



ARTS INC. GALLERY GUIDE BOOK

General Information

This guide book and checklists are here to help you through the various stages of holding an exhibition in our Gallery.

PLEASE NOTE: This is an art gallery and may not be used as a 'shop'. Artworks are for display or sale and may not be advertised for 'discount' or in bulk. Consideration must be given to the amount of work you plan to display and how it will fit in the Gallery without overcrowding. Merchandise and commercially produced products can make up no more than 5% of the total work for sale and must be relevant to the exhibition.

Please contact us if you are unsure or have any questions regarding your planned exhibition.

Rental Guidelines For Your Exhibition

- ☐ Exhibitors are responsible for their own printed materials, artwork design, exhibition set up and decommission, opening event, staffing and sales. The Gallery committee will provide guidance and support for new exhibitors, assist with marketing design if required, and promote your exhibition via our social media channels and website.
- ☐ The Gallery must be open at a minimum on weekends between 11 am – 4 pm. Extra hours are at the discretion of the artist. We strongly encourage peak season exhibitions to be open each day of the booking.
- ☐ It is the exhibitor's responsibility to staff the Gallery during gallery hours. Once gallery hours have been set and published they cannot be changed (unless due to unforeseen emergencies). There is a refundable security deposit of \$100 and exhibitors are requested to pay 10% on all sales as the second part to the rent immediately following your show. This part of the rent is waived if you sold less than \$200.00.

Contacts

- FIRST POINT OF CONTACT : Email artsincgallery1@gmail.com This inbox is consistently monitored. Each exhibition will be provided with a Gallery Committee representative for communication.
- SOCIAL MEDIA: Follow us and always tag the correct instagram account : [@apollo_bay_arts_inc_gallery](https://www.instagram.com/apollo_bay_arts_inc_gallery) so we can know when you have shared a post and so that it is possible for us to repost on the Gallery socials. *(There are a couple of incorrect versions out there - ensure you have the right one!)*
- KITCHEN ACCESS: Marie Cochrane, Mech Hall Committee Coordinator to enquire about use of the kitchen facilities if you plan on having an opening event. M: 0417 376 053

Access

- Gallery bookings are from Thursday to Wednesdays. You'll need to be fully out for the next booking on your Wednesday night.
- The key lock is to the right of the Gallery door. You will be given the code immediately prior to your bump in day. ALWAYS RETURN THE KEY TO THE LOCK UP - even when you are sitting in the Gallery. This is incredibly important so that we can access in an emergency and to minimise the risk of a lost key.
- There are 3 keys on the keyring: 1. Gallery key. 2. Mech Hall kitchen (for access to the toilets, kitchen and to our store room. For insurance reasons the Hall toilets are for artists only. Patrons can be directed to use the toilets in the golf club carpark.) 3. Store room Key. Please use the store room if you have a lot of stock. All hanging artworks must be hung, not stacked on the floor. Some works may be presented in flip boxes on the bench or plinths (provided) but consider keeping your presentation as professional as possible.

Before Your Exhibition:

MARKETING CHECKLIST

We will support your event via our website and social media channels. Please provide the following within a fortnight of confirming your booking.

We want to get your exhibition into the calendar of events and ensure it is as current as possible. If you need to change details at a later date you can do so by emailing us.

- ☐ Provide socials and web info to artsincgallery1@gmail.com as soon as you are able. If you need assistance, please let us know!
- ☐ Web listing: Provide us with a SQUARE format image (jpeg) to use on the web listing along with the details in the following order: Exhibition title, exact dates your exhibition is open to the public, artist/s name/s, opening hours if you have decided, opening event date and time (if you are having one), and a SHORT (50-100 words) description of the exhibition. See <https://www.artsincgallery.com/exhibitions> for the calendar of events as a reference. Web listing will occur within a fortnight of receiving all of your information.
- ☐ Instagram: tag the correct account [@apollo_bay_arts_inc_gallery](https://www.instagram.com/apollo_bay_arts_inc_gallery). We will begin promoting the exhibition approximately one fortnight prior to the opening.

EXTRA TIPS

- ☐ Email your poster file directly to Apollo Bay Visitor Info Centre here: GORVIC.CustomerService1@colacotway.vic.gov.au They will print and display it within the centre.
- ☐ If you have printed posters, you'll want to put them up around town the week before your exhibition. This is your responsibility.
- ☐ If you use social media, create posts prior to and throughout your exhibition, especially if you have an Opening event! Tag us and we will re-post on the Gallery socials.

OPENING EVENT CHECKLIST

It is entirely up to you whether to have an opening event. Opening Events are usually held by artists on Thursday or Friday evenings for best attendance. Times vary but are usually early evening and last 90 mins to 2 hours.

- ☐ Advise us asap of the date and time for inclusion in your listing.
- ☐ Request access to the Mech Hall kitchen for the fridge, sink and glassware (if required). Enquiries only to Marie Cochrane on: 0417 376 053. Alternatively you can use the small glasses in the tub in the Gallery cupboard, but MUST clean and return.
- ☐ Kitchen MUST be cleaned and returned to its original state by first thing the morning after your opening event. Ensure all food and drinks are taken.
- ☐ Turn Fridge OFF and leave the fridge door open at the end of the event.
- ☐ You will need to arrange for your own table and ice buckets.
- ☐ Empty all rubbish into the bins on the left hand side of the Mech Hall for recycling and waste.

Setting Up Your Exhibition

- ☐ Advise the Committee of your opening days and times a minimum of 2 weeks prior to the exhibition. These should not be changed once they are published unless due to an unforeseen emergency.
- ☐ Download the Sales Sheet from our [web site](#) to create an inventory of all works including: title, artist, medium, price, contact name and number of the person who is collecting. This is not required, but is a very handy tool for you to keep a record of sales.
- ☐ Create price tags for each work. Bluetac next to each piece once hung. Numbers are also available in the Gallery cupboards to place next to works if you prefer to create a printed list or catalogue of your works.
- ☐ Light switches on either side of the room for spotlights, bank of light switches next to the door for down lights, reverse cycle control mounted inside the first cupboard door. Please return it to that spot so it doesn't get lost.
- ☐ Ample hanging wires are found in a basket in the cupboards. A handy tip for curating/hanging is to bring all of your works into the gallery and cluster according to theme or colour, put in place on the floor first then begin to hang. Ask us if you need help working out the hanging system.

- ☐ There are a number of plinths available for your use. These are kept in the store room, along with a desk, ladder and stick vacuum. You are welcome to use all items. Please re-charge vac.
- ☐ There is a limited amount of stationery items and extra hanging wires in the cupboards under the window. Please replace any stationery that you use – blutac, red dots etc.
- ☐ Cleaning products are in a box in the cupboards. Please clean any stains, mess on plinths, floor, or walls.
- ☐ We encourage exhibitors to ask buyers to leave works on the wall until the final day of your exhibition if at all possible. This gives the artist the best exposure and keeps the gallery full and more interesting for visitors.

During your Exhibition

Arrival

- ☐ Black and white GALLERY signs to hang from hooks under the front window, sandwich board, flags, and the Gallery OPEN signs are kept either in the Gallery or in the storeroom – accessed from the Mechanics Hall entrance hallway via the kitchen.
- ☐ Hang out Gallery OPEN sign from hooks below the verandah sign and also the canvas black and white Gallery signs from the hooks below the window.

IMPORTANT NOTE : If windy, please DO NOT hang the canvas signs out under the window, but store in the box office storeroom as they have been known to blow away. The sandwich board can be pegged into the ground if necessary, and the OPEN sign has secure clips.

- ☐ Fix flags securely to verandah poles with occy straps and peg down if windy using tent pegs through loops at the base.
- ☐ Put the sandwich board out on the corner opposite the Golf Course car park (same side as Gallery).
- ☐ Turn on your mobile phone hotspot for internet connection (there is no WIFI) to connect your Square readers or other payment device. This is not supplied by the Gallery.

During

- ☐ It helps to make a note of how many people you get coming into the gallery throughout the day. Make a tally for your info. We are interested in these figures if you are happy to share them with us.
- ☐ Don't forget to enter your sales on to the Exhibitor Sales Sheet to keep a running tally of sales (download this from our website). We don't ask for a copy of this and artists are welcome to record sales as they choose.
- ☐ If people are returning to collect works on the last day, ensure you have their name and contact details to follow them up in case they don't turn up! It happens!!! It is your responsibility to take all of your works when you leave and ensure buyers receive them in a timely manner.

End of the day

- ☐ Bring in the sandwich board, flags, Gallery signs from under the window, and the Gallery OPEN sign.
- ☐ Turn off lights in the Gallery, kitchen, storeroom etc.
- ☐ Lock Kitchen and Gallery door, return keys to keysafe.

At the Conclusion

Checklist

- ☐ Put everything away as you found them.
- ☐ Vacuum, and clean the walls, plinths and floor of any new marks.
- ☐ Bring in all signage, turn off lights and reverse cycle.
- ☐ Let us know you have bumped out and if there are any concerns. We will return your deposit based on the condition of the Gallery. We also check the storeroom, kitchen and toilets so please leave them clean and tidy.
- ☐ Your deposit will be refunded based on the condition of the Gallery after you have bumped out, and upon receipt of the second part of your rent (10% of sales over \$200.00).