



[www.newcastlepotters.org.au](http://www.newcastlepotters.org.au)

57 Bull Street, Cooks Hill, NSW, 2300  
Phone: (02) 49 29 3677  
Gallery Hours: 11am to 5pm Friday, Saturday & Sunday

**Throughout 2012 join with us to celebrate Back to Back Galleries 20<sup>th</sup> Anniversary**

### **Gallery Information 2012**

**This package<sup>1</sup> aims to provide helpful guidelines for your exhibition.  
Please read the information carefully and don't hesitate to contact us with any  
questions.**

#### **Includes:**

- Contact details
- Fee structure
- Publicity information
- Setting up and dismantling the exhibition
- Gallery sitting instructions
- Members' Gallery – Sales
- Gallery contract
- General exhibition checklist
- Exhibition guidelines
- Gallery floor plan
- Gallery logos

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<sup>1</sup> Document updated by K. Heinrich, Gallery Director, June 2011

## **Gallery Committee Contacts 2011**

### Exhibition Gallery

**These are the people to contact in case of an emergency or questions regarding your show or the gallery**

**Director:** Katherine Heinrich 49278053 0402713542 (m) [bandk4@bigpond.com](mailto:bandk4@bigpond.com)

### Members Gallery Manager

Dee Chojenta 49582872 [chojenta@optusnet.com.au](mailto:chojenta@optusnet.com.au)

### Assistant Treasurer (Gallery)

Margaret McCabe 49206198 [mmccabe@tadaust.org.au](mailto:mmccabe@tadaust.org.au)

### President

Barbara Greentree 49261083 0418258740 (m) [lgr72354@bigpond.net.au](mailto:lgr72354@bigpond.net.au)

### Workshop Supervisor

Denise Spalding 49525516 [spalding@tadaust.org.au](mailto:spalding@tadaust.org.au)

Dial **000** for Police, Ambulance & Fire

### **Fee Structure and Payment**

- Effective January 1, 2012, the gallery rent is \$450 for three weeks.
- An additional bond of \$50 applies. This will be refunded at the completion of the exhibition, unless the gallery and kitchen are not left appropriately clean and undamaged.
- The contract is signed and a deposit of \$100 is taken three months before opening; and the remaining \$400 is paid when the keys to the gallery are provided.
- Please limit your telephone usage to business calls only - 50 cents is charged for every call. Mobile phone numbers are locked out.
- Payments should be made in cash or by cheque. When paying by cheque please make payable to "Newcastle Studio Potters Inc." All payments are given to the gallery director. Receipts will be issued.

## **Publicity - Invitations**

Good publicity is essential for the success of any exhibition. The gallery committee asks artist(s) to provide the following information for publicity, web-site, archival and display purposes.

- A short curriculum vitae of no more than one A4 page for each artist.
- A short artist's statement concerning the work to be exhibited.
- A brief technical description of the work to be exhibited.
- 130 invitations (DL size) two weeks prior to the opening of the exhibition.
- 1 or 2 reproductions of artwork (photo or digital).
- Wording to be used on the media release.

Each week the gallery places one entry advertising the exhibition in "Lets do the Galleries" in the Newcastle Herald. We also exchange information with other institutions (Newcastle Region Art Gallery, etc.).

Back to Back Galleries will send out (at our cost) two weeks prior to your exhibition, invitations to media contacts, and individuals on our mailing list. One week prior to the opening electronic invitations will be sent to approximately 350 e-mail addresses, and the invitation will be posted on several web-sites (NSP, HAN and NCC for example). If ceramics feature in your exhibition an announcement will also be posted in Australian Ceramics.

Send a draft of your invitation to the gallery director before you have it printed. Invitations must be the size of a DL envelope or smaller, printed on card and meet a high design standard. Samples of previous invitations can be provided. Printed invitations and media release wording including name and phone number of contact person, are to be given to the gallery director at least two weeks prior to your exhibition opening.

If you have any concerns speak to the gallery director who is available at all times to assist you.

Any further publicity is the responsibility of the artist.

## Setting up / Dismantling

### Set Up

Exhibitions may be set up from the Tuesday prior to the opening. Arrangements must be made in advance with the director for supply of the keys. If you require assistance in setting up, please advise the director the previous week.

### Cleaning

In order to present your work to its best advantage, it is important that the gallery be in good condition. Although the director will ensure the previous exhibitors have left the gallery clean and tidy, there may be a few jobs to do:

- Windows may need to be cleaned.
- Plinths may require painting or washing.
- Walls may need to be touched up or repainted.
- New light globes may be required.
- Footpath or doorway may need to be swept

The gallery provides cleaning equipment which can be found in the kitchen or workshop. Paint, trays, rollers and brushes are supplied, as are light globes. Please check whether you require these items when you collect the keys and the gallery director will ensure their availability.

### Hanging/Presentation

The gallery is equipped with hanging rails. Hanging cords (both metal and fabric) and plinths are available –**please don't cut the cords**. Use masking tape to tape up excess cord. The fabric cords have holes every one-centimeter. Use cup hooks attached to painting cord. These can then hook into the holes in the cord. With the metal cords please do not remove the hooks from the wire. The gallery director can be of assistance if you are having any difficulties with hanging. **Please ask**. When dismantling the exhibition, please store hooks separately. To limit tangling, fabric cords are to be neatly bundled, in groups of 6 and metal cords hung on the wall.

**Please do not drill holes in the walls.** Contact the gallery director if there is a hanging problem.

### Lights

Should there be a non-working light, please remove the light in its entirety. The gallery director will get you a replacement light and we will have our electrician replace the globe etc. There is a practice rod that can be used to check that the replacement works.

### Facilities

The kitchen is available for use during your exhibition. Wine glasses are supplied. Please ensure that any used glasses, plates etc. are washed; that the kitchen is kept clean and tidy; and that no food or alcohol is left out after your opening. Note that children's classes are run in the workshop of a Saturday morning from approximately 8am. At the conclusion of your exhibition, please remove any food or drink that may have been stored in the fridge.

### Dismantling

The exhibition should be dismantled after closing time on the last Sunday evening of the exhibition or on the following Monday. The key should be returned at this time and the gallery and kitchen will be inspected prior to the deposit being refunded.

## **Gallery Sitting Instructions**

### Opening hours:

The gallery is open Friday to Sunday, from 11 am until 5 pm. **The gallery must be open at these times.** It is possible to extend these hours on consultation with the gallery director prior to the exhibition opening.

### Sales and receipt books:

You are responsible for providing your own receipt books and any other documents you may require for sale of your items. It is advisable to have change on hand for sales. The gallery cash box (the box in the right-hand drawer of the office) is for the members' gallery and is not to be used for items in the main gallery.

You are responsible for the delivery of your sold work at the completion of the exhibition. Please make arrangements to have sold pieces collected from the gallery on the final day or at a time and place of your convenience.

Do not leave any work (sold or unsold) in the gallery after the exhibition has closed.

### Arrival / Closing:

On arrival, turn on the lights in both the members' gallery and the main gallery. Place the purple flags outside. Please ensure the flags are brought in when closing the gallery and also turn out all lights. The security light will come on automatically.

When closing the gallery, deadlock the door between gallery and kitchen and lock the office door. Also make sure the latch at the top and the bolt at the bottom of the front doors have been secured. If for any reason you leave the gallery unattended make sure that the door to the office is locked. For safety, it is advisable to lock the front doors to the gallery when using the toilet facilities in the workshop.

If you leave the flags outside and they are stolen, you will be provided with the name of a business where you may purchase replacement flags and poles at your cost.

### Visitor numbers:

Please record daily visitor numbers in the "Numbers" book.

### Smoking:

The building and grounds are non-smoking.

### Use of Phone:

Please limit calls to business - 50 cents is charged for each call. Access to mobile phones is not possible on the gallery telephone.

### Workshop / Kitchen:

The workshop area is for use of NSP members only. No food/drink or glass is permitted in it. You are welcome to use the kitchen facilities, but please keep everything clean and tidy. Make sure that the door between the gallery and the kitchen is kept closed.

### Radio:

The radio can only be played in the office. Playing it in public areas can incur a \$2000 fine for infringement of copyright laws.

### Dress:

Suitable dress is expected.

## Member's Gallery - Sales

**While gallery sitting for your own exhibition, the Members' Gallery is also your responsibility. The cash tin is in the top right hand drawer of the desk. Money from sales of work from the Members' Gallery is to be placed here. There is a \$50 float.**

1. Each item on sale in the members' gallery should be marked with the artist's initials and a price.
2. Write out a receipt in the receipt book marked "Member's Gallery". Include the name of the purchaser, name of the artist, the numbers of the pieces sold by that artist and a description of the items. Give the top copy of the receipt to the purchaser and leave the other in the book. If the item is paid for in full, the purchaser can take it.
3. Every sale, including deposits, must be recorded in the ledger. Please record all necessary information as indicated, including the purchaser's name and contact.

Example:

| Date     | Artist's Name/<br>code       | Item Details | Item # | Price | Receipt # | Purchaser | Address,<br>Phone No.<br><b>or</b> e-mail              | Gallery Sitter |
|----------|------------------------------|--------------|--------|-------|-----------|-----------|--|----------------|
| 05/04/12 | Alfred<br>Hickens<br><br>AHI | Blue<br>Bowl | 12     | \$32  | 15        | E. Brown  | 27 Hope Rd,<br>Cooks Hill,<br>49 336 777<br>emma@email | B. Smith       |

Please make separate entries for each piece sold.

4. A deposit of no less than 25% should be taken and the goods will remain on hold for a period of four weeks. Please record details of purchaser (**the phone number is essential**) and also the balance due. The item is then placed in the office with a note outlining the amount paid, the balance due, the name of the purchaser and the number of the receipt, which is also attached to the item. Put a red dot on the item to indicate that it is sold.
5. Leave monies and cheques received in the cash box. They will be collected by the gallery treasurer. Keep the office door locked when you are not in the office.

**Thank you!**

### Overview of Exhibition Checklist

|                             |  |
|-----------------------------|--|
| 3 months before opening     | Meeting to sign contract and payment of \$100 deposit.   |
| 4 to 6 weeks before opening | Arrange printing of invitations<br>Arrange for a guest speaker to open the exhibition  |
| 2 weeks before opening      | Mail press releases and invitations.   |
| 1 week before opening       | Organize access to gallery<br>Pay \$400 rental - \$350 for gallery hire plus \$50 bond<br>Electronic invitations will be sent                            |
| Tuesday before opening      | Collect keys and check whether:<br>Plinths need painting or washing<br>Walls need painting or touching up<br>Lights are working<br>Windows need cleaning |
| Tuesday – Thursday          | Set up the exhibition, organize food and wine for the opening night, and check that you have your own receipt books                                      |
| During the exhibition       | The gallery <b>must</b> be open during regular advertised hours (11am-5 pm, Fri, Sat, Sun).  |

## EXHIBITIONS 2012

Congratulations on being selected to manage/curate an exhibition at Back to Back Galleries. Exhibitions at Back to Back Galleries are a partnership between the artist exhibiting in and managing the exhibition, and the gallery director. There are therefore expectations on both parties to ensue the success of the partnership and of the exhibition.

Comprehensive details concerning exhibitions at Back to Back Galleries are given in our Gallery Pack – there is a copy in the gallery office and on the website [www.newcastlepotters.org.au](http://www.newcastlepotters.org.au)

### *Timeline/expectations (before and after opening)*

**At any time:** Contact gallery director for advice/information etc. (Contact details below.)

**3 months before:** Meet with gallery director; sign contract; pay deposit (\$100); review responsibilities.

**4 to 6 weeks before:** Provide gallery director with draft of proposed invitation. Gallery director will proof read and edit as necessary and (within a week) return to the artist with the detailed back of the invitation. The front of the invitation should include a photo of artwork and may have some exhibition information such as name of exhibition and artist(s), date of opening. The back of the invitation must include: dates of exhibition and times of gallery opening, address/website/phone number of gallery, information on the Gallery Shop and its logo. The gallery logo must appear on the invitation. Sample invitations from past exhibitions can be provided.

**1 month before:** Provide gallery director with artists' statements, photographs of recent work and resumes (some of this will already have been provided in the submission package). These will be used by the gallery director to create a portfolio of the artists and their work (available for visitors to the gallery to read) and to promote the exhibition including preparing the media release.

**1 month before:** Confirm speaker for gallery opening and inform gallery director. Having a speaker provides a focal point for the evening and is strongly recommended.

**1 month before:** Arrange for printing of invitation and provide gallery director with 100 copies. The gallery director can suggest a printer. Printing and printing costs are the responsibility of the artist.

**2 weeks before:** Gallery director will mail/e-mail 450 invitations, to individuals and organisations and send information to media, Australian Ceramics and HAN and the NSP website. The artist will undertake additional promotion at his/her discretion and expense.

**1 week before:** Arrange for transfer of keys with gallery director and pay remaining rent (\$350) and damage deposit (\$50). If any electrical items will be used in the exhibition they must be tagged by an electrician.

**1 week before:** Artists have access to the gallery from the Tuesday of the week before the opening. Work is to be hung/displayed in the main gallery only and will be done in consultation with the gallery director. Supplies (lights, paint for plinths, plinths, cleaning materials etc) will be provided by the gallery.

*NOTE* The lights can be difficult at times. Should there be a non-working light, please remove the light in its entirety. The gallery director will get you a replacement light and we will have our

electrician replace the globe and make any other needed adjustments to the one that doesn't work. There is a practice rod that can be used to check that the replacement works.

**During exhibition:** The gallery is open from 11 to 5 Friday, Saturday and Sunday.

The artist is responsible for scheduling gallery sitting during the exhibition and managing the sharing of keys. Please keep the door between the gallery and the kitchen area locked while the gallery is open as this prevents visitors from wandering into the workshop.

The person gallery sitting should welcome visitors and provide them with information and assistance. A record is kept of the number of visitors.

A receipt book is necessary to invoice all purchases (deposits of at least 10% should be paid). Also provide the purchaser with information on collecting the work (the gallery director will provide you with a form and make sure contact information is obtained from the purchaser. All work should be collected on the closing afternoon of the exhibition and if not collected should be removed from the gallery by the artist who will then arrange collection with the purchaser. No commission is charged on exhibition sales.

The artist is responsible for all gallery shop purchases during the exhibition. The gallery director will describe how this is done (also described in the gallery pack).

Music can only be played in the office. Playing it in public areas can incur a \$2000 for infringement of copyright laws.

**Opening:** The opening is normally held from 6 to 8 pm on the first Friday of the exhibition. All opening costs are borne by the artist who will arrange food and drink for the reception. If alcohol is being served the artist will endeavour to ensure there is no drinking on the sidewalk – remember to display the four laminated signs. Please note that during the reception guests should not be in the workshop other than passing through to the toilet.

**At closing:** Vacate and clean the space and arrange to return keys to the gallery director. On Monday the gallery director will visit the gallery and assuming all is in order will arrange for the return of the damage deposit.

*I look forward to working with you over the coming months.*

**Katherine Heinrich, Gallery Director**  
**4927 8053 (home)**



**ARTIST/GALLERY/EXHIBITION CONTRACT 2012<sup>2</sup>**  
**MAIN GALLERY**

This is an agreement between (name) \_\_\_\_\_  
(the artist) of (address) \_\_\_\_\_ and Back to Back Galleries (the  
Gallery).

**1. EXHIBITION**

An exhibition of original work will be held in the Main Gallery of the Gallery.

**2. DATES**

The duration of the exhibition will be from \_\_\_\_\_ to \_\_\_\_\_ 2012 after which the artist  
will vacate the Gallery and remove all possessions (including both sold and unsold works).

**3. ARTIST RESPONSIBILITIES**

Responsibility for the cost of packing, insurance and transport to and from the Gallery will be borne by  
the artist, as will the packing, delivery and insurance of works sold at the exhibition. The Gallery accepts  
no responsibility for loss, damage or theft of exhibited works whilst the exhibition is in progress or of any  
works left in the gallery after the close of the exhibition.

**4. HOURS OF OPENING**

The exhibition will be set up/hung on \_\_\_\_\_ 2012. The opening (of up to two  
hours duration) will take place on \_\_\_\_\_ 2012 at \_\_\_\_\_.

The exhibition will be on view and the Gallery open between the hours of 11 am and 5 pm on Fridays,  
Saturdays and Sundays. If the Gallery is to be open outside these hours specify below.

**5. ACCESS AND SUPERVISION**

The artist will have access to the Gallery for the duration of the exhibition. The artist will be responsible  
for the supervision of both the Main Gallery and the Gallery Shop during opening hours.

**6. RENTAL**

The amount of rental charged by the Gallery to the artist is **\$450**.

A deposit of **\$100** is required **three months** prior to the start of the exhibition.

In addition, a bond of **\$50** is required. The bond will be refunded at the end of the exhibition provided  
the premises are left in a satisfactory state.

Rental fee must be paid in full to the gallery director by \_\_\_\_\_ 2012.

Refund of any rental fees paid will be at the discretion of the gallery committee.

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<sup>2</sup> Approved by NSP Inc, July 2009.

**7. AREAS HIRED**

The hire of the Gallery covers the Main Gallery, office and kitchen area only and works of art will be displayed in the Main Gallery only. Access to the workshop behind the Gallery is not permitted except for passage to the toilets.

**8. PRICES**

Prices of works will be determined by the artist.

**9. COMMISSION**

No commission will be received by the Gallery for works sold at the exhibition.

**10. SALES**

A deposit of not less than ten per cent (10%) of the full price of the work should be paid by the purchaser before a "SOLD" notice may be attached to the work. All sold works should be collected on the last day of the exhibition. It is the responsibility of the artist to remove any uncollected works from the Gallery and deliver them to the purchaser.

**11. PAYMENT FOR ARTWORKS**

The artist is responsible for the collection of all monies associated with works sold at the exhibition.

**12. EXCLUSION**

The Gallery has the right to exclude a person or persons.

**13. CLEANING**

During the rental period the artist is responsible for the cleaning and professional presentation of the Gallery.

**14. COPYRIGHT**

The artist agrees to give the Gallery permission to reproduce artwork and text about the artwork and the artists in the exhibition for promotional purposes only in venues such as Newcastle Studio Potters Inc. newsletter and website. Each artist in the exhibition will supply the Gallery with a minimum of one electronic reproduction of artwork for promotion. The copyright of each work shall remain the property of the artists.

**15. DISPUTES**

Should any dispute arise between the signatories of this contract concerning any matter referred to in this contract, the dispute shall be referred to two arbitrators, one to be appointed by each party. In the event of the two arbitrators failing to resolve the dispute, it will be referred to an umpire selected by the mutual consent of the arbitrators.

**16. CONTRACT ALTERATIONS**

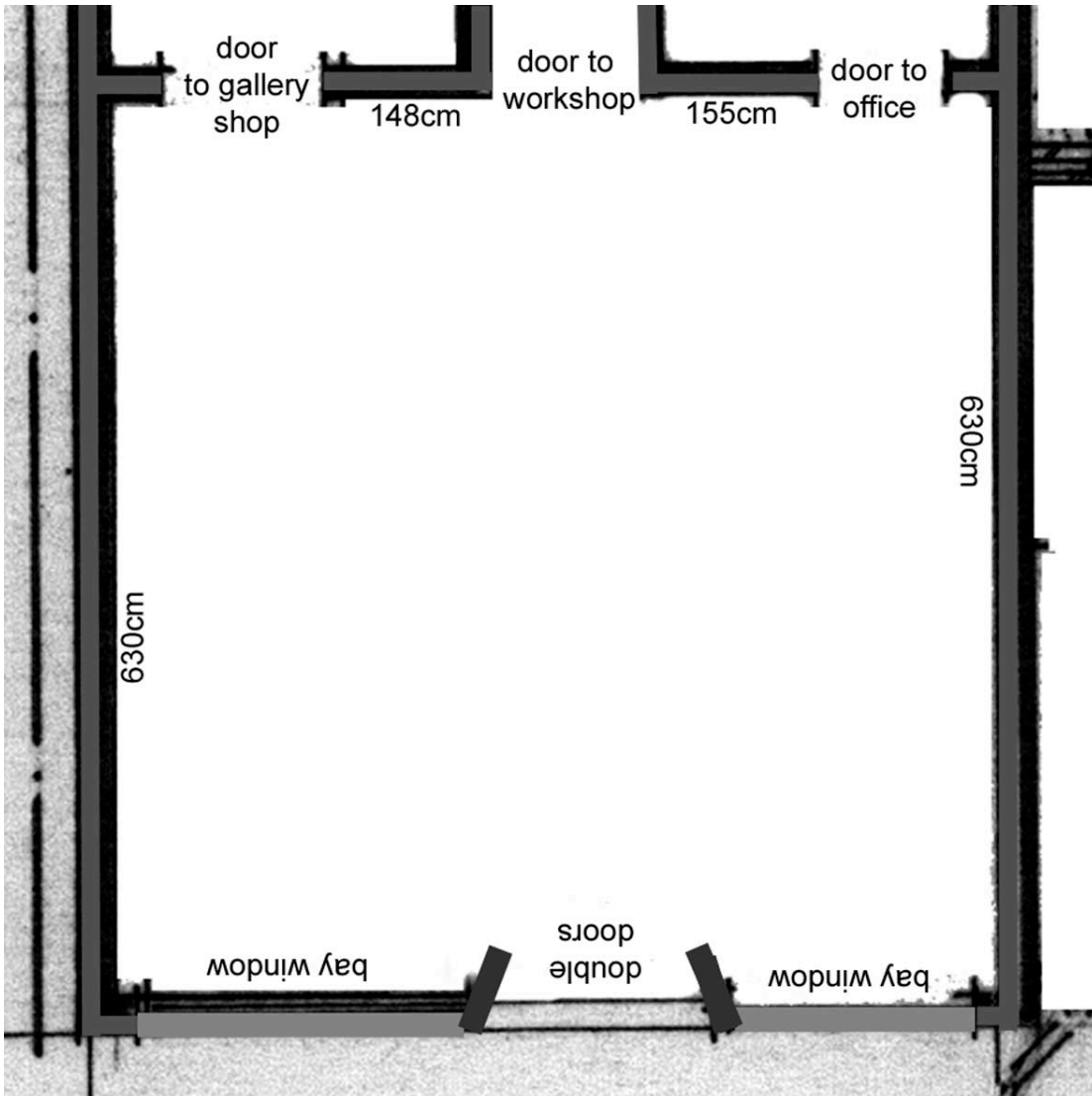
Any alterations to this contract will be made by written agreement only.

DATED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_

SIGNED BY THE ARTIST \_\_\_\_\_

SIGNED ON BEHALF OF THE GALLERY COMMITTEE  
\_\_\_\_\_ (Gallery Director).

**Gallery Floor Plan**



## Gallery Logos

You may find it useful to use the following logos on your promotional material.



Note that the logos can be resized to fit your needs.