

FAC EXHIBITION APPLICATION PACK

FAC > Curved Wall Gallery

Cube 37 > Cube Gallery



Curved Wall Gallery



Cube Gallery

Enquiries:

Milla Dakovic | Visual Arts Officer | 03 9784 1896 | milla.dakovic@frankston.vic.gov.au

FAC is a Business Unit of Frankston City Council

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This document provides information about Frankston Arts Centre (FAC), Curved Wall and Cube Gallery spaces for hire and the application form you will need to submit to be considered for an exhibition space. It also includes detailed information about the application and selection process, hire costs and FAC exhibition policy.

Please read this document carefully and keep it as a reference for the terms and conditions of exhibiting at FAC. All emerging to established artists, curators, educators and groups are encouraged to apply.

ABOUT FAC

The FAC is a purpose-built performing and visual arts venue. It is one of the largest outer metropolitan arts venues in Australia incorporating an 800-seat theatre, 5 exhibition gallery spaces, a large function centre, 192-seat black box theatre and a creative arts hub.

The Centre attracts approximately 250,000 visitors through its doors each year. Over 50% of visitors come from outside the Frankston municipality, most notably from the Mornington Peninsula and Westernport regions, as well as Melbourne's bayside and along the EastLink route to Ringwood.

Renowned for its diverse range of theatre, visual and digital arts from local, national and international artists, FAC's mission is to provide and inspire creative experiences that strive for positive community participation and engagement.

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GALLERY SPACES @ THE FAC

Exhibition spaces available for hire at FAC include the professional gallery space of Cube Gallery in the smaller adjoining venue of Cube 37 and the high exposure Curved Wall Gallery in the main foyer of the FAC.

Access the world class facilities of the FAC and its audience for your exhibition event. Showcase your creativity in a highly frequented and dedicated arts venue at the epicentre of cultural activity on the Mornington Peninsula and surrounds.



Curved Wall Gallery

1. FAC > Curved Wall Gallery

Located in the foyer to both the main theatre and function centre, this is a high exposure area reaching a large volume of visitors attending a diverse range of theatrical and corporate events. Generally used to showcase established artists, this gallery is ideal for 2D artworks that can be hung on a wall using the FAC's existing hanging tracks with wires and hooks.



Cube Gallery

2. Cube 37 > Cube Gallery

Cube Gallery is ideal for new and emerging artists and community groups seeking a professional gallery space and platform to exhibit their artwork. Highly versatile and a custom designed exhibition space; Cube Gallery is suitable for exhibiting a wide variety of art forms including paintings, photographs, sculptures and digital art.

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OPENING HOURS

In addition to the advertised opening hours below, exhibitions are also viewed by patrons during irregular hours at FAC and Cube Galleries while visiting other onsite events.

Monday to Friday 9am – 2pm (FAC Gallery)
Tuesday to Friday 9am – 5pm (Cube Gallery)
Saturday 9am – 2pm (Cube Gallery & FAC Gallery)

Closed public holidays, select dates during holiday periods or day after a Friday Public Holiday*

Cube Gallery has a designated reception area and gallery attendant present during opening hours. In the Curved Wall Gallery exhibitions are not supervised by dedicated exhibition staff, however general FAC staff members are present in the building during opening hours and onsite events.

EXHIBITION OBJECTIVES

The objectives of the Curved Wall Gallery and Cube Gallery are:

1. Support emerging artists
2. Provide a forum for community engagement
3. Promote ethical and diverse art practices
4. Develop and promote the cultural identity of Frankston region
5. Provide a forum for artists to build networks
6. Increase accessibility to arts and culture for the community of Frankston

SELECTION PROCESS

FAC and Cube Galleries are managed by the Visual Arts Officer of the Frankston Arts Centre, who is guided by the FAC Programming Committee.

Successful applicants will be notified once an appropriate exhibition date comes available.

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SELECTION PROCESS cont.

Applications are assessed on a number of criteria:

1. Ability to clearly communicate the exhibition idea
2. Artistic Ability
3. Rationale behind the exhibition concept
4. Technical competence of the artist

The gallery spaces at the Frankston Arts Centre are housed within multipurpose venues that are free entry and open to the public. Therefore all artwork exhibited is required to be suitable for viewing by all ages and the general public. The Programming Committee of the Frankston Arts Centre therefore reserves the right to preview, and if necessary request the removal of any artwork it considers inappropriate for exhibition. Offensive, inappropriate or libellous material shall not be displayed.

To avoid problems in this regard, communication and consultation with the Visual Arts Officer is vital prior to the exhibition. Hirers who feel they have to cancel an exhibition because their proposed exhibits do not meet the Frankston Arts Centre's standard of what is deemed appropriate for display in a community arts centre will have their deposit reimbursed as long as the decision is made within 30 days of the commencement of the exhibition.

EXHIBITION COSTS

\$1500 – Curved Wall Gallery

- Based on standard 8 week gallery hire in high exposure thoroughfare
- Exhibition promotion through standard marketing channels used by FAC
- Consultation/advice for exhibition installation
- Artwork sales through box office (25% FAC commission)
- Standard Vinyl lettering (Artists name and title of exhibition)

\$750 – Cube 37 Gallery

- Pricing based on minimum 4-week gallery hire
- Extra weeks charged pro rata (maximum 6 week hire)
- Exhibition promotion through standard marketing channels used by FAC
- Staff supervision during opening hours
- Consultation/advice for exhibition installation
- Artwork sales through box office (25% FAC commission)
- Standard Vinyl lettering (Artists name and title of exhibition)

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FINANCE

- A non-refundable deposit of \$150 is payable upon acceptance of your application and the date offered by the FAC. Your exhibition is confirmed once this deposit has been paid. The balance is due within 14 days of receiving an invoice from the FAC once your exhibition has concluded at the FAC.
- In the event of cancellation, a deposit will not be returned and any additional costs that have been incurred will be charged to the exhibitor.

BEFORE THE EXHIBITION

- Submit a complete application form (attached to this information pack) along with all details and images of your artwork (include your promotional hero image or logo minimum 1MB).
- Payment of \$150 deposit once your application has been accepted and a date offered by the FAC.
- Submit the signed Agreement within 14 days of receiving it.
- Provide content for promotional materials including exhibition title, artist statement, high-resolution images (minimum 1MB) and a 100 - 250 word media release statement along with the signed Agreement.
- If you are using any external marketing channels, or using Frankston Arts Centre logos, all promotional material including these logos must be approved by the Visual Arts Officer prior to publication.
- Provide an electronic item list of artwork details, sales price (inclusive of 25% commission) and fill in the 'artwork label' template provided by the FAC.

INSTALLATION

- The artwork to be exhibited must be delivered on the designated morning of installation. The majority of your install must be complete by 5pm that day.
- Transportation costs are the responsibility of the exhibitor.
- The exhibitor must provide an electronic list of all artwork displayed along with the titles and final sale prices (if applicable) of each work two weeks prior to the exhibition opening date. This list will be checked against what is labelled in the exhibition and submitted to the box office for sale.
- It is the exhibitors' responsibility to hang and install their own exhibition. The FAC's Visual Arts Officer is available for advice and supervision at no extra cost. However if labour is required for your install, the paid assistance of FAC exhibition staff is required, adequate notice is necessary and services charged at \$55 p/h (min 3hrs).

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- The Visual Arts Officer must approve the final hang of the exhibition.
- All works to be hung need to be ready to hang prior to installation. Artwork must be framed or mounted securely and meet safety requirements. It is recommended that all heavy works be hung on two droppers.
- Wet work cannot be hung.
- Due to a lack of storage facilities, the FAC is unable to store any packing materials or artwork on its premises.
- The original state of the venue and equipment cannot be altered i.e. wall colour and condition.
- Certain basic onsite equipment is available in conjunction with gallery hire. Some equipment may attract a separate hire fee.
- Labels are required to be mounted on foam-core available at craft and art stores or can be created by the Visual Arts Officer for smaller exhibitions with less than 20 artworks at no cost, provided that an electronic item list and label template is filled with artwork information prior to installation date.
- Only BluTac or 3M tabs should be used to stick labels to the wall and care should be taken when removing the labels. Double sided tape, Velcro dots or adhesives must NOT be used under any circumstances.

OPENING EVENT

- The date and time for the opening event must be organised in consultation with the Visual Arts Officer. Opening events are generally held on Thursday evenings.
- Venue and catering options for the opening event should be discussed with the Visual Arts Officer at least four weeks prior to the event. FAC Curved Wall gallery opening events are required to use our in-house Black Tie catering service, which can provide an event to suit all budgets.

MARKETING AND PROMOTION

- The gallery hire fee includes internal FAC promotion of your exhibition to its database of approximately 20,000 subscribers.
- FAC staff is available to assist with the development and distribution of a media release, if suitable copy is provided. An email invitation and A3 Poster using FAC design templates.
- The exhibitor may use external sources of marketing at their own cost but all content that is published must meet the standards of FAC and should be approved by the Visual Arts Officer before publication.
- Any publicity calls with media in attendance need to be booked with the Visual Arts Officer.
- Exhibitions are eligible for advertising in the FAC's quarterly What On, FAC E-News, FAC website and Edge Arts online.
- FAC reserves the right to photograph and reproduce images of the exhibition and events for publicity/promotional purposes.

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ARTWORK SALES

- Frankston Arts Centre provides a point of sale for all works via the Frankston Arts Centre Box Office during their opening hours. Cash and EFTPOS transactions are catered for. All customers are provided with a receipt as proof of purchase and pick up at their purchase at the end of the exhibition period from Cube 37 reception.
- A detailed and numbered price list is required at least 7 days prior to your exhibition if your artwork is on sale, preferably in a Word/Excel document.
- All items sold must remain on display for the duration of the exhibition.
- A statement of sale will be provided to the exhibitor at the completion of the exhibition.
- FAC receives 25% commission on all sales.
- The sales price quoted by the artist must include GST (if applicable) and relevant commission.
- Payment will be made to the exhibitor within one month of the completion of the exhibition.

INSURANCE

- Frankston Arts Centre has limited security for exhibitions and can accept no liability for theft, loss, damage or destruction.
- All areas are monitored by CCTV cameras.
- Exhibitors are solely responsible for insurance cover for their artwork.
- Insurance details are dealt with in detail in the Conditions of Use document.
- Please discuss any concerns with exhibition staff.

GENERAL TERMS AND CONDITIONS

- All artworks in the exhibition must be original works created by the artist/s. Artist/s should ensure that there is no copyright infringement of any kind.
- The exhibition must relate to the proposal submitted. FAC reserves the right to refuse the exhibition if it deviates excessively from the original proposal.
- The right for final curatorial decisions on all exhibitions remains with FAC.
- Functions may be held in the gallery spaces during all exhibitions.
- Audience visiting the FAC is permitted to photograph all artwork.
- All equipment that does not belong to FAC should be tested and tagged by an authorised electrician prior to use at the FAC.
- FAC is maintained by contracted cleaners. Any damage or mess beyond the specification's bounds will be charged to the hirer.

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EXHIBITION APPLICATION FORM

27-37 Davey Street, Frankston VIC 3199 | ABN: 49 454 768 065

P 03 9784 1896 | **E** milla.dakovic@frankston.vic.gov.au

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Please ensure that all details are complete and correct. Incomplete applications will not be processed.

NOTE: Details from this form may be used for marketing purposes if your application is accepted.

1. Personal details

Name of artist/s: _____

Contact person: _____

Address: _____

Home Phone: _____ Mobile Phone: _____

Email: _____

2. Exhibition Summary

Exhibition Title: _____

Preferred dates: _____

Which gallery space are you interested in?

- Curved Wall Gallery
 Cube Gallery
 please advise appropriate gallery space

Will your works be for sale?

- Yes
 No

Equipment required: _____

Are you interested in conducting any public programs? For e.g. artist talks, education kits, workshops etc. In order to promote artwork sales, FAC encourages artists to conduct public programs to attract new audience members and engage existing audiences.

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4. Artwork description

Provide a brief pitch or description (200 words or less) of the proposed artwork that you wish to exhibit, including the quantity, medium and how you would like it to be displayed in the gallery space. For example: *The exhibition would consist of eight paintings approximately 60cm x 140 cm, two waist high sculptures and a digital projection. Four of these paintings to be hung on the left rear wall, the remaining on the right front wall. (Optional: Use the attached attach map to communicate your plan).*

5. Image details

Please include at least 5 JPEG images and/or a video of your previous and current artwork, including examples of what you propose to exhibit.

Applications without any images will NOT be accepted. A soft copy of all images and/or videos must be provided along with this form.

Enquiries:

7. Artist Declaration

I, _____, have read and understood all the terms and conditions provided in the Information Pack along with this form. I have also retained a copy of the Information Pack and my completed Application Form.

Signature: _____ Date: _____

Checklist:

- Completed and signed exhibition form
- At least 5 JPEG images and/or video

Returning the form:

Preferably, please return a digital copy of the form and any attachments by email <10MB per email limit. Or return a scanned copy with attachments. Alternatively, you may send it by post.

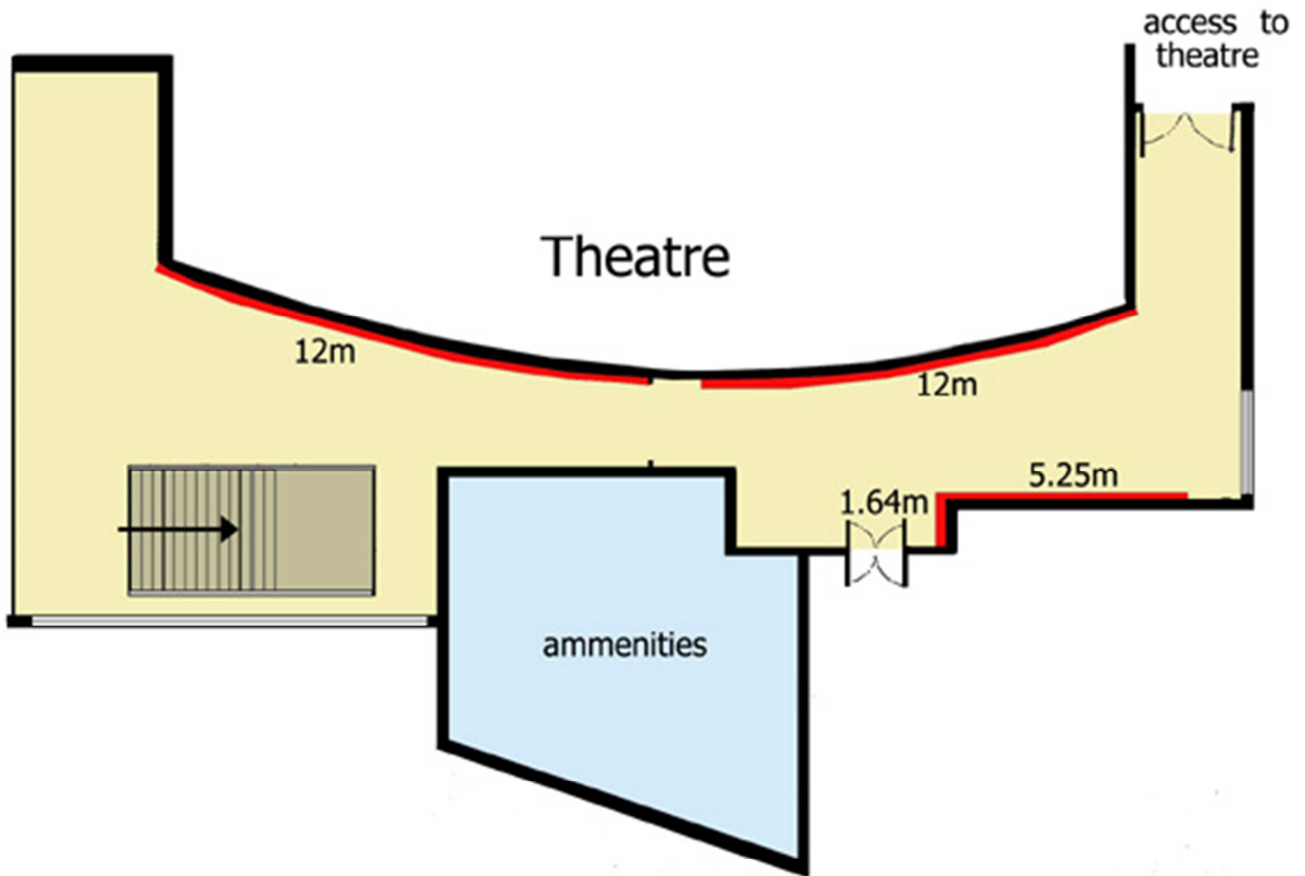
If you require any assistance, please contact the Visual Arts Officer.


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GALLERY SPECIFICATIONS



 Picture hanging rail
Floor to hanging rail: 2.84m

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Cube 37
Floorplan

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