Process

Intending exhibitors should submit a complete Exhibition Application Form together with 8 to 10 images in digital format showing a consistent body of work intended for exhibition; a 300 word Exhibition Description, including information on the exhibition theme and concepts, influences, title/ and chosen medium; a current Resume, showing education/training, publications, exhibitions/events by year.

Applications for group exhibitions must have one overall title and may include five images per person but no more than 20 in total.

Applications will be assessed by the Braemar Gallery Management Committee at the close of the application period. Successful applicants will be required to sign an Exhibitors Agreement Form.

Selection Criteria

All exhibition applications are assessed by the Committee against the following criteria:

1. Does the exhibition demonstrate artistic merit and originality? **40%**
2. Is the exhibition concept clear and concise? **20%**
3. Has the artist considered how the exhibition communicates to its intended audience? **20%**
4. Is there adequate support materials including images and artist resume to assess the proposal? **20%**

The Committee reserves the right to refuse applications from exhibitors and/or community groups.

Applicants are urged to view the spaces at Braemar Gallery prior to lodging their applications. Further specifics of the exhibition space can be obtained by emailing: braemargallery@gmail.com

Exhibition Period and Costs

Braemar Gallery has three exhibition rooms. The number of rooms allocated for each exhibition is determined by the Committee. Artists should give an indication how many rooms they prefer. Each exhibition will be allocated either one, two or three rooms. Exhibitions will last for approximately 4 weeks. Gallery Opening times are Thursday, Friday, Saturday and Sunday from 10am to 4pm. Should the artists wish to make themselves available to open and attend the Gallery outside those hours, they will need to discuss this with the Exhibition Coordinators prior to their exhibition opening.

There are no room hire costs associated with exhibiting at Braemar Gallery.

Installation and Supervision

Delivery and Installation of artworks:

Works to be exhibited must be delivered to the Gallery and installed by the artist with the assistance and approval of the Exhibition Coordinators, on the Monday prior to the Thursday of the opening weekend.

The Exhibition Coordinator will curate the exhibition with the assistance of the artist(s).

Exhibitors acknowledge that no items may be taped, blue-tacked or stuck to the walls, floors, or ceilings. Exhibitors may not move or change the lighting. For reasons of public liability insurance, requests for alterations to lighting must be made through the Exhibition Coordinator.

Due to the heritage nature of the building, labelling of artworks directly on the Gallery walls is not permitted. Labelling of artworks is by a number system. Numbers displayed on the skirting board underneath hanging work are to be correlated to a catalogue number. These must be used even if the catalogue contains printed images. Only Artist Statements and Resumes will be displayed in the Gallery Rooms. The Gallery reserves the right not to exhibit individual items, if on arrival on the day of installation they are deemed unsuitable.

Gallery Supervision:

Gallery volunteers will supervise the exhibition during opening hours. Exhibitors are expected to be in attendance at least once per week (Sunday is the preferred day). Exhibitors will nominate their available dates for supervising the Gallery in the Exhibitors Agreement, to be signed prior to the confirmation of their exhibition.

Artwork Sales

Artists have the capacity to sell their artworks during their exhibition, however Braemar Gallery takes no responsibility for the sales of artwork. All artwork sales must go directly through the artist. Please provide your contact details for any potential sales enquiries. Sold artworks may not be removed from the Gallery prior to the close of the exhibition. Artists must handle all aspects of the sale of artworks, including making arrangement for sold work to be collected or delivered following the completion of the exhibition.

Merchandise

The display of associated merchandise, such as art cards and calendars must be approved by the Exhibition Coordinator. Merchandise may only be displayed in the hallway of Braemar House. Such merchandise may be sold via an honour box system, at the exhibitor's own risk.

Invitations, Catalogues and Publicity

Exhibitors are to design and supply their own invitations, artist statement and room brochure with the assistance of the Marketing Coordinator. This collateral must be approved by the Marketing Coordinator prior to printing. Print material must include the Braemar House logo, available from the Marketing Coordinator.

Blue Mountains Cultural Centre will advertise Braemar Gallery exhibitions in the Blue Mountains Cultural Centre e-newsletter, on the Blue Mountains Cultural Centre website, and the Braemar Gallery and Blue Mountains Cultural Centre social media pages. Exhibitors may wish to provide editorial copy and photos of works for the Blue Mountains Gazette Entertainment Pages or 'Along the Highway' (no cost) to the Blue Mountains Gazette at: editorial.bmgazette@ruralpress.com

Unless notified otherwise, the title and images provided with the Application Form will be used for publicity purposes. The Marketing Coordinator in consultation with the artist(s) will chose a key image for promotion of the exhibition. In addition, exhibitors may arrange for their own advertisements in publications at their own expense. All publicity must be approved by the Marketing Coordinator prior to publication. PDF documents can be emailed to braemargallery@gmail.com for approval.

Insurance and Security

The Gallery has alarms set for glass, smoke and entry when closed. All care but no responsibility will be taken by Braemar Gallery for artwork and merchandise on exhibition. Exhibitors are responsible for insuring their own artwork during the exhibition. Exhibitors will not be given a key to Braemar Gallery and access is only available during normal operating hours, unless by arrangement. All Exhibitors are required to follow the directions of Braemar Gallery Volunteers and Committee members with regards to WHS, fire safety, and safe work practices.

Exhibition Opening Function

Exhibition launches are usually scheduled for the first Saturday of the exhibition between 2pm and 4pm. Exhibitors are responsible for coordinating their opening, including any invited guests or guest speakers. Information regarding the opening event is to be provided to the Coordinator a minimum of 2 weeks prior to the launch for marketing and promotional purposes. Tables and chairs are provided by Braemar Gallery to be set up on the veranda. Exhibitors are responsible for setting up and refreshments and beverage catering. Please ensure to clean up after the exhibition opening and take care that all rubbish is removed from the premises and surrounds at the end of the day. Food and drink are not to be served in the Gallery rooms during an exhibition.

Collection of Works

All artworks and associated merchandise must be de-installed and collected on the last day of the exhibition. Sold works need to remain on exhibition until its completion. The artists need to handle all aspects of the sale of artworks, including making arrangement for sold work to be collected or delivered following the completion of the exhibition. The Gallery will not be responsible for loss or damage to uncollected artworks. As there is restricted storage space any works left for more than 14 days will be disposed of as the Exhibition Coordinator sees fit.

For any further information about exhibiting at Braemar Gallery please contact the Exhibition Coordinator via braemargallery@gmail.com