

**Shell arts – Geelong region artists program  
Max Bell Gallery, Geelong Gallery**

**Exhibition guidelines**

**1. Programming**

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**1.1 Exhibition dates** are generally programmed from a Saturday, for a five to six week period (subject to programming by the Gallery), to a Sunday (unless coinciding with a public holiday). The exhibiting artist is required to install within Gallery opening hours on the Tuesday (and Wednesday if required) prior to the exhibition opening date and de-install within Gallery opening hours on the Monday following the exhibition closing date.

For example:

Tuesday 30 (& Wednesday 31 January if required) 2007 – install within Gallery opening hours

Saturday 3 February to Sunday 11 March 2007 – exhibition dates

Monday 12 March 2007 – de-install within Gallery opening hours

Any variation to this schedule should be discussed with the Curator as soon as possible.

**2. Transport, installation and de-installation considerations**

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**2.1 Packing, transport and insurance of works** is the responsibility of the exhibiting artist. The Gallery cannot be held responsible for damage or loss to works while in transit or within the Gallery.

**2.2 Delivery and collection of works** is made through the front entrance of the Gallery on Little Malop Street. The Gallery does not provide on-site parking. Limited metered parking is available in Little Malop Street.

**2.3 Installation** is undertaken by the exhibiting artist. Gallery staff will advise on the hanging system used in the Max Bell Gallery and liaise with exhibiting artist in regard to the final layout of works.

All works must be professionally presented and ready for installation (D-rings are required for 2-D framed works and should be installed on the back of the frame on left and right vertical edges to ensure safe hanging from two points). Details of specific installation requirements (ie. plinths for 3-dimensional works, electrical outlets etc) should be included in the proposal. Exhibitions that result in minimal impact on Gallery walls (ie. do not require screws, nails etc) are viewed favourably. Painting or drawing onto walls, and the use of double-sided tape or Velcro, is not permitted.

**The final number and positioning of works must be approved by the Gallery staff (Director and Curator) on the day of installation and prior to hanging by exhibiting artist. The Gallery reserves the right to exclude works that do not meet the required standard for display.**

Exhibiting artists are advised to arrange an assistant to move and hang works. Installation assistance required from members of the Gallery staff will be charged to the exhibiting artist at a rate determined by the Gallery.

**2.4 Exhibition de-installation** is completed by the exhibiting artist. It is the responsibility of the exhibiting artist to return the Max Bell Gallery to its original condition.

**2.5 Occupational Health and Safety considerations – delivery, installation, de-installation, collection**

To ensure correct Occupational, Health and Safety procedures are considered and implemented, the exhibiting artist will be required to submit a work plan that clearly details safe working practices for the installation of the exhibition in advance of the installation date.

The work plan should indicate that the exhibiting artist has carefully considered how they will deliver, install, de-install and collect the works implementing best practice in manual handling at all times. (Applicants are strongly encouraged to consider these issues at proposal stage.)

In developing a work plan, the exhibiting artist should consider:

- the dimensions and weight of works (and associated display equipments such as plinths or cabinets supplied by the exhibiting artist)
- how the works will be transported into the Gallery
- the equipment required to install the works (taking into consideration the Gallery's existing hanging system and/or any works that may have specific installation requirements). [For example, if a ladder is required to hang a work etc]
- the correct usage of this equipment
- how the works will be installed, identifying any potential hazards [For example, whether the exhibition includes electrical components, or the installation of works requires repetitive actions, heavy lifting, or uncomfortable postures for extended periods]

Once this has been reviewed by Gallery staff and finalised, the exhibiting artist and installation assistant are required to sign the work plan. It is the responsibility of the exhibiting artist to supervise their assistant and to ensure that, at all times, best practice in the manual handling of works of art and installation equipment is followed.

Information about manual handling can be found at:

<http://amol.org.au/recollections/>

<http://www.workcover.vic.gov.au/vwa/home.nsf>

A template for the work plan will be supplied with the *Memorandum of understanding*.

### **3. Exhibition presentation and promotion**

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**3.1 Exhibition signage:** vinyl lettering (in-house style) is ordered and installed in the Max Bell Gallery (in-house style inclusive of exhibition fee, cost of additional requirements met by exhibiting artist following Gallery approval).

**3.2 Lighting:** position of lights within the Max Bell Gallery is fixed.

**3.3 Publication/catalogue:** production of a catalogue is an optional activity, funded by the exhibiting artist, and should be discussed with the Gallery in advance. The wording 'Shell arts – Geelong region artists program, Geelong Gallery' should be included in all promotional material. **The design must be approved by the Gallery prior to printing.** Complimentary catalogues can be displayed at the Reception desk. Catalogues are accepted on consignment for sale in the Gallery shop and attract a 40% mark-up (from wholesale to retail).

**3.4 Reference to exhibition:** written and verbal reference to the exhibition should include the following: 'Shell arts – Geelong region artists program, Geelong Gallery'

**3.5 Promotional material:** texts and images supplied by the exhibiting artist.

**Texts** (supplied electronically by exhibiting artist and edited to an in-house style by Gallery staff):

- Title and brief exhibition summary for use in the Gallery's quarterly *Newsletter* and website, and media listings (where possible) – maximum of 40 words
- Media release/artist's notes etc, maximum 3–4 paragraphs. Distributed to the Gallery's media contacts (mail and email) approximately 3 weeks prior to exhibition opening dates
- Work details (artist, title, year, media, credit line etc) for formatting into in-house labels, inserted into perspex holders and installed in exhibition space by Gallery staff

Please note: the Gallery reserves the right to edit supplied texts to an in-house style and will liaise with the exhibiting artist in regard to amendments.

**Images:** selection of three to four images for promotional use (ie media release, *Newsletter* (where possible)) and distribution to Gallery's media contacts on request. **Please include captions – artist's name, title, year, media, copyright credit** (where applicable). Preferred format – digital images saved as jpegs less than two megabytes and able to be opened on PC format, supplied on disc.

In supplying images to the Gallery, the exhibiting artist permits and authorises the Gallery to reproduce (in its entirety or as a detail) their work by print or electronic media for publicity purposes, reports, catalogues and any other publications related to the exhibition. The exhibiting artist permits the Gallery to distribute the images to media contacts. The Gallery will, at all times, endeavour to respect the moral rights of the exhibiting artist in regard to reproduction of their works.

A timeline for the supply of promotional material will be detailed in a *Memorandum of understanding* supplied by the Gallery.

**3.6 Exhibition promotion:** the exhibition is listed on the Gallery website ([www.geelonggallery.org.au](http://www.geelonggallery.org.au)) and in the Gallery *Newsletter* (distributed to a mailing list of over 1,500, consisting of members, Gallery sponsors, public and commercial galleries, industry representatives etc). Line listings appear in external publications such as the *Geelong Advertiser*, *Art Almanac* etc (subject to supply of information in sufficient time for Gallery to meet publication deadlines). The media release is distributed to the Gallery's extensive media list – due to privacy issues, details of this list are not disclosed.

Exhibition promotion/advertising in addition to that completed by the Gallery must be approved by the Gallery in advance. The co-ordination of additional promotion/advertising and all associated expenses are the responsibility of the exhibiting artist. The text 'Shell arts – Geelong region artists program, Geelong Gallery' must be included in all promotional material and the usage of these approved by the Gallery.

The Gallery cannot guarantee that exhibitions will receive media coverage.

**3.7 Media contact:** the exhibiting artist should be available to complete media interviews, photo calls etc throughout the installation period and duration of the exhibition. These are organised through the Gallery's media officer.

## 4. Functions

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**4.1 Geelong Gallery openings:** the *Shell arts – Geelong region artists program* exhibitions that are current at the time of Geelong Gallery exhibition openings (in Myer, McPhillimy and Decorative Arts galleries) will be listed on the Gallery's invitation under the *Shell arts – Geelong region artists program* heading (ie. title, exhibitor, closing date). A D5 invitation is designed and printed by the Gallery. All costs associated with the production of the invitation are met by the Gallery. The image reproduced on the invitation is selected by the Gallery (and is generally an image from the exhibitions in the Myer/McPhillimy/Decorative Arts galleries).

The exhibiting artist will be provided with forty invitations (admits two per invitation) for distribution to guests (by the exhibiting artist). A maximum of fifty invitations will be provided to group exhibitors. All costs associated with the mail out of allocated invitations are the responsibility of the exhibiting artist. **Exhibiting artists are not permitted to design or circulate their own invitations for guests to attend the Gallery openings.** Please note: the scheduling of Gallery openings is determined by the Gallery and **may not coincide with the opening dates** of the *Shell arts – Geelong region artists program* exhibition. In these instances, and at the discretion of the Gallery, the invitation wording will invite guests to a 'viewing' rather than 'opening' of the *Shell arts – Geelong region artists program* exhibition.

The Gallery selects the opening speaker. The *Shell arts – Geelong region artists program* exhibition is referred to in the opening address. The exhibition space is opened for viewing after the formal

proceedings. Food and/or drinks are not permitted in the Myer, McPhillimy or Max Bell galleries on opening night.

**4.2 Private functions:** (additional to Gallery openings) should be discussed with the Curator at an early stage. All costs associated with a private function (such as invitations, mail-out, catering, glass hire, hire of staff etc) are the responsibility of the exhibiting artist. Fees apply for the hire of the Max Bell Gallery outside Gallery opening hours. Please note: the Gallery will advise on invitation wording and usage of logos etc. **Invitations must be approved by the Gallery prior to printing and distribution.**

## **5. Administration**

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**5.1 Payment:** a non-refundable deposit of \$100 (plus GST is required within two weeks of receipt of the *Memorandum of understanding*). An invoice for the balance will be supplied by the Gallery on the day of installation. **Payment is requested within two weeks** and must be completed prior to the closure of the exhibition. Cheques should be made payable to Geelong Gallery. EFTPOS payments can be made at the Gallery's Reception desk.

## **6. Additional considerations**

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**6.1 Photography:** by members of the general public is not permitted in the Gallery. The Gallery cannot take responsibility for photography that occurs within the exhibition space.

**6.2 Photographic documentation of exhibition:** responsibility of the exhibiting artist – please let Gallery staff know if you intend to photograph your works in-situ to confirm that the space will be available on preferred day. Please note: Gallery activities may be scheduled in the Max Bell Gallery on occasion during the exhibition.

**6.3 Sponsorship:** must be discussed with the Curator in advance to ensure no conflict of interest with the Gallery's existing sponsors.

**6.4 Sales of works:** this is a non-commercial space. Commercial activities such as price lists, records of sale, red dots etc are not permitted within the Gallery. Should Reception desk staff receive expressions of interest in the exhibited work, the visitor's contact details will be recorded and forwarded to the exhibiting artist. Alternatively, exhibiting artists may leave their contact details/business card with the Reception desk staff for distribution to members of the public (as requested).

**6.5 Visitors' book:** the Gallery visitors' book is located at the Reception desk – this is the preferred format for recording comments by visitors to the Gallery's exhibitions. Exhibiting artists can refer to the main visitors' book throughout the course of the exhibition. Individual visitors' books are not permitted within the Max Bell Gallery.

**6.6 Security/maintenance of works:** works exhibited in the Max Bell Gallery are monitored via the Gallery's closed circuit TV security system, however, the Gallery cannot take responsibility for damage or loss to exhibited works. It is recommended that the exhibiting artist insure the works during the period of transit and display.

**6.7 Additional use of space/access issues:** the Max Bell Gallery is primarily an exhibition venue, however, additional activities may be held in the space during the course of a *Shell arts – Geelong region artists program* exhibition (including monthly Friends lectures and student talks). The Gallery will take into account the exhibition content when programming these additional activities. The Max Bell Gallery is the only point of access to the Gallery's exhibitions spaces for wheelchair-bound visitors and visitors with prams. Clear access through the Max Bell Gallery is required at all times and is a consideration of the Exhibitions Committee when programming exhibitions.

**6.8** The Gallery reserves the right to program in-house curated exhibitions into the Max Bell Gallery throughout the year.

**6.9** The decisions of the Exhibition Committee are final and no correspondence will be entered into.

**Geelong Gallery opening hours:**

Monday to Friday 10.00 to 5.00

Saturday, Sunday and Public Holidays 1.00 to 5.00

Closed Good Friday, Christmas Day, Boxing Day and New Year's Day

**Further information:**

T: 03 5229 3645

E: [geelart@geelonggallery.org.au](mailto:geelart@geelonggallery.org.au)



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