

BLUE MOUNTAINS CULTURAL CENTRE

ALTITUDE PROGRAM

APPLICATION GUIDELINES FOR THE 2025 EXHIBITION PROGRAM

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FOREWORD



JACQUELINE SPEDDING BIOME/HOME 2020 INSTALLATION VIEW AT BLUE MOUNTAINS CITY ART GALLERY. PHOTO: SILVERSALT

Established in 2012, the Blue Mountains Cultural Centre stands as the preeminent arts facility in the upper Blue Mountains, situated on Dharug and Gundungurra Country. Our commitment is unwavering as we deliver innovative, diverse, and distinctive cultural programs to both the local community and visitors to the Blue Mountains. The Blue Mountains City Art Gallery, housed within the Cultural Centre, proudly hosts major touring exhibitions, curated displays, and showcases regional and local artistic expressions.

The Altitude Program is a dedicated platform focused on exhibiting the work of creative practitioners from the Blue Mountains and Western Sydney. We extend invitations for applications from individual artists, curators, and collectives within the region, providing up to four exhibition opportunities annually. Successful applicants have the opportunity to showcase their work in the Blue Mountains City Art Gallery, capitalizing on the resources, marketing, and programming support of one of New South Wales' leading public exhibition spaces.

Exhibiting at the Blue Mountains Cultural Centre offers artists a chance to elevate their artistic and curatorial practice. It involves delving into exhibition concepts, employing professional museum and gallery display techniques, and collaborating with our experienced marketing and public programming team. Beyond being a platform for exposure, it is an opportunity to present one's work and concepts to a broader audience, including local residents and national and international visitors to the region.

We eagerly await the submission of your exhibition proposal and the Cultural Centre team look forward to assisting you to realise your artistic vision and exhibition project.

Katrina Noorbergen Acting Manager – Arts & Cultural Services Blue Mountains City Council

WHAT TO CONSIDER

to give yourself the best chance

CONCEPT

Take time to develop the concept of your exhibition. You should view the Altitude Exhibition Program as an important step in your career as an individual artist, curator 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?

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 exhibition fee of \$2,500 payable on the delivery of their exhibition.

CONSULTATION

The Cultural Centre advises applicants to arrange a meeting with the Curator to discuss your concept and feasibility. The Curator is happy to provide advice on your initial concept. Please phone or email 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.

TIMELINE

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

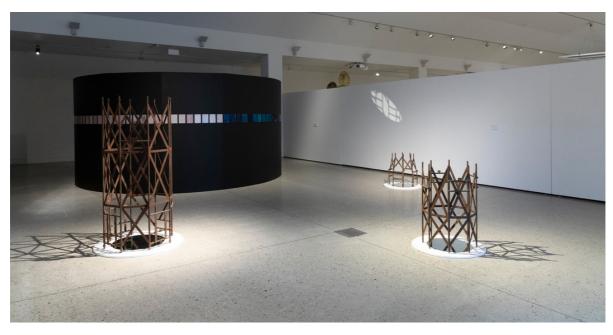
EXHIBITING GUIDELINES

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 relevant Cultural Centre sponsor logos. Likewise, 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 InSight 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. Exhibitors must gain the Cultural Centre's Curator's approval of the copy before any advertisements are placed.



ARTWORKS

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. The artist(s)/curator must provide a complete list of artworks including details to the Cultural Centre's Artistic Program Leader or Curator at least three weeks prior to the exhibition opening.

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

ARTISTS & CURATORS

The Altitude Program is open to artists, curators and collectives residing in the Blue Mountains City Council Local Government Area and Greater Western Sydney Region.

The Greater Western Sydney Region encompasses the thirteen local government areas of Blacktown City, Blue Mountains City, Camden Council, Campbelltown City, the City of Canterbury Bankstown, Cumberland Council, Fairfield City, Hawkesbury City, Liverpool City, the City of Parramatta, Penrith City, The Hills Shire and Wollondilly Shire. Visual artists working in all mediums are encouraged to apply.

If you are a curator, your exhibition proposal must as a minimum reference or relate to artistic practice and concepts relevant to the region. If successful, you will be responsible for the curation, budgeting, production and delivery of the exhibition in consultation with the Cultural Centre's Exhibition Team.



EXHIBITION FEES

The Cultural Centre provides an Altitude Program payment for each exhibition exhibited. The fee for the 2025 Program is \$2,500 per exhibition. The Centre will provide limited install materials – subject to negotiation and confirmation in writing by the Artistic Program Leader or Curator 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 Altitude Program fee with prior consultation. The fee will be paid at the conclusion of installation and on receipt of a relevant invoice addressed to Blue Mountains City Council.

CATALOGUE

Please liaise with the Cultural Centre Curator 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 must be approved by the Curator prior to publishing. All costs associated with the publishing and printing of catalogues or brochures are the responsibility of the exhibitor.

The logos of Blue Mountains Cultural Centre, Blue Mountains City Art Gallery, Blue Mountains City Council and relevant sponsor logos must be included in all print material, together with the credit line: A Blue Mountains Cultural Centre Altitude Exhibition.

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.



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 Altitude Program exhibition and Cultural Centre Program. Copyright will at all times remain the property of the artist.

Occasionally the Cultural Centre may require images of your work/exhibition for reports or grant submissions. By signing the copyright agreement, you are giving permission for images of your work/exhibition to be used for this purpose.

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 installation. Artists/Curators are to notify the Cultural Centre as soon as possible if they wish to change the title of their exhibition.

EXHIBITION DURATION

Generally, Altitude Program exhibitions at the Blue Mountains Cultural Centre will run for six to seven weeks dependant on the year's program.

EXHIBITION LAYOUT

Exhibitors and Curators will need to discuss their exhibition layout and design (including wall and plinths requirements) with the Curator at least three months prior to installing. The layout will need to be agreed on and signed off by the Curator and cannot be changed significantly without prior approval. (See 'Install').

DELIVERY & COLLECTION

Exhibitors/Curators 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.

Generally, artwork delivery is required on the Thursday prior to installation week. Exhibitors must adhere to Cultural Centre guidelines when delivering and collecting work. 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.

EXHIBITION SPACE

Blue Mountains Cultural Centre includes the Blue Mountains 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 is divided into distinct exhibition areas which facilitate the display of more than one exhibition concurrently. The Curator will liaise with exhibitors regarding allocation of gallery space for Altitude Program exhibitions. Unless noted otherwise, the Altitude Program exhibitions are located in space 3 on the floor plan (see page 18).

General admittance to the Gallery is \$5.50 for adults and \$3.20 concession. Artists and Curators may arrange free entry for their guests as long as they are accompanied by the artist or curator.

MAINTENANCE

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

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 Curator 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 / data players & Lupa players, flat screen & HD televisions, shelves, stereo speakers and Ipads

HANGING SYSTEM

If your work is of a 2D nature and hangs on the wall, sufficient hanging system i.e. Drings must be provided. Hooks need to be placed at equal height to assist with ease of installing. Blue Mountains Cultural Centre reserves the right to not 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, and move or change D-rings if needed.

INSTALLATION

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The design and installation of the exhibition is a joint task between the Cultural Centre's exhibitions staff and exhibitors. Exhibitors and/or Curators need to be available for the entire period of installation and de-installation — Tuesday to Friday of the install week. The Cultural Centre reserves the right to have final say on the placement of work.

Group exhibitions should elect only one representative to liaise with exhibitions staff on design and installation. Equally, if you apply as a Curator for an exhibition, you will be the primary point of contact for the Cultural Centre and be responsible for liaising with all exhibiting artist in the lead up, during install and de-install and for the duration of the exhibition.

Once an exhibition has been installed, no object may be moved or withdrawn until the conclusion of the exhibition, unless under extraordinary circumstances.

Exhibitors are responsible for collecting all work and packing material at the end of the exhibition period and are responsible for costs associated with any extensive restoration of the space required to return it to its original condition, e.g. painting, removing/replacing display fixtures etc.

INSURANCE

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 Insurance Policy.

To activate static insurance at the Cultural Centre, 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 Artistic Program Leader at least three weeks prior to the exhibition opening date.

INVITATIONS

The Cultural Centre will design and distribute your exhibition opening e-invitation. To maintain the Altitude Program's graphic identity, all invitations will adhere to a set design template.

The Cultural Centre will provide an e-invitation to all exhibitors and curators for distribution. The Cultural Centre will send an e-invite to the Centre's Contact List including the arts industry, media representatives and InSight members. All invites will be emailed at least two weeks prior to the opening. DL invitation production and printing costs (50 hard copy invites) are also available for exhibitors. Please discuss with the curator at least six weeks prior.

LABELS

For each Altitude Program Exhibition the Cultural Centre will provide wall-mounted artwork labels, a list of works and artist statement as well as vinyl signage for the title of the 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. It is the Exhibitor's/
Curator's responsibility to spell-check names and titles prior to providing information for label production.

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.

NO NOS

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

Please note:

No red (sold) stickers will be placed on labels in the Gallery space. If an artist requests a price list, it will be produced in the Gallery's standard format.

No promotional material will be placed in the Gallery without approval.

No multiple photocopies of price lists will be available in the exhibition gallery.



ALTITUDE PROGRAM FEE PAYMENT

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

PUBLICITY

The Cultural Centre publicises all Altitude exhibitions. To achieve this effectively in accordance with our tight PR schedule, the Cultural Centre Curator requires exhibitors to supply:

- A biography (150-300 words) and artist/ curator statement (300 words) approx. three months before exhibition opening.
- Exhibition description: A long version 300 - 450 word copy and a short version of 100 word copy (approx. three months before exhibition)
- Two to 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 Marketing & Promotions Coordinator 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

To gain maximum exposure during the exhibition, please consider the potential educational aspects of the work on show.

Exhibitors are asked to meet with the Public Programs Coordinator well before the exhibition to discuss potential public program activities that can be associated with the show. It is a requirement of the Cultural Centre that exhibiting artists make themselves available for one (1) Artist/Curator Talk to the public and one (1) 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 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 two months in advance. Please contact the Public Programs Coordinator for further information.

SPONSORSHIP

Blue Mountains Cultural Centre encourages artists to apply for sponsorship and/or grants to assist with developing their Altitude Program exhibition. Exhibitors should liaise with the Curator regarding requests for letters of support. The Cultural Centre cannot, however, act as an auspice 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.

SALE OF WORKS

Artists may choose to handle sales enquiries themselves, or not offer works for sale. If an exhibitor intends to make works available for sale, they are required to meet with the Curator at least two weeks prior to the exhibition to discuss all arrangements and sign a sales contract.

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.
- 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 not act as an agent for the ongoing sale of works during or after the close of the exhibition.

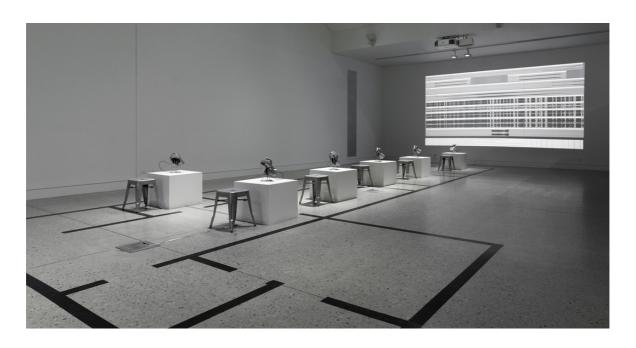
EXHIBITION REPORT

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

SERVICES

a breakdown of gallery services available to exhibitors

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



OPENINGS

Exhibition openings will usually be held on a Friday evening and often in conjunction with other Blue Mountains City Art Gallery exhibitions. Openings commence at 6pm with official speeches held between 6.30 & 7pm. Exhibition opening event dates will be coordinated with other events and activities at the Cultural Centre. Date options will be discussed with exhibitors well in advance.

ADMISSION

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

ASSOCIATED COSTS

The Blue Mountains Cultural Centre will provide the opening night set up, including: a bar, canapés, glassware, trays, linen, and bar staff. If Exhibitors require any additional arrangements, such as live music or floral arrangements, this will be at the exhibitor's cost. Arrangements for entertainment must be made with the Artistic Program Leader 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 & eftpos bar during the opening event. Should the exhibitor wish to provide complimentary drinks to sponsors or special guests, this must be pre-arranged and a bar tab paid. (Only alcohol supplied by the Cultural Centre may be served on-site)

RSVPS

The Cultural Centre will generate an Facebook page for exhibition openings, and gather email RSVPs. Please contact the Artistic Program Leader to discuss expected attendances for your event.

YOUR PROPOSAL

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 artistic and/ or curatorial 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! There are also restrictions on the size and weight of works in the gallery. 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 Altitude exhibitions will hang alongside major national and international touring exhibitions. The highest standard of presentation and display is required.



PROPOSAL

To exhibit at the Blue Mountains City Art Gallery you must complete the online application form with the required support material, on or before **midnight**, **Sunday 11 February 2024**. The Curator can answer questions regarding proposals over the phone or by appointment prior to the deadline.

Proposals received after midnight, Sunday 11 February 2024, unless postmarked before or on that date, will not be accepted.

APPLICATION PROCESS

Please fill in our online form via the link: **2025 Altitude Program Application**

If you are unsure please contact hpoynton@bmcc.nsw.gov.au

ASSESSMENT

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

After the closing date the Artistic Program Leader and Curator convenes with the Altitude Program Assessment Panel to assess proposals. The Panel comprises the Artistic Program Leader, Curator, an independent industry consultant, and a representative of the Cultural Centre Advisory Committee and community representatives selected for their experience and expertise in the area of visual arts.

Applications from artists, curators and collectives who have exhibited in the previous twelve months with the Altitude Program will not be considered the following year.



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 outline.

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 a group or collective, have you included all artists' contact details?
- Have you included an artist's CV or all artists in your group's CVs?
- Have you included a 5 10 good quality images?
- Have you included image caption details?
- Is your application signed?



CRITERIA

when assessing proposals, the Altitude Program Selection Panel uses the following criteria

- Is there sufficient support material?
- Does the exhibition demonstrate artistic merit and originality?
- Is the rationale clear and concise with its intent?
- How does this exhibition further the artists' artistic practice?
- 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?
- Has the gallery space been taken into account
- Has the audience been considered when developing the exhibition?



EXHIBITION CONFIRMATION

1. 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. If you have not received a confirmation email by Tuesday 13 February 2024, contact Hayley Zena at hpoynton@bmcc.nsw.gov.au

2. CONFIRMATION

Once an exhibition has been accepted, exhibitors are advised of their success in an email 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.

3. FIRST MEETING

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

4. 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 Curator immediately.

5. AGREEMENT

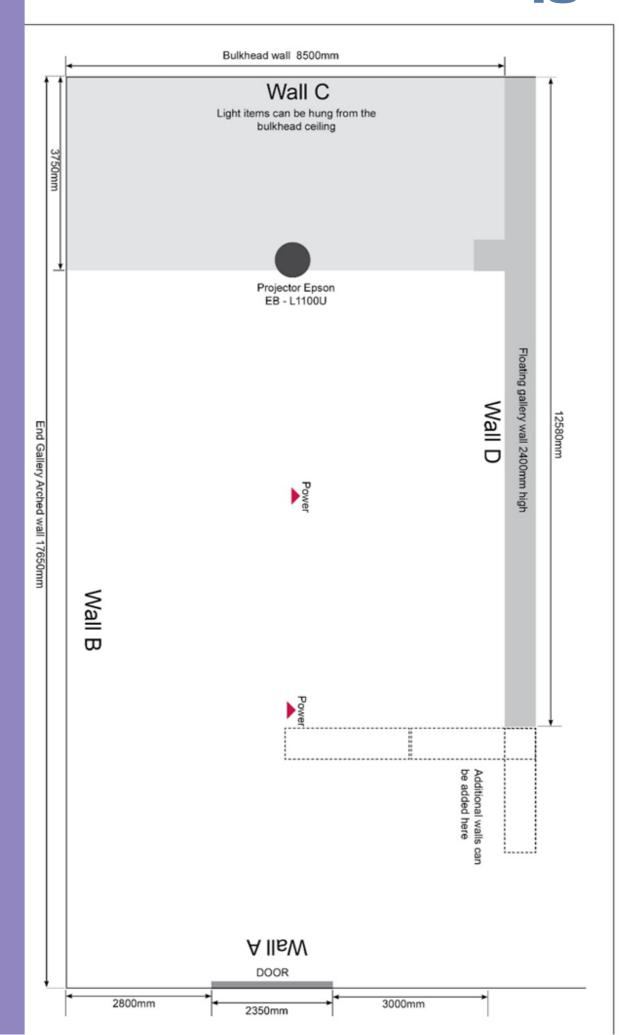
Once dates are confirmed an agreement will be sent for exhibitors to read through carefully and sign. An Altitude Exhibition Agreement signed by the exhibiting artist/s and the Manager of Arts and Culture will formalise the exhibition at the Blue Mountains City Art Gallery.

6. COUNTDOWN

The Curator 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.

7. STUDIO VISIT

If applicable the Curator 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.



STAFF CONTACTS

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For all queries regarding the Altitude Exhibition Program please email Hayley Zena Poynton, Curator





