

Yarra Ranges Council Regional Exhibitions Program

Information Pack

2023

Exhibitor's Information Pack

This document will provide the exhibitor with information about exhibiting as part of the Regional Exhibitions Program with Yarra Ranges Council. Consisting of two galleries, these vibrant spaces adhere to the curatorial aims below:

The Regional Exhibitions Program plays an integral role in the delivery of the Creative Communities Strategy at Yarra Ranges Council. We strive to display well-executed and coherent exhibitions that are of the highest quality from emerging and established artists from Australia and beyond. We present a program that supports and develops the Arts in the region which in turn fosters a strong sense of local identity and encourages meaningful participation from community members. Through the Regional Exhibitions Program, we promote the Yarra Ranges as a vibrant arts hub that thrives economically, attracts creative people and embeds creativity within the cultural life of the region.

Please read the following document carefully as it is the main source for information needed to exhibit with the Regional Exhibitions Program. It details what Yarra Ranges Council provides to the exhibitor regarding installation, marketing, and opening launch. This document also describes what the exhibitor needs to provide to Yarra Ranges Council to adequately provide the services listed.

The preferred method for applying to the Regional Exhibitions Program for 2023 is via our online form available from www.culturetracks.info.

If you require assistance or an alternative method of application please contact the Regional Exhibitions Officer at exhibitions@yarraranges.vic.gov.au.

Exhibition Selection Process

We issue an annual callout for exhibition proposals to be sought from artists, curators, collectives, groups and organisations wishing to stage exhibitions.

Priority is given to:

- Exhibitions that contribute to a diverse annual program
- Proposals that demonstrate understanding of local context or connection to local community
- Exhibitions that present a coherent body of work of high visual and conceptual quality to articulate a theme, idea, premise, narrative, historical or contemporary issue
- Exhibitions giving representation to Aboriginal and Torres Strait Islander artists
- Exhibitions giving representation to LGBTIQ+ artists
- Exhibitions giving representation to artists who identify as neurodivergent, or have a lived experience of mental or physical illness or disability
- Exhibitions that contribute to a program which achieves overall balance of gender equity, cultural and linguistic diversity and engages a broad age range
- Work that is professionally presented to deliver a high standard exhibition
- Proposals that demonstrate strong audience engagement and public program plans
- Exhibitions that may be experimental and never done before.

Proposals will be assessed by a professional selection panel. Please be aware that we receive a high number of applications each year, however we are only able to support a limited number of exhibitions.

Exhibition Spaces

The exhibition spaces available as part of this program include:

- The Memo, Healesville

- The Arts Centre, Warburton

Duration of Exhibition

Between 6-8 weeks

Please note that at times exhibition space availability will vary in duration. The galleries are closed on public holidays and at times the galleries might be closed at the Council's discretion. This may impact the number of days an exhibition is open to the public.

Exhibition Support

The Regional Exhibitions Officer provides a range of supports and advice to the artist/exhibitor as follows:

- Advice and assistance with exhibition development and design
- Installation of the artworks by professional art technicians
- Advice regarding the artist/exhibitor's planning and development of public programs and associated activities that complement and expand the potential audience for each exhibition/presentation
- Design and installation of exhibition signage including wall texts, labels or room sheet
- Use of the following equipment:
 - Audio-visual equipment including projection
 - Sound system for the opening event or during the exhibition
 - Access to a variety of plinths and movable walls

Installation

- In-house staff and professional installation and technical staff will install the exhibition.
- There are a variety of plinths available for display purposes – there are no lockable display cabinets available.
- Our hanging system consists of tracks, wires and hooks. A visit to the space is recommended. A sample can be provided to ensure the exhibitor's work is prepared in a suitable manner to be hung from this system. No pins, screws or nails, including stick-on hooks are allowed to be used on the walls. Template artwork labels/catalogue will be provided and we will use this to make professional labels/catalogue using YRC style and branding. Any alternative designs must be created by the exhibitor and approved by the Regional Exhibitions Officer.
- We can provide access to gallery tools and audio-visual equipment including: DVD players, media players, sound system, digital projectors and televisions subject to availability. The exhibitor may bring their equipment however it must be tested and tagged prior to installation at the exhibitor's expense.

The exhibitor is required to:

- Pack and transport exhibition artwork to and from the gallery and adhere to agreed delivery and installation dates and times. All transport costs to be met by exhibitor.
- Prepare artworks for installation using the existing gallery hanging system at each venue. For example, 2D works will require D-hooks and/or hanging wire (1/3 from top of frame) and weighing up to 20 kilograms each maximum. They must meet professional presentation standards. If unsure, please bring an example to the production meeting for confirmation. The Regional Exhibitions Officer has the right to veto any work deemed unsafe to hang.
- The installer and/or Yarra Ranges Council staff is not able to alter the artwork in any way.
- No nails, pins or permanent fixtures can be used in the gallery spaces under any circumstances.
- The gallery must be left tidy and restored to original condition. Costs related to repairing damage will be charged to the exhibitor.

- Artworks must be removed by the exhibitor at the end of the exhibition within specified times as agreed.
- All venues will supply a staff member to install the exhibition. If items for display are not delivered ready to be installed and arranged in the gallery by the exhibitor within specified times there is no guarantee it will be displayed.
- The Regional Exhibitions Officer has the right to veto any artworks that require maintenance or contain live animals or plants; these must be discussed in the production meeting.

Pack down/deinstall

The exhibitor is required to pack down their exhibition within opening hours. If needed, the Regional Exhibitions Officer may assist the exhibitor. Please discuss deinstall in the production meeting. If ladders and special equipment is needed, a Yarra Ranges Council staff member must assist.

Staffing

Yarra Ranges Council staff the main venue during opening hours. Artists are not permitted to staff an exhibition outside of these hours. The opening event will take place within usual opening hours and be staffed by Council staff. Please note the gallery may be open outside of usual opening hours if another event is on in one of the venues.

Artwork Sales

Artwork sales are the responsibility of the exhibitor and Yarra Ranges Council will not act as artist agent or undertake responsibility for the sale of art works from the exhibition. We also take no commission on sales.

Enquiries regarding the purchase of works will be referred to the exhibitor or exhibitor's agent. Please advise the Regional Exhibitions Officer on the preferred method of contact for all sales enquiries.

Artworks must not be removed from an exhibition prior to its closing date.

The distribution of all sold works is the responsibility of the exhibitor.

As works are sold, exhibitors *must* contact the Regional Exhibitions Officer to have a red 'sold' dot sticker placed on the label for the respective artwork.

Insurance

Yarra Ranges Council can provide insurance for the exhibitor's work while it is being exhibited in Council galleries. This cover is subject to:

- the artworks being declared on Council's insurance policy (Fine Arts)
- the terms and conditions of Council's insurance policy wording (Fine Arts).

Please discuss further with Regional Exhibitions Officer if cover is required. Alternatively, the exhibitor can insure their artworks at their own discretion. Minimum claim for an artwork to be insured is \$2,500.

Exhibitor to provide:

- The dollar value and total number of artworks for insurance purposes – not doing this will mean that the exhibition is not insured. Please ensure this detail is provided at least four weeks prior to exhibition installation.

Security

- Yarra Ranges Council provide after hours alarm protection and security.
- Please note that exhibition spaces are NOT invigilated inside the gallery during opening hours, however venue staff invigilate exhibitions as part of their front of house and customer service duties.

Production Meeting

The exhibitor is asked to attend a production meeting with members of the Yarra Ranges Council team to discuss marketing, artwork labels, opening details, installation, deinstallation, insurance and more. Although it is best to conduct these meetings in the exhibiting venue, they may also be conducted in the artist's studio or over phone or Microsoft Teams. This will be held approximately three months before the opening date of the exhibition. If desired, the meeting can occur earlier than this timeframe. A time will be mutually agreed and confirmed.

Marketing and Promotion

- Exhibitors are encouraged to promote their exhibition as widely as possible.
- Promotional material or advertisements must include the Yarra Ranges Council Logo, Culture Tracks logo and be approved by Yarra Ranges Council prior to distribution.
- Yarra Ranges Council reserves the right to take and publish photographs of works/events for promotional/marketing purposes.

All exhibitors will be requested to provide:

- High resolution image either emailed beforehand or on a USB
- A short and a long blurb for marketing use
- Broad overview of concept behind exhibition
- Title of exhibition confirmed
- Confirmation of opening event time
- A complete list of artworks that will be included in the exhibition
- All exhibitors including full names, addresses, email and phone numbers.

The marketing material will be created from the information provided. Information must be completed and proofread as requested by the REO, in the format requested. If the exhibitor does not supply this information at this time, Yarra Ranges Council cannot guarantee that marketing support will be received in time for the exhibition. Once the exhibitor is sent the marketing material, your approval will be required so the material can be sent to print. Changes made after this approval can incur extra costs and will be at the discretion of Yarra Ranges Council staff.

The Regional Exhibition Officer can supply further information regarding marketing opportunities.

Artwork Labels

A template document will be emailed for the exhibitor to complete and return within the date requested. This information will become the final label/catalogue, and therefore all information provided should be final.

Opening Event

Yarra Ranges Council will endeavour to support your exhibition opening at a time suitable for you. Please note that openings must be within existing venue opening hours. Please see venue pages for up-to-date opening hours (subject to change):

- The Memo, Healesville - <https://www.yarraranges.vic.gov.au/Experience/The-Arts/Cultural-venues/The-Memo-Healesville>
- The Arts Centre Warburton - <https://www.yarraranges.vic.gov.au/Experience/The-Arts/Cultural-venues/Arts-Centre-Warburton>

The details of your opening will be discussed at your production meeting.

- The exhibitor can have an optional two-hour exhibition opening. Changes can be subject to availability.
- The Regional Exhibitions Officer assists in the coordination of openings. An opening could include light refreshments, including alcohol, supplied by the

exhibitor, which can be served as complimentary and not sold, one or more speeches and possibly some entertainment.

- The exhibitor is required to supply their own food and drinks at the opening; the Yarra Ranges Council can supply tea, coffee and water for opening events upon request.
- The gallery is staffed during the opening event including setting up and packing down catering and drinks.
- Use of wine glasses and water glasses, cutlery and crockery are available for opening event.
- Use of a PA system is available for opening event.
- The Arts Centre, Warburton is a multi-purpose space. Other functions may be held in these spaces during the course of the exhibition at the sole discretion of the Yarra Ranges Council.
- Arts Centre, Warburton and The Memo, Healesville can sell wine and beer at bar prices at the opening.
- All details will be finalised at the exhibition production meeting.

General Terms and Conditions

- The applicant will be sent a letter (via email) outlining whether their application was successful or otherwise.
- All works in the exhibition must be original and created by the exhibitor.
- All artworks must be ready to install when they arrive at the gallery otherwise Yarra Ranges Council Staff may not be able to exhibit it.
- The exhibition presented must relate to the original proposal submitted and approved. Yarra Ranges Council reserves the right to refuse installation if the exhibition deviates from the original proposal.
- Yarra Ranges Council will not permit the exhibition of works which are unfinished, deemed offensive/inappropriate for the space in which it is situated, or an OH&S risk to staff and/or public.
- Yarra Ranges Council reserves the right for final curatorial decisions on all exhibitions.
- Artists and exhibitors should be aware that other events and programs can be on at the same time as the exhibition; multiple events will lead to higher exposure of the artwork and exhibition.

Questions and Assistance

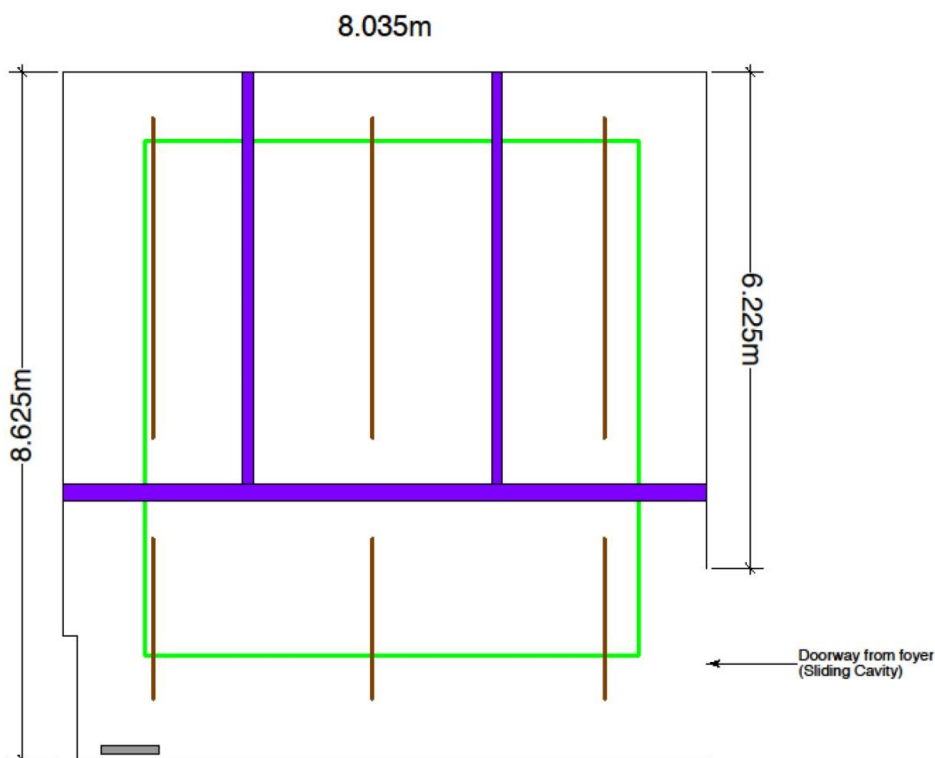
If you have any questions relating to the Regional Exhibitions Program, please contact the Regional Exhibitions Officer at exhibitions@yarraranges.vic.gov.au.

The Memo, Healesville

235 Maroondah Highway, Healesville

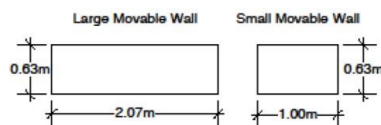
The Memo Gallery opened in 2011 and is owned and operated by the Yarra Ranges Council. The gallery is located in an exclusive exhibition space within The Memo, Healesville. It is centrally located in Healesville, has ample parking and is an accessible venue.

The space is a large white painted box, with floorboards. It is a professional looking gallery space suitable for contemporary artworks, as well as more traditional 2 and 3D artworks. It is an accommodating space that could be used for activations, installations and other ideas. It is frequented by the local community, movie and theatre goers, as well as tourists. A foyer is also available for hanging artwork, and may be used in conjunction with the Gallery, or as a smaller, secondary community hanging space.



Notes:

- Hanging track provided at ceiling height around entire perimeter of room except doorway
- Track lighting provided at 2.64m from floor (Yellow)
- Further lighting track available on ceiling as per plan (limited fixtures) (Red)
- Portable wall unit dimensions below, are provided with hanging track around entire circumference
- Projector rigging available on either of the beams on the ceiling (Blue)
- Heating Radiator on wall (Grey)



The Memo, Healesville has:

- 30m of wall space with a height of 3m
- Walls are fitted with a professional gallery hanging system
- Walls are white plasterboard
- Lighting will be completed by technical team and Regional Exhibitions Officer to best display artwork
- Data projector/s/TV available to screen directly onto wall or screen
- Audio options available – please discuss your requirements with gallery staff
- Various plinths, display cases and mannequins are available, please discuss with gallery staff

Access

- Is a public space frequented by adults and children who may be in the centre for other purposes
- Town Centre, main street location
- There are no admission charges
- Accessible venue
- Public parking located adjacent to the Centre
- Public transport includes access to buses

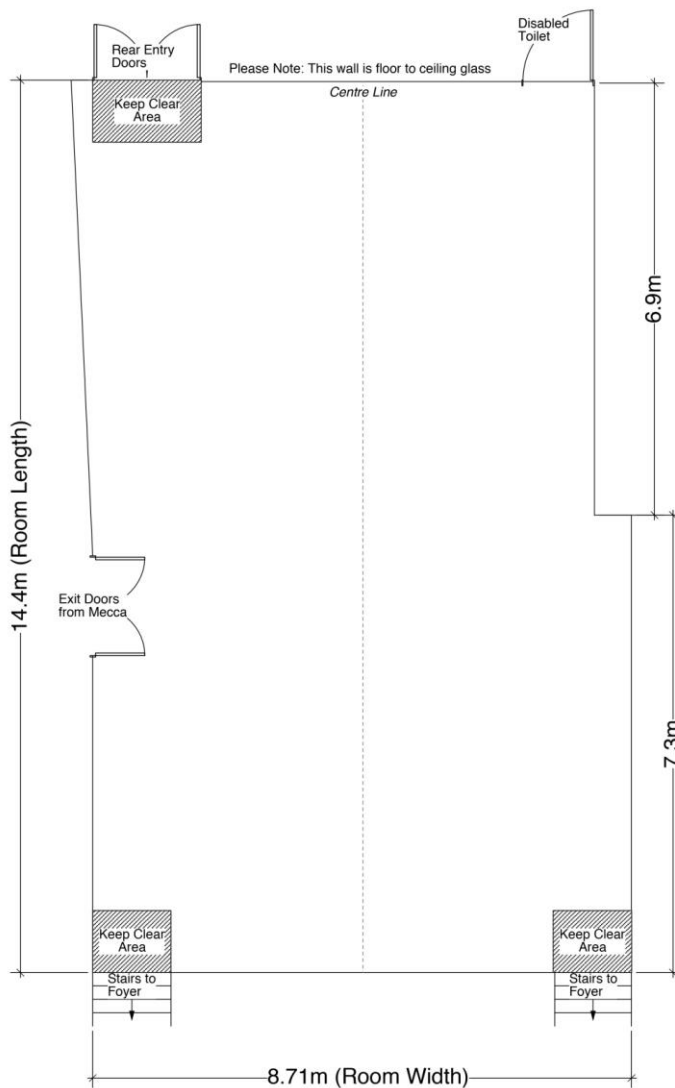


Arts Centre, Warburton

3409 Warburton Highway, Warburton

The Studio opened in 2005 and is owned and operated by the Yarra Ranges Council. The space is located in a multi-purpose exhibition space within the Arts Centre, Warburton. It is centrally located in Warburton, has ample parking, and is an accessible venue.

The space is a large white painted box, with floor to ceiling windows at one end, letting light flood in from the 'river' end of the street. Frequented by a very creative local community, 'The Studio' is a space for exhibitions, events, residencies, installations and activations. A foyer is also available for hanging artwork, and may be used in conjunction with The Studio, or as a smaller, secondary community hanging space.



The Arts Centre, Warburton has:

- 40m of wall space with heights between up to 3m.
- Walls are fitted with a professional gallery hanging system
- Walls are white brick
- Lights will be focussed by gallery staff to best display artwork
- Data projector available to screen directly onto wall or screen
- Audio options available – please discuss requirements with staff
- Various plinths, display cases and mannequins are available, please discuss with gallery staff
- A large wooden table is used in the gallery and can be removed at an extra cost to the artist
- Temporary walls are stored in the space and are usually utilised for exhibitions.

Access

- It is a public space frequented by adults and children who may be in the centre for other purposes
- Town centre, main street location
- There are no admission charges
- Accessible venue
- Public parking located to the centre
- Public transport includes access to buses