

## EXHIBITION HANDBOOK

Umbrella Studio invites exhibition proposals from established and emerging contemporary visual artists and curators seeking to present new and original artwork in a professional gallery environment.

### PART 1: EXHIBITION SPACES AND TERMS OF USE

Umbrella Studio operates five exhibition spaces: the **Main Space**, the **Access Space**, the **Vault** and the **Carpark**. Each space offers a different environment and has different terms of use.

#### The Main Space



The Main Space offers a large gallery/exhibition space within Umbrella Studio for the presentation of significant contemporary visual arts exhibitions and events.

Floor space:	110 square metres
Hanging rail:	24 running metres
Hanging rail height from floor:	3.24 metres
Walls:	plasterboard
Moveable Wall:	4 X 1.1 X 2.4 metres (total 10.8 running meters)
Banister Plinth:	4.6 X 1.4 metres
Ceiling height:	4.5 to 5.5 metres
Power points:	6

Floor:

timber

## Main Space – Terms of Use

### For all exhibitions in the Main Space, Umbrella Studio provides:

- Assistance to the Artist with installation and demount
- Basic hanging equipment and installation materials
- Standard DL full colour invitations, including 100 additional invitations for the artist's own distribution. Additional invitations can be printed at a cost to the artist.
- 150 standard A5 size colour catalogue (4 or 8 pages)
- Exhibition signage
- Opening night launch event. However, Main Space exhibiting artists are required to provide one volunteer to assist Umbrella staff during exhibition openings and artist talks.
- Media Release & Multiple media listings
- An artist fee of \$1000
- *Refer also to ALL SPACES – General Terms of Use (p5)*

## The Access Space



The Access Space offers a smaller exhibition space for emerging contemporary visual artists, particularly those seeking their first solo or group exhibition experience in a professional gallery environment. It is also suited to established artists seeking to exhibit experimental artforms.

Floor space:	approx. 70 square metres
Hanging rail:	20 running metres
Hanging rail height from floor:	various 2.25 metres, 2.8 metres, 2.6 metres & 2.3 metres
Walls:	1 rendered masonry wall and plaster walls
Panels (2):	1.2 X 2.4 metres
Hanging rail from floor:	2.4 metres

**Umbrella Studio contemporary arts**

**482 Flinders St, Townsville QLD 4810 | Ph (07) 4772 7109 | office@umbrella.org.au | www.umbrella.org.au**

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Ceiling height:	3.9 to 4.9 metres
Power points:	3
Floor:	timber

## Access Space – Terms of Use

### Artists exhibiting in the Access Space are responsible for:

- Installation, including hire or purchase of any specialised display equipment
- Design and printing of invitations (and catalogues if required). Umbrella will provide a template for your use, and these items must be approved by Umbrella prior to printing.
- Labels and exhibition signage. Umbrella will provide a template for your use.
- Demount exhibition and return space to original standard

### Umbrella Studio will provide:

- Basic hanging equipment and installation materials
- Multiple media listings
- Opening Launch event in conjunction with other exhibitions. To minimise cost and maximise attendance Access Space openings are generally held in conjunction with Main Space openings. Artists wishing to hold exhibition openings outside of these times are responsible for catering and other associated costs.
- Refer also to *ALL SPACES – General Terms of Use (p5)*

**Please note that the print draws print A-frame, Umbrella shop and sales desk must remain in the Access space.**

## The Vault



The Vault is especially suited to Audio/Visual and installation works.

Floor space:	4.4 square metres
Hanging rail:	7.8 running metres
Hanging rail height from floor:	2.1 metres

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Walls:	plasterboard
Ceiling height:	2.17 metres
Floor:	concrete

### Stairwell and Vault – Terms of Use

#### Artists exhibiting in the Vault are responsible for:

- Installation, including hire or purchase of any specialised display equipment
- Design and printing of invitations (and catalogues if required). Umbrella will provide a template for your use, and these items must be approved by Umbrella prior to printing.
- Labels and exhibition signage. Umbrella will provide a template for your use.
- Demount exhibition and return space to original standard

#### Umbrella Studio will provide:

- Basic hanging equipment and installation materials
- Multiple media listings
- Opening Launch event in conjunction with other exhibitions. To minimise cost and maximise attendance Stairwell & Vault space openings are generally held in conjunction with Main Space openings. Artists wishing to hold exhibition openings outside of these times are responsible for catering and other associated costs.
- *Refer also to ALL SPACES – General Terms of Use (p5)*

## The Carpark



The Carpark is an area for the ephemeral or experimental artist. It can be used for murals and installation art.

Number of concrete panels:	6 sections (can use one multiple or all together)
Panel sizes (h x w):	2.05 x 4.4m, 2.04 x 5.4m, 2.1 x 4.1m, 1.8 x 2.9m, 1.87 x 2.72m and 1.9 x 2.84m

### Carpark – Terms of Use

#### Artists exhibiting in the Carpark are responsible for:

- Installation, including hire or purchase of any specialised equipment.
- Design and printing of invitations (and catalogues if required). Umbrella will provide a template for your use, and these items must be approved by Umbrella prior to printing.
- *Refer also to ALL SPACES – General Terms of Use (p5)*

## ALL SPACES - General Terms of Use

For all spaces, Umbrella Studio will provide:

- eNews mailout to members, gallery contacts, arts organisations and media
- Media release and various promotional activities
- Safety induction and information session including location of tools and equipment for your use
- Supervision of artwork/gallery during business hours
- Administration of artwork sales
- After hours security system, linked to a security provider
- Catering and a licensed bar service for the purchase of beverages at gallery openings and events

Artists are encouraged to apply for regional arts development funding, NAVA, and Arts Queensland Project funding to help cover work and exhibition expenses. If you are in the process of applying, have been approved or rejected, please note this in your cover letter.

Further Exhibition contractual arrangements can be found in *Part 3. Exhibition Agreement*.

## PART 2: EXHIBITION PROPOSALS

Umbrella Studio assesses proposals twice yearly. Applicants are welcome to make an appointment to discuss their proposal with the Gallery Director prior to its submission. This is a rolling application process and we accept proposals from members all through the year.

All applications are reviewed by a Program Sub-committee. Successful applicants will receive a letter detailing their exhibition arrangements. Unsuccessful applicants will receive an assessment feedback sheet outlining the strengths and weaknesses of their application.

**Send Proposal Applications by email, post or hand deliver:**

[office@umbrella.org.au](mailto:office@umbrella.org.au)

**Umbrella Studio Association Inc.**

**PO Box 2394**

**Townsville QLD 4810**

**Umbrella Studio**

**482 Flinders Street**

**Townsville City**

## Assessment Criteria

Exhibition applications will be assessed by the following assessment criteria, presented here in order of significance from highest to lowest.

### Key criteria:

- Conceptual and aesthetic innovation
- Potential for public program and professional development opportunities for local artists
- The exhibition will extend visitors' knowledge and appreciation of contemporary visual arts
- The exhibition fulfils professional, non commercial, gallery standards

### Desirable criteria:

- The exhibition is not motivated most significantly by commercial interests/outcomes
- The majority of works should not have been exhibited elsewhere in the region and not be very similar to work previously exhibited locally

For further information please telephone 07 4772 7109 or email [director@umbrella.org.au](mailto:director@umbrella.org.au)

**PART 3. APPLICATION FOR EXHIBITION**

Your Details

Title \_\_\_\_\_ Full Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Suburb \_\_\_\_\_ Post Code \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Are you a member?  Yes  No *(you must be a member for your application to be assessed)*

Do you intend to have your works for Sale?  Yes  No

Do you have an ABN?  No  Yes > \_\_\_\_\_

Are you Registered for GST?  Yes  No

Your Exhibition Details

Title of Exhibition \_\_\_\_\_  
 Exhibition Rationale (300 words or less)

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Artist Statement (100 words or less)

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Proposed Dates  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

Special Requirements *(Plinths, Lighting, Suspension, Alterations)*

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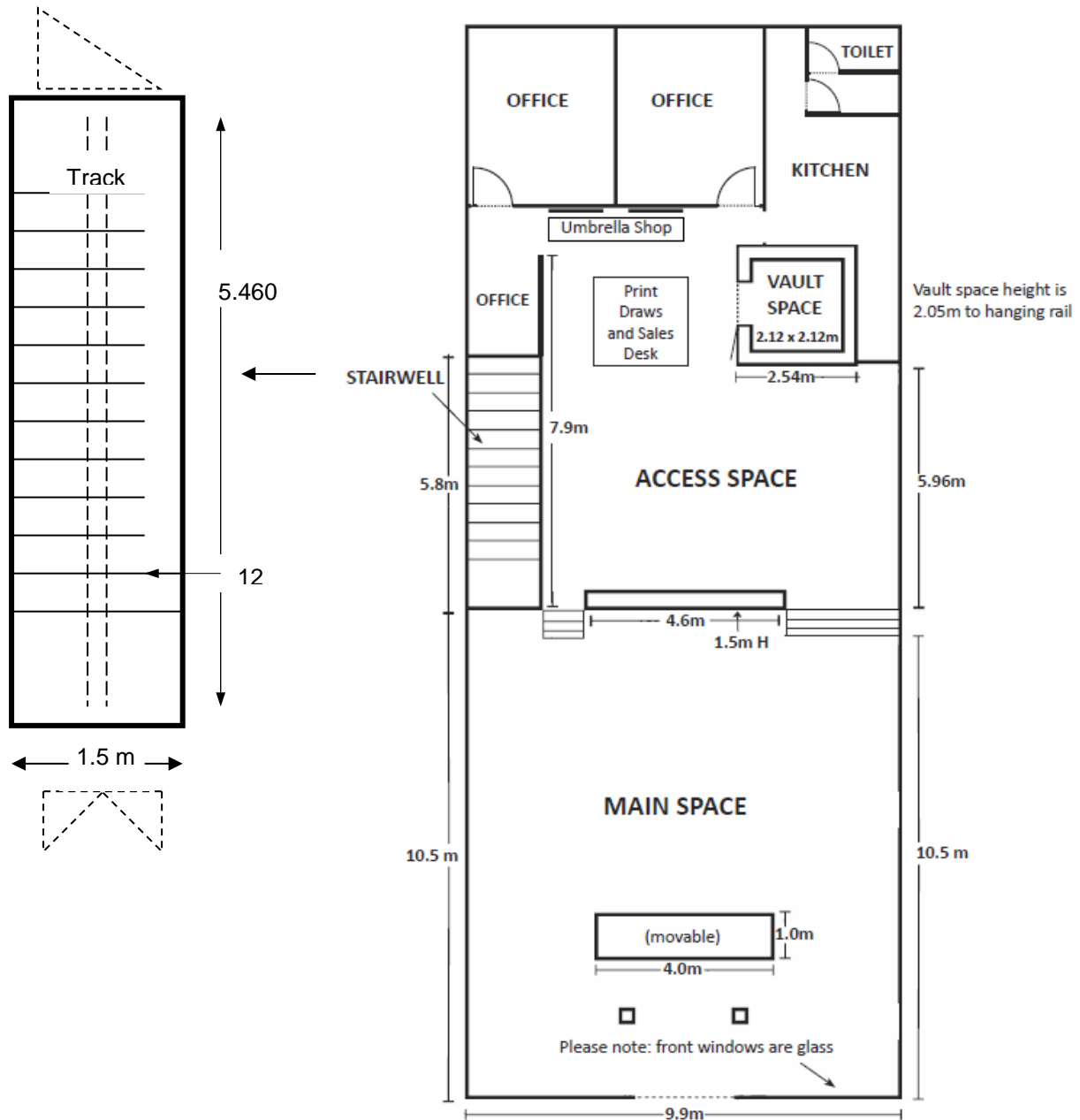
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Proposed Space  Main Space  Access Space  Vault Space  Carpark Space



On the floorplan below, please indicate the preferred space and the proposed location of each artwork in the exhibition.



## Submission Guidelines

Please ensure you include the following in your Exhibition Proposal when you submit it for assessment:

### Solo Exhibitions:

- Completed Application Form (Part 3 – 2 pages)
- Cover letter that briefly outlines key points from proposal
- A current CV and brief artist biography (no more than two A4 pages in total).
- Visual support material:
  - 5 images each clearly identified as previous work indicative of work proposed for exhibition;
  - 5 images each clearly identified as work proposed for exhibition. These can be in-progress images/sketches or completed work.
  - Hard copy listing of each above artwork details, eg. artist's name, artwork's title, year completed, mediums and scale

The images should be photographs or scanned sketches in digital format (jpeg or Tiff format) that can be added to the same USB as your power point/PDF.
- Visual support material should also be presented on a USB stick as a power point or pdf file, and on the same USB stick as separate JPG or PNG or TIF files. Each image should be clearly labelled with artist's name, artwork's title, year completed, mediums and scale. Accepted file formats: .JPG, .TIFF, .PPT, .PPTX, .PDF. *Not Accepted: Any other formats including .KEY, .ODP, etc*
- Any other support material you wish to provide

### Group Exhibitions:

- Completed Application Form (Part 3 – 2 pages)
- Cover letter that briefly outlines key points from proposal
- A CV and brief biography of each artist presented on one page
- Visual support material:
  - 2 images from each artist each clearly identified as previous work, indicative of, but not those proposed for exhibition;
  - 2 images from each artist each clearly identified as proposed works for exhibition. These can be in-progress images/sketches or completed work.

The images should be photographs or scanned sketches in digital format (jpg or Tiff format) that can be added to the same USB as your power point/PDF.
- Visual support material should also be presented on a USB stick as a power point or pdf file, and on the same USB stick as separate JPG or PNG or TIF files. Each image should be clearly labelled with artist's name, artwork's title, year completed, mediums and scale. Accepted file formats: .JPG, .TIFF, .PPT, .PPTX, .PDF. *Not Accepted: Any other formats including .KEY, .ODP, etc*
- Any other support material you wish to provide

**PART 4: EXHIBITION CONTRACT**

If your work is selected for Exhibition you will receive a Letter of Offer. In addition to any Terms listed in your Letter of Offer and the “Terms of Use” in Part 1 for each individual exhibition space, the following points form part of the contractual arrangements for your Exhibition.

**MEMBERSHIP:** Exhibiting artists must be financial members of Umbrella Studio for the duration of the exhibition. This includes individual artists exhibiting in group exhibitions.

**EXHIBITION DATES:** As detailed in your Letter of Offer.

Umbrella may at any time, acting reasonably and upon giving notice to the Artist, cancel the Exhibition or shorten the length of the exhibition. Umbrella also has the right to reschedule exhibition dates and times in consultation with the artist. Exhibitors must notify the gallery of any changes to schedule.

**KEY EXHIBITION DAYS:**

Installation: 9am Tuesday to 4pm Thursday  
Opening: 6pm Friday  
Artist Talk: 5:30pm Friday or 10am on the following Sunday  
Demount: Monday between 9am and 12pm

**GALLERY CONTACTS**

Dr Jonathan McBurnie – Director (07) 4772 7109  
Selection of artworks (where applicable)  
Opening Launch MC (where applicable)

Angela Little – Gallery & Media Coordinator (07) 4772 7109  
Invitation and catalogue design  
Artist inductions  
Assistance with installation, demount, signage and labels/didactics where applicable  
Coordinate associated artist talks and workshops  
Marketing, Media Releases

Alan Marlowe – Business Manager (07) 4772 7109  
Assisting in all areas of Exhibition Administration and Gallery  
Artwork Sales  
Artist Payments

**SELECTION OF WORKS**

Works to be exhibited shall be selected through a process that determines the best representation of the exhibitor’s work. This process is to be determined by the exhibitor and the Gallery Director. The Gallery Director’s decision will be final.

## **INVITATIONS, CATALOGUE and PROMOTION**

All exhibiting Artists will provide the Gallery with high resolution photographs of your work for promotional purposes when requested.

Main Space Artists will also be required to provide information and images for invitations when requested. Main Space artists are required to supply their own catalogue if required, signed off by an Umbrella staff member.

## **COPYRIGHT AND DOCUMENTATION OF WORK**

Copyright of all work remains with the artist.

The Artists grants Umbrella studio a license to reproduce the Artwork for the following purposes only: the Exhibition publication, archival of the Exhibition, promotion of the exhibit and critical review.

## **DELIVERY OF WORKS**

Delivery of artworks to and from the Gallery will be the responsibility of the Artist. Please note that your artwork is not to leave the Gallery prior to the close of your exhibition unless otherwise discussed.

## **INSURANCE OF WORKS**

Umbrella Studio will, during the exhibition, use its best endeavours to ensure that the Artwork is protected from hazards of fire, theft, insects, dirt, foodstuffs, beverages, smoking or handling by unauthorised persons, however Umbrella does not accept any liability for damage to the artwork whilst being exhibited or during transit to and from the gallery. It is the responsibility of the Artist to insure works in transit and whilst on display in the Gallery.

## **EXHIBITION INSTALLATION**

It is the responsibility of the Artist to install the exhibition. For Main Space artists, the gallery will provide assistance.

The Gallery can supply the following:

- Hanging wire and hooks
- Blu-Tack and Magnets
- Ladders
- Plinths
- Tools

Artwork should arrive at Umbrella in good, clean, displayable and undamaged condition, ready to install. All framed works or stretched canvas works should come fitted with D-Rings. The D-Rings should be fitted close to the top of the frame to ensure that the works hang flat and close to the wall. Suggested D-Ring height is 3-5cm from the top of the work, screwed into the side supports at the back. As a general rule 2D artworks are hung with the centre, eye-line at 150cm. Double hung artworks should be placed evenly above and below this height. Any plinths that need painting will need to be painted prior to the set-up of the exhibition by the exhibitor whilst at the gallery (paint will be supplied). All 3D works should be sturdy whilst on display. Any works of a precarious or hazardous nature are to be roped off to avoid damage or injury.

The Artist will provide detailed label information on an Excel spreadsheet provided. Completed spreadsheet is to be made available to the Gallery & Media Coordinator on the first day of installation for printing the labels.

The Gallery & Media Coordinator will be responsible for doing the lighting for the show once all the work has been hung.

The exhibition must be completely ready by 4pm Thursday preceding the opening. This includes placing artworks and labels and configuring lighting.

#### **OPENING LAUNCH**

Umbrella Studio will provide an opening launch, including bar and catering. The exhibitor(s) will be responsible for organising a guest speaker, if required, in consultation with the Gallery Director.

#### **SALES**

The Gallery will charge a 40% commission on all artwork sales (this is inclusive of GST). The price of each artwork should include the commission.

The Gallery will handle all administration and provide the Artist with a detailed sales list at the close of the Exhibition. Payment to the Artist will be made within 7 days of receipt of a Tax Invoice for the work, less commission.

Artworks that have been exhibited at Umbrella Studio which are sold within 12 months of exhibition are also subject to the 30% commission to Umbrella Studio on the retail price. This encourages Umbrella Studio to promote your work further and possibly propose them into collections, and helps Umbrella Studio recover some costs of marketing.

#### **EXHIBITION DEMOUNT**

It is the responsibility of the exhibitor to demount the exhibition or as negotiated. Demount must take place between 9am and 2pm on the Monday after the exhibition closes. At the conclusion of the show all works will be removed from the premises. No storage is available in the Gallery for artworks left behind or as negotiated. Once the works have been removed, all wires are to be removed from the hanging rails coiled for storage. All labels and blu-tack are to be removed from the walls and label holders. All markings, damages or changes to gallery walls, floor, etc by the exhibitor(s) as part of or during the exhibition must be removed immediately after show by the exhibitor(s) and made good. Any signage shall also be removed.

It is the exhibitor(s) responsibility to remove extraneous materials, eg hanging lines, tape, etc and any rubbish connected with the exhibition.

**If the exhibitor is not available to demount the exhibition, a fee of \$220 (Inc GST) will be charged to the exhibitor for Main Space shows, or \$110 (inc GST) for other spaces (for example: Access Space, Vault Space, Stairwell and other exhibition spaces which aren't the Main Space).**

#### **WORK HEALTH AND SAFETY –installation, exhibition and demount**

Umbrella Studio is committed to encouraging safe work practices by all users of this space, and to protect from injury any persons who use or frequent the space.

As part of your Exhibition Agreement with Umbrella it is important that you read and understand the following information.

To ensure correct Work Health and Safety procedures are considered and implemented, the Artist will be required to consider all safety aspects for the installation, exhibition and demount of the exhibition in advance of the installation date.

The Artist should carefully consider how they will deliver, install, demount 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 safe work plan, the exhibiting artist should consider:

- the dimensions and weight of works (and associated display equipment such as plinths)
- how the works will be transported into and out of 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 items are being suspended from the ceiling, will equipment other than a ladder be required for safety.
- the correct safe techniques for usage of this equipment. If any training is required in the correct use of ladders, safe manual handling techniques etc. this should be dealt with prior to installation date. The gallery will conduct a basic safety induction, and make available to you standard procedures for these items, but accepts no responsibility for any shortfall in the written material.
  
- how the works will be installed and exhibited, 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. Location of power points and electrical cords crossing the floor during the exhibition must be considered.

The Artist is responsible for discussing this plan with the Gallery & Media Coordinator, and once agreed, the exhibiting artist accepts full responsibility for the carrying out of safe work practices. It is the responsibility of the exhibiting artist to supervise their assistant/s and to ensure that, at all times, best practice in the manual handling of works of art and installation equipment is followed.

By signing your **Letter of Offer** you acknowledge that you understand the terms and conditions which form part of the requirement by Umbrella for the practice of the installation and demount of artworks, and are willing to abide by them.