

# Exhibition Guidelines & Application Form

Thank you for your interest in holding an exhibition at the Feilding and District Art Society.

## Application Process

We ask that you read over the information attached. If you would like to hold an exhibition and are happy to commit to the following guidelines and timeline, please complete the application form and return it to us with the required information and images. Please keep the guidelines and timeline (that's everything but the two-page application form) so that you have a record of what you will need to do if your application is accepted.

Please note that it could take up to five weeks for us to respond to your application as applications are presented to a committee for consideration. The committee members meet on a monthly basis.

If your application is accepted, you will be required to pay the gallery rental fee to secure your booking. Once the fee has been received, we will contact you and let you know that your exhibition is confirmed.

## Exhibition Fees

- Gallery rental is charged at \$30 (GST incl.) per zone (see plan on following page), per week. This is to be paid in advance in order to secure your booking and is non-refundable.
- Commission on sales is 30% for members of the Feilding and District Art Society or 40% for non-members. If you are interested in becoming a member please ask for a membership form.

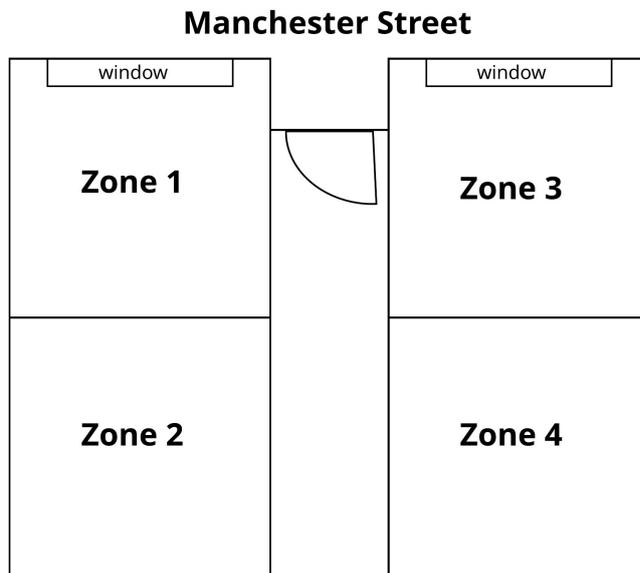
## Exhibition dates and space

Generally, exhibitions run for a period of 3 weeks. We ask that you indicate on the application form the time of year that you would like to hold your exhibition and let us know any dates that definitely don't work for you.

In our efforts to support artists, we try to offer the opportunity to exhibit to as many artists as possible throughout the year. As we are sure you understand, planning the exhibition calendar takes some serious juggling as we try to work with artist's preferred time of year and also present a varied and interesting year of exhibitions to the public. Please don't be offended if we are unable to offer you an exhibition at this time.

If you would be able to exhibit at short notice in case of a cancellation, please indicate this.

The Art Centre is divided into the following 4 zones, of which, zones 1, 2 and 3 are available for hire. Each exhibition may apply to hire a maximum of two zones. We suggest that you visit the Art Centre to view the space available.



\*This plan is purely to indicate zones and is not to scale

Zone 3 is an excellent choice for crafts as it has shelving on the side walls and has the same sized street frontage as Zone 1.

We may offer you the opportunity to exhibit at the same time as another artist, for example, if you are exhibiting pottery and require shelving to display your work, we may offer you Zone 3 whilst a photographer exhibits in Zone 1. This is a fantastic opportunity for even more people to appreciate your work due to the combined increase in visitors.

The Art Centre has free standing screens, a range of different sized plinths and display easels available for use at no extra charge.

### **Group Exhibitions**

If you plan to hold a group (more than one artist) exhibition, please nominate a spokesperson for the group. This person will be the main contact and responsible for passing on information to the other artists, organising group meetings if required and ensuring that everybody is adhering to the timeline.

Please share the Exhibition Guidelines with each of the group members so that they understand the process of holding an exhibition, the benefits they receive and their commitments.

### **Work that is 'not for sale'**

If more than 50% of your exhibition works are not for sale, you may incur an advertising surcharge. The amount will be advised upon acceptance of your application.

## Advertising

The Arts Centre will do the following advertising on your behalf:

- Design and provide 10 x A4 exhibition posters for the artist to distribute.
- Display posters in the Art Centre window, the Feilding Information Centre and 2 x council noticeboards in Feilding.
- An advertisement in the Feilding Herald (usually the Thursday before your exhibition opens).
- Post on Neighbourly community noticeboard which is emailed to over 19,260 local community members.
- Eventfinder listing – which is also published on the Feilding Information Centre and Palmerston North Information Centre's websites.
- Exhibition listing placed in the AWA Events Guide.
- Community notices on More FM, The Breeze and Newstalk ZB.
- Facebook posts advertising your exhibition on the Feilding and District facebook page. These posts are shared on various local community facebook pages as well as within several local and national art-focused facebook groups.

Whilst yes, we do some advertising for you – the most successful exhibitions are always the ones where the artist applies effort to promote their own exhibition.

Some simple tips are:

- Promote your exhibition on your personal (and professional if you have one) facebook page.
- Follow @Feildingart on Facebook and share our posts about your exhibition. By sharing the posts with friends and family, groups that you belong to and pages that you follow, you can let a huge audience know about your exhibition.
- We are able to print an extra 30 x A4 posters for you if you are happy to commit to making the time to distribute them in Feilding and Palmerston North. Local libraries and supermarkets will display your poster on their noticeboards but if you have the time (or a small team to help you) a great way of distributing posters is to ask local cafes and business if they are happy to put a poster up instore or in their window.
- We are happy to send a PDF of the exhibition poster to you. You may like to email it to your contacts, friends and family.

## The set-up and opening of your exhibition

We ask that you make an appointment to meet with us at the Art Centre in the week leading up to your exhibition to discuss your exhibition layout and what free standing screens and other display items you might require.

On the day of your exhibition set-up a volunteer from our exhibition team will be available to show you where things are and to assist you in small ways, however it is your responsibility to set up your own exhibition. Our exhibition volunteers are very experienced and are happy to offer advice, if you wish.

It is a requirement that before you bring your exhibition artwork to the Art Centre, it is finished and ready for hanging, complete with D-rings and cord. Nails are not to be used for mounting artwork to walls. Each item must also have a swing tag attached with the artists name, name (or number) of the artwork, medium and full selling price.

Fibre work must have a care and content label attached.

If you wish to hold an opening for your exhibition, we suggest a Sunday afternoon or early evening event preceding your exhibition opening to the public. You must provide your own food and refreshments. We can provide trays, serving plates, bowls and glasses. We will advise the Art Centre members of your exhibition opening celebration but generally openings are attended by friends and family of the artist as a celebration of you and your wonderful art.

### **Payment for sales**

Payment for the sale of artwork, minus the 30% or 40% commission, will be paid to the artist via direct debit on the 20<sup>th</sup> of the month following the completion of the exhibition. On occasion, artwork is purchased via layby and in this instance the payment to the artist will be made on the 20<sup>th</sup> of the month following the final payment from the purchaser.

Please note that sold artworks remain on display until the completion of the exhibition. Once the exhibition ends, sold artworks are stored until the purchaser is able to collect.

### **Insurance**

The Feilding and District Art Society will take all care but accepts no responsibility for any loss or damage which may occur to your works. Artists should arrange their own insurance.

### **Timeline**

The Art Centre is entirely run by volunteers who very generously give their time to ensure the success of **your** exhibition. Please treat them with the respect and appreciation that they deserve. Many of their volunteer hours are fitted in around jobs, family, their own art practices and other commitments, and for this reason it is crucial that you adhere to the timeline provided on the next page and supply information by the appropriate deadlines so that tasks can be completed on schedule to ensure a smooth running and successful exhibition.



# Exhibition Timeline

## 5 weeks before your exhibition

1. Provide our marketing volunteer with a minimum of 5 print-quality photos of the very best pieces in your exhibition, a detailed artist's biography and final overview of the exhibition. The more information you provide us with, the better we can promote you and your work. We are happy to offer you some guidance on these, let us know if you require our assistance.
2. Provide us with your exhibition title and any other information that will assist us in marketing your exhibition.
3. Decide if you are going to hold an opening celebration.

## 2 weeks before your exhibition

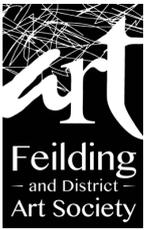
1. Have a plan for distributing posters and let us know when you require the posters and how many.
2. Provide bank deposit details so that we have them on file for payment of sold work.
3. Invite your contacts, friends and family to your exhibition opening.
4. Make an appointment to visit the Centre to plan the layout of your exhibition.
5. Supply a final master list of exhibition pieces so that price labels can be made. No further changes will be accepted.

## 1 week before your exhibition

1. Attend your appointment at the Art Centre to plan the layout of your exhibition and decide what display items are required.
2. Confirm the time for your exhibition set-up.

If you have any questions regarding exhibitions please don't hesitate to email our exhibitions team directly: [exhibitions.fadas@gmail.com](mailto:exhibitions.fadas@gmail.com)

Please send marketing information to: [marketing.fadas@gmail.com](mailto:marketing.fadas@gmail.com)



# Exhibition Application Form

\*Group exhibitions - if more than one artist will be exhibiting, please choose a spokesperson for the group to complete this form.

Name \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_ Instagram \_\_\_\_\_

Website \_\_\_\_\_ Facebook page \_\_\_\_\_

Are you a member of the Feilding and District Art Society? \_\_\_\_\_

Preferred time of year for your exhibition (please circle and include which year).

Jan-Mar Apr-Jun Jul-Sep Oct-Dec Year \_\_\_\_\_

Are there any dates during that period that are not suitable? \_\_\_\_\_

If we are unable to offer you an exhibition during your preferred time but could offer you another time of year, would you be interested? \_\_\_\_\_

Are you able to exhibit at short notice in the event of a cancellation? \_\_\_\_\_

Are you applying to hold a group exhibition (more than one artist)? \_\_\_\_\_

What are the full names of the other artists?

\*Please note that we may require further information about the individual artists but will be in contact if this is the case.

Exhibition zone/s you wish to apply for (a maximum of two) \_\_\_\_\_

Will any of the work be 'not for sale'? What percentage of works? \_\_\_\_\_

Please attach the following:

An artist bio.

An overview of your intended exhibition.

A minimum of 4 images of your artwork.

Application checklist

I have read and understood the Exhibition Guidelines and timeline provided.

I have attached an artist bio.

I have attached an overview of my intended exhibition, including medium and theme.

I have attached a minimum of clear 4 images of my artwork.

By signing this application, you are agreeing to adhere by the Exhibition Guidelines and Timeline, should your exhibition be accepted.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please email your completed Exhibition Application Form to: [exhibitions.fadas@gmail.com](mailto:exhibitions.fadas@gmail.com) or deliver to the Centre in an envelope marked 'Exhibitions'.

Applications can be posted to:

Exhibitions

Feilding and District Art Society

104 Manchester St

Feilding 4702