

WEST COAST GALLERY

EXHIBITION INFORMATION & CONTRACT

DATES: Exhibitions are normally around 4 weeks in duration.

EXPENSES: The gallery charges \$250 per exhibition from December to April and \$200 from May to November. This fee covers printing and posting of invitations, advertising and costs incurred in the organizational aspects of the exhibition. This fee is to be paid in full at least one month before the opening date. For an extra \$50 the gallery can arrange a local mail drop to over 350 Karekare, Anawhata and Piha residents. All group shows fees are managed at the discretion of the Gallery Co-ordinator

PUBLICITY: A maximum of **three photographs** (in jpg format) along with chosen **title** of exhibition is to be supplied to the Gallery Co-ordinator **6 weeks** before the exhibition date for the flyer. Should the artist design their own flyer, the Gallery Co-ordinator will make the decisions regarding content and print deadline.

ADVERTISING: To assist with advertising you and your work, we would like a profile on yourself which could include a brief description of your work, working methods, what inspires you, and a couple of sentences about the exhibition. The artist is encouraged to be pro-active with distribution of their publicity. Flyers will be supplied by the gallery. Please indicate how many you will require. Images will be used for the web page.

PRICING WORK: Please price your work at **the full retail cost** (the price that you want plus gallery commission). Each piece must be clearly marked with initials, a number, title, medium, and price – and this must correspond with sales sheet. (Note the gallery is not GST registered). All signage and printed labels will be created by gallery staff.

COMMISSION RATES: The gallery retains 30% commission on sales of volunteer artist's work, and 45% commission on sales of non-volunteers, and non-members work. All open themed group exhibitions for West Auckland artists will also include an entry fee.

To calculate retail price:

Artist price X 1.43 = 30% commission Artist price X 1.82 = 45% commission

DISPLAY: All work must be original, made solely by the artist, new to the gallery and for sale. It must be quality work and ready for hanging in a safe manner. We will endeavor to display your work to the best advantage at all times. The Gallery Co-ordinator is to make all final decisions regarding display of work. We reserve the right not to display all submitted work.

INSURANCE: Any loss, theft or damage to artwork is not the responsibility of the West Coast Gallery, but in certain circumstances, if there is a breakage or damage the West Coast Gallery will endeavor to reimburse the wholesale cost to the artist under the negotiation via the Gallery Co-ordinator. Transit of artwork to and from the Gallery is the responsibility of the artist.

EXHIBITION SPACE: Walls and plinths available.

Back wall: 3.8 meters wide x 2.4 meters high. Side walls X 2: 900cm wide x 2.4 meters high

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EXHIBITION OPENING Usually artists have an opening, opting for the first Saturday of the exhibition and normally at 2pm. At the opening, the artist is to provide their own nibbles, platters and whatever drinks they would like – (juice, wine, beer etc. and non-alcoholic) to serve to their guests. The gallery provides glasses, serviettes and limited kitchen facilities. Catering and cleaning up will be the responsibility of the artist. Alternative opening exhibition opening times can be negotiated with the Gallery Co-ordinator.

VOLUNTEERING: If you are a volunteer at the gallery you are required to do at least one volunteer duty while your exhibition is on. People love to talk with the artist and it can often translate into sales.

DELIVERY and RETURN of WORK: Exhibitors are responsible for the transportation of their work to and from the gallery. The Gallery Co-ordinator will indicate when the work is required for set-up, (usually early in the week of opening). **Price list** and **artist statement** must accompany work. The artist must collect work promptly at end of the exhibition.

The Gallery Co-ordinator will indicate whether any unsold member artist works will be retained from the exhibition for further display in the gallery. Should it be retained, normal gallery artist commission rates and procedures will apply.

COPYRIGHT: Images of the artist's work, exhibition and publication text remain the property of artist. I give permission for West Coast Gallery to use the images of my art works for publicity, including West Coast Gallery website and Facebook page, and for the use in the WCG archives.

If these arrangements are agreeable to you, please sign the contract and return to the co-ordinator at the West Coast Gallery.

Exhibition Information and contract updated by West Coast Gallery Board of Trustees, March 2016