



Atwell Gallery

Exhibitor Information



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Atwell Gallery

Where art is an experience.



EXHIBITION PROGRAM

Atwell Gallery is located on the beautiful foreshore of the Swan River in Alfred Cove at Atwell House. The Gallery offers artists and the community a unique connective gallery experience.

The exhibition program seeks to provide a diverse range of art and cultural exhibitions and activities in a professional gallery environment engaging the whole community and groups.

We welcome proposals from emerging and professional artists who are interested in exhibiting in our gallery in 2022 - 2023

The Atwell Gallery additionally looks to actively develop in synergy exhibitions and partnership projects to engage broader relevance in the community at large.

WHAT YOU NEED TO KNOW

Duration of Exhibitions

Atwell Gallery exhibitions are flexible to your needs. Unique to the Atwell Gallery is that we have a 10-day week, including two weekends. Friday to the following Sunday.



Artist Clive Eger

The Gallery Space

Atwell Gallery exhibition space is 74.55 sqm and has a display hanging area of 43 linear metres. The gallery is a conventional rectangle, dimension 10.5m x 7.1m. There are two mobile walls that can be positioned with your curation and painted as a feature wall should you require.

Gallery plinths the use of all hanging devices and display easels are available for your exhibition at no extra cost.

Fee Schedule

The gallery can be hired out as self-managed space or managed by the gallery.

When self-managed the hirer is responsible for: -

- Exhibition promotion (including invitations).
- Insurance of artworks in transit and in the gallery.
- Exhibition setup (including hanging, labelling, and printing catalogues).
- Private advertising additional to gallery advertising.
- Painting of small feature walls should the exhibitor require.
- Gallery attendance during the exhibition opening hours, including weekends.
- Opening night – available facilities can be used so long as they are left clean and tidy for use the next day.
- Taking sales of artwork.
- Leaving the gallery empty, clean, and tidy and secured at the end of the exhibition, ready for the next exhibition to be setup.
- Closing on Sunday and outside of office hours.

Fee structure for **whole gallery** self-managed space.

Duration of exhibition	Days	Fee self-managed by exhibitor
1 week	10-day week	\$800
2 weeks	14 days	\$1,100
3 weeks	21 days	\$1,600
4 weeks	28 days	\$2,200

Self-managed fee covers:

- Gallery hire for the duration of the exhibition.
- Electronic mail out to our mailing list members and VIPs.
- Exhibition promotion (online and in printed media)
- Utilities.
- Use of plinths and easels.
- Use of precincts kitchen.
- Access for the exhibitor to paint small feature walls any colour of exhibitors' choice.
 - **The fee covers Gallery hire only.**
- Should the exhibitor require hand painted signage for the highway there is an additional cost of \$150

When managed by the gallery the gallery is responsible for: -

- Exhibition setup & curation (including hanging, labelling, and printing catalogues).
- Gallery attendance during exhibition opening hours, including weekends.
- Hosting the opening night.
- Providing a MC for the opening event.
- Taking sales of artwork.
- Painting of small feature walls should the exhibitor require. Hirer to supply the paint
 - **The fee covers Gallery Hire only**

Fee structure for **whole gallery** when managed by gallery.

Duration of exhibition	Days	Fee managed by Gallery
1 week	10-day week	\$1,200
2 weeks	14 days	\$1,680
3 weeks	21 days	\$2,300
4 weeks	28 days	\$2,900

Managed by gallery fee covers

- Gallery hire for the duration of the exhibition.
- Electronic mail out to our mailing list members and VIPs.
- Exhibition promotion online, website, social media, and print.
- Hand painted signage on highway.
- Should the exhibitor require, we will paint small feature walls any colour of exhibitors' choice. Exhibitor to supply the paint.
- Installation and curation of exhibition.
- Use of plinths and easels.
- Cost of utilities.
- Hosting Opening night.
- Providing an MC for your event.
- Providing gallery volunteers for your event.
- Cleaning after event.
- Use of precincts' kitchen.

Additional quoted costs:

Should the exhibitor require catering for the opening night event, a quote will be provided upon RSVP and attendance expectations.

A non-refundable 20% deposit is required to confirm your booking and the balance is payable at least 2 weeks prior to the exhibition.

Half Gallery Hire

Duration of exhibition	Days	Fee Self- managed		Fee managed by gallery	
		Gallery A	Gallery B	Gallery A	Gallery B
1 week	10 days	\$450	\$350	\$650	\$550
2 weeks	14 days	\$630	\$530	\$890	\$790
3 weeks	21 days	\$850	\$750	\$1,200	\$1,100
4 weeks	28 days	\$1,120	\$1020	\$1,500	\$1,400



Artist Bridget Seaton

Application Process

To apply for an exhibition please submit the following:

- A completed and signed Exhibition Application form
- Exhibition Rational: describing proposed exhibition and key themes/ concepts to be submitted as a Word document.
- Resume of exhibiting artists / organisation
- 6–10 high resolution JPEG format digital images of recent works

Exhibitions are programmed up to 12 months in advance.

Confirmation of exhibition

Upon confirmation of your exhibition dates you will be invoiced for Gallery hire charges. A deposit of \$20% is required to be paid on confirmation for your booking to be secured.

Cancellations less than 2 months in advance forfeit their deposit.

Gallery hire charges must be paid a minimum of two weeks prior to your opening.

Cancellations due to COVID or matters beyond control to timeline revised.

Delivery of Works

Exhibitors are required to deliver their work to the Atwell Gallery as arranged prior to their exhibition opening and to collect their work on the Monday morning after the closing date of the exhibition.

Exhibitors are responsible for all costs associated with transit of the work.



Artist Tamayo Leahy

Installation

- The Gallery Manager will assist with the installation of an exhibition where required.
- The Gallery has an installed hanging system which will be used for the installation of works where appropriate.
- Installation requirements that include fixing works to the floor, walls or ceiling of the Gallery, or altering the space in any way, need to be discussed and agreed upon with the Gallery Manager.
- The Gallery has a range of plinths which can be used by exhibitors by negotiation prior to the exhibition.
- Exhibitors need to ensure that framed works or works on canvas have d-hooks fixed with wire on the back of works for hanging.

The Gallery is unable to provide storage facilities.

Exhibition Opening

- The date and time of the exhibition opening must be negotiated with the Gallery Manager.
 - Please advise the gallery manager of your guest speaker.
 - A Gallery staff member will MC the opening unless coordinated otherwise by prior arrangement.
- Catering arrangements must be discussed with and agreed to by the Gallery Manager.
 - No sale of Alcohol.

Exhibitor Information

The exhibitor is required to provide:

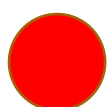
- A biography about each artist involved or, for group exhibitions, about the coordinating organisation.
- An artist statement about the work in the exhibition.
- 2-4 sentences summarising the exhibition and 1-2 graphics (JPEGs of artwork) for inclusion on invitations.

The Gallery may use this information in the production of the press release, exhibition text for the Gallery, Opening invitations and flyers.

- The Gallery is prevented by law to disclose personal information about exhibitors to members of the public unless given permission to do so.

Promotional Material

- The Gallery will promote through our data base electronically the exhibition and Opening invitations. The gallery will also promote on our website and social media platforms.
- The exhibitor is also encouraged to undertake their own promotions, and ensure that the Atwell Gallery are clearly acknowledged on all printed material. The Melville Arts @ Atwell House logo will be supplied to exhibitors for promotional purposes.
- All printed material arranged by the exhibitor must be approved by the Gallery Manager before printing.
- The Gallery will ensure exhibitors and their sponsors are clearly acknowledged in publicity material and on signage.



Sale of Artwork

- The Gallery uses red dots to indicate sales.
- Sales are recorded on a master copy of the List of Works at the front counter.
- NO COMMISSION is taken from sales for hired exhibitions.
- There is a 5% surcharge for the use of the eftpos facilities on self-managed exhibitions.
- There is no surcharge for a Gallery managed exhibition.
- Artworks that sell during the exhibition must stay on display until the end of the exhibition.
- Purchasers need to provide 20% of the artwork's purchase price as a non-refundable deposit to secure the artwork.
- Full payment is required before the artwork can be collected.
- No refund or exchange can be made once the deposit has been received. A refund is only possible for reasons nominated by the Gallery.
- Due to limited storage space, collection of the artwork must take place within **two days** after the closure of the exhibition.
- The purchaser may collect the work personally or arrange with staff to organise COD delivery, or the purchaser may arrange and pay a carrier and confirm details with the Gallery.

Public Relations

Where possible, it is encouraged that exhibitors conduct an "Artist in Residence" schedule as part of the exhibition program. A designated space can be provided for this activity at no extra cost.

The Gallery Manager is responsible for these public programs and will negotiate these with exhibitors.

Meet our People

A series of three meetings between the exhibitor and the Gallery Manager will be held in the months prior to the exhibition to finalise all preparations. In preparation for these meetings, it is recommended that the exhibitor consider any questions they may have and email these to the Gallery Manager brendaellen@atwellarts.com. A schedule of meeting dates will be sent to the exhibitor upon confirmation of booking.

Thank You for Your Expression of Interest & we look forward to supporting you and your art practice.



586 Canning Highway, Alfred Cove, WA
Office hours: 9-4 Mon - Fri
Gallery hours: 10-4 Mon - Sat, 1-4 Sun

Telephone: (08) 9330 2800

Postal Address: PO Box 27 APPLECROSS WA 6953

Useful Links:

www.melvillearts.com.au

www.instagram.com/atwellartscentregallery/

Melville Arts @ Atwell House acknowledges the Bibbulmun people as the Traditional Owners of the land on which the City stands today and pays its respects to the Whadjuk people, and Elders both past and present.