



Exhibition Proposal Guidelines

Deadline: Monday 30 March 2009 (for exhibitions January-June 2010)

Artistic policies of Craft Victoria

Craft Victoria promotes contemporary craft and design. Our exhibition program provides professional opportunities and support for emerging and established artists. We support projects that reflect innovative work, which demonstrates new ideas and techniques, while extending critical debates. Our program also provides opportunities for exhibitions that include historical references relevant to contemporary practice. Craft Victoria fosters creativity and experimentation to a local, national and international audience.

Eligibility

Craft Victoria accepts exhibition proposals from local, interstate and overseas professionals, collectives and curators. Artists engaged in part-time or full-time study are eligible to apply providing the proposed exhibition is not the basis of a final assessment.

Please note that applications for the period outlined above will be considered for that period only. Successful applications will only be considered for the program outside these dates when impossible circumstances arise and at the discretion of Craft Victoria.

Program Structure

Craft Victoria is a not-for-profit organisation funded by state and federal governments. A panel, consisting of artists, curators, academics and writers, the Craft Victoria Artistic Director and Curator assess exhibitions. Application deadlines are twice yearly (normally March and September). The gallery is a flexible space that can be configured into 3 individual exhibition spaces (50 square metres, 35 square metres and 10 square metres). You may request the entire gallery space or individual galleries, commensurate with the scale of the project. Craft Victoria will arrange the combination of exhibitions and final allocation of gallery space will be at the discretion of Craft Victoria staff. Exhibitions are of approximately six weeks duration. Craft Victoria encourages applicants to carefully consider the installation opportunities specific to each of the 3 gallery spaces. View the floor plan online at <http://www.craftvic.asn.au/gallery/proposals/plan.jpg>

Proposal guidelines

Please follow the proposal guidelines as outlined below.

Exhibition Applications should consist of two (2) typed A4 pages only, submitted in both hard copy and electronic format (Word or PDF on CD).

Do not staple or bind your application and please do not send presentation folders.

What to include on each page:

Page One:

Contact details

Please include your name, address, telephone number and email.

Curriculum Vitae

Please include only one page for individual artists, proposals for group exhibitions should include up to one half page per artist only.

Page Two:

Please answer the following two questions as the basis for your exhibition application to Craft Victoria. Responses to question two should also indicate which gallery you would prefer, however, as Craft Victoria receives more applications than it has galleries, space allocation is at the discretion of the organisation. Please note that Craft Victoria considers exhibition design to be a very important part of how exhibitions are presented. If you have any questions about the presentation of your work please do not hesitate to contact Craft Victoria's curator.

1. What is your concept or theme?
2. How will you display your work at Craft Victoria?

Images and image list:

Relevant visual material. Digital images are recommended due to the nature of the selection process. It is critical that your support material aids directly in the proposal. Select images that demonstrate and represent your concepts and skills outlined in your proposal. Please provide a total of 10 images for solo and 16 images for group applications.

Images should be saved to your CD and include the following details: artist name, title, production date and materials.

Please do not send slides or any original materials.

If you would like your CD returned, please include a stamped, self-addressed envelope. If you do not provide an envelope it will be assumed that you do not need to have your CD returned.

Costs Covered and Support Provided by Craft Victoria

- a. Craft Victoria will meet the following costs and expenses associated with the exhibition:
 - i. Project manage the exhibition process – supply and monitor timelines
 - ii. Design and printing of invitation (print run 1,500)
 - iii. Develop and dispatch mailing list
 - iv. Staff the exhibition for its duration, provide information, referrals and facilitate sales
 - v. Drinks for the official opening of the exhibition (white wine and mineral water)
 - vi. Signage within the exhibition space
 - vii. Insurance and public liability
 - viii. Develop and facilitate promotion to the media and collections using the following schedule:
 1. Media release 20 weeks in advance for magazines
 2. Media release 4 weeks in advance for listings
 3. Invitation distributed to c1,000 by mail
 4. Craft Almanac distribution
- b. Provide expert advice on additional funding applications/submissions, print production and exhibition installation
- c. Potential to use Craft Victoria display equipment
- d. Electricity and security
- e. Adjustments to Craft Victoria lighting system to suit the exhibition

All other costs associated with the exhibition and not listed in the above are the sole responsibility of the exhibitor.

Commission on Sales

Exhibition work can be made available for sale. Craft Victoria shall deduct and retain a commission of 40% for exhibitors who are Craft Victoria members and 50% for exhibitors who are non-members on all sales of artwork. GST will be added to the sale amount. Your GST status and ABN must be provided prior to commencement of the exhibition.

Conditions for Successful Applications:

Successful applicants will be required to enter into a short-term contract with Craft Victoria. Where the contract conditions are not met, Craft Victoria reserves the right to terminate the agreement. There is no fee to exhibit at Craft Victoria, however exhibitors are expected to cover the costs outlined above. A deposit of \$275.00 (\$250 + \$25 GST) will be received and acknowledged as having been received by Craft Victoria, accompanying the returned signed Craft Victoria Exhibition Agreement no later than six (6) months prior to the first day of exhibition.

Consultation

Applicants are encouraged to discuss exhibition ideas and development with Craft Victoria's Curator and/ or Artistic Director. The proposal guidelines exist to assist with the application process. If any aspects of guidelines are unclear please contact Craft Victoria to discuss.

Contact

Nella Themelios

Coordinating Curator

Craft Victoria 31 Flinders Lane Melbourne 3000

p: 03 9650 7775

f: 03 9650 5688

e. nthemelios@craftvic.asn.au

w. www.craftvic.asn.au