
Expression of Interest— Geelong Gallery Store commissions for G21 makers and creatives

Guiding principles

Geelong Gallery (GG) Store is dedicated to supporting local makers and creatives in their professional practice and to aiding financial sustainability through innovative partnerships and collaboration.

We seek Expressions of Interest from makers in the G21 region to engage in the development of bespoke product ranges, to be sold in the GG Store. Supported by Creative Victoria, this project aims to invest in our local creative community and increase visibility for individual makers.

Objectives of project

To support individual makers and designers in the G21 region through the commission and creation of bespoke and exclusive products to be sold and promoted through the GG Store.

Scope and scale of project

Supported by Creative Victoria and implemented through GG, commissions for products range between \$2,000 to \$6,000.

Key dates

Expression of interest period: 15—30 October 2020

Applications close: Friday 30 October 2020

Applicants notified: Monday 9 November 2020

December intake: from 30 November 2020

February intake: from 25 January 2021

Commercial viability

— Collaborations are encouraged between local creatives (i.e. artists, makers and illustrators)

— GG Store will accept applications from collaborations where at least one contributor is from the G21 region

— Product range needs to be available for one of two intakes: 30 November 2020 or 1 February 2021

Selection criteria

- Applicants must reside in G21 region (or at least one applicant of a collective)
- Open to applications of one-off, series, or editioned products
- Products (or range) must be exclusive to GG Store
- Product size must be less than 100 cm

Expression of Interest submissions

- Maker/creative partnership biography and list of current stockists
- Description of proposed product range or unique proposition for product range
- 3–4 images or concept designs of proposed products
- Wholesale price for product/range
- Availability: Outline whether the full range will be ready by the intake date/s or whether you propose a % of production over 12 months. GG Store has limited storage, systematic ordering over 12 months is preferable.

Please include the above details in your EOI application (maximum of 3 pages). Send to Jade Kellett, Retail Manager, GG Store:
jade@geelonggallery.org.au

Other

GG will discuss each successful application and determine a buying pattern with the individual maker.

Makers should consider the GG Store retail focus—art publications, creative ideas for children, textiles and accessories, homewares and bespoke jewellery and ceramics sourced from Geelong, Bellarine, Surf Coast and Melbourne designers.

RRP range: \$15 to \$150

GG has the right to share images of the products and retains copyright of any photography taken.

Project partner

This project is supported through Creative Victoria's Strategic Investment Fund

