

Fund something you can't see — Geelong Gallery storage upgrade



Geelong
Gallery

What are we going to do?

Geelong Gallery's role as a leading cultural institution is to ensure community access to our great collection. Our recent and future programming has been designed to optimise our leadership position in the presentation and promotion of regionally and nationally significant visual arts.

The core business of collection development and exhibitions must be supported by the highest contemporary standards of physical collection management and storage. Geelong Gallery has the space to publicly display only 3% of the 6,000 paintings, works on paper and objects in its care, resulting in a large percentage of the collection being stored. Now is the moment to address inefficient storage systems, increase storage capacity, and ensure our custodianship of the collection meets 21st century museum standards.

Fund something you can't see will ensure excellent long-term preservation of the collection, and improved access to stored works for key Gallery staff, and external students, art historians and researchers.

Collection management and storage is not about the glamour of a new painting or a new building, but it is crucial to our future and the community we serve.

Fund something you can't see signals our holistic approach to cultural heritage asset management, and will build confidence in current and future donors to the collection.

Help us be visionary: fund something you can't see.



Current storage facilities and limitations

What will change?

Geelong Gallery has occupied its current building since 1915, and over the past century, the subsequent additions and modifications to its structure have resulted in the collection storage facilities being inadequate and inefficiently configured, limiting access and reducing productivity.

To address the limitations of the Gallery's storage facilities and spatial arrangements, the reorganisation of storage will include the following overdue upgrades: the installation of 15 museum-grade painting racks, a vertical shelving system for framed works on paper (tills), improved shelving for decorative arts storage, a dedicated area for the processing of inward and outward collection movements which doubles as a viewing area, and a preparation table for the mounting of works on paper.

This upgrade will increase painting storage by 25%, demonstrably improve access to the collection, and ensure the continuation and enhancement of best practice in collection and cultural heritage management.

This key transformative upgrade will also initiate the reorganisation of the Gallery's other back-of house collection spaces.



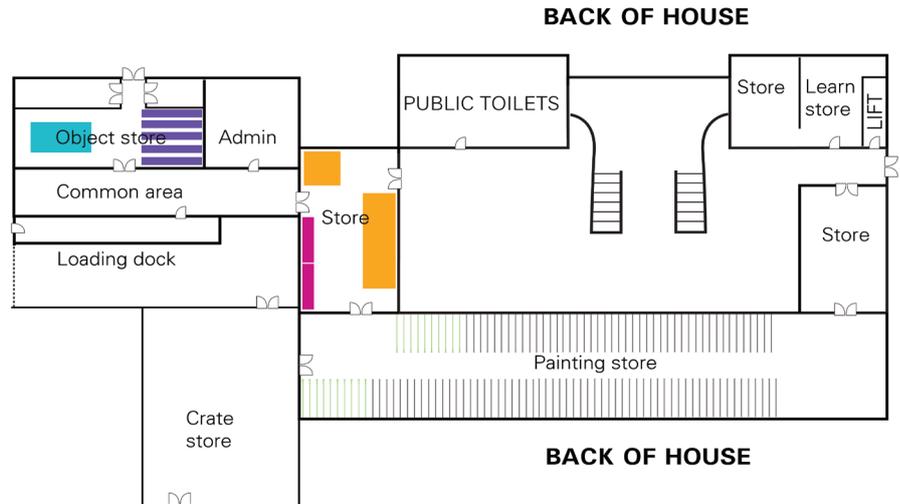
Current painting storage



Current storage of framed works

Birds eye view

-  additional museum-grade painting racks
-  vertical shelving system for framed works on paper
-  improved shelving for decorative arts storage
-  dedicated area for viewing and processing of collection
-  preparation table for mounting works on paper



Why fund something you can't see?

Key long term benefits for funding new storage include:

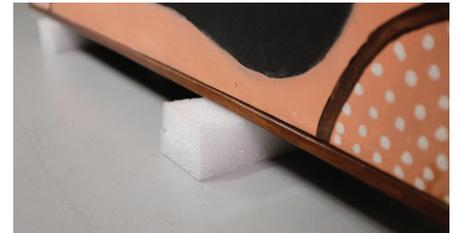
1. Improved collection management and storage facilities;
2. Reduction in need for offsite storage, reducing costs and improving accessibility;
3. A dedicated condition reporting, photography, viewing and processing space will be gained;
4. Improved mount cutting area for the preparation of works on paper for exhibition and long-term storage;
5. Increased commercial operations potential for collection-based exhibitions developed for tour to regional and metropolitan venues with improved access to the collection; and
6. 24-hour fire and security command enhancement.

Support Geelong Gallery to be impactful through its four pillars—artistic and cultural advancement for the community; economic benefit to the region through events and exhibitions; the provision of learning for everyone; and the long term expansion of the Gallery spaces and facilities—through your support of *Fund something you can't see*.

Help realise our vision and fund something you can't see.



Works on paper storage



Paintings stored on chocks

Geelong Gallery collection

Number of works of art

6,000+

Percentage of works currently
on display

3%

Percentage increase in painting
storage with new racks

25%

Funds needed for storage upgrade

\$110,000

New acquisitions into the
collection in the past two years

105



How can you help?

Fund something you can't see has been endorsed by government partner, Creative Partnerships Australia's fund matching scheme Plus1, which means that for every dollar raised through donations and private giving Creative Partnerships Australia will match the amount up to \$50,000.

The project budget is \$110,000.

How can you help?

Meet Director & CEO, Jason Smith, for a tour of our current storage facility, watch our storage facility short video and consider whether you have the capacity to support this important Geelong Gallery project with a donation of \$5,000 to \$10,000. All donations are tax deductible.

How will we recognise you?

Your name, and the small group of donors you will join, will be listed on a recognition board in the Gallery foyer for two years.

For donations of \$10,000 and over, your name will be printed on a painting rack in perpetuity.

Your name will be included in all printed and electronic promotional material reporting on the Gallery's storage upgrade and we will keep you informed of the outcome of the campaign and project progress.

You will join other donors at a private champagne viewing of the new storage facilities and have the opportunity to discover some hidden treasures from the collection.



Senior Curator, Lisa Sullivan, reviews paintings in storage

**Geelong
Gallery**

Thank you

**Thank you for taking the time
to read this proposal. For more
information or to arrange a
meeting, please contact us.**

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**Fund something you can't see is supported by
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