

# LEAP

# REBUB

**LOFT EMERGING ARTISTS' PROGRAM**

## **Take the LEAP**

### **2011 APPLICATION FORM FOR EXHIBITIONS IN 2012**

**An exhibition program for  
artists and arts collectives of  
Far North Queensland identified  
from the region from Cardwell  
to the Torres Strait Islands.**

In recognition of the breadth and  
diversity of artistic practice in this  
region, Cairns Regional Gallery offers  
local artists, arts collectives and  
community groups an opportunity to  
display their artwork in a professional  
gallery space.



proudly supported by



## CAIRNS REGIONAL GALLERY LOFT EMERGING ARTISTS' PROGRAM APPLICATION FORM

For Solo & Group Exhibitions by Artists & Arts Collectives between Cardwell & the Torres Strait

### **Introduction**

As a community resource and in recognition of the breadth and diversity of artistic practice in this region, Cairns Regional Gallery offers local artists the opportunity to display their work in a professional gallery through application and selection.

Exhibiting at Cairns Regional Gallery through the Loft Emerging Artists Program is a chance for local artists to develop and extend their arts practice, explore exhibition concepts and utilise professional museum display techniques.

The Gallery's exhibition team is committed to supporting local artists in the realisation of their exhibition concept. We look forward to receiving your exhibition proposal and presenting your work to local audiences and the many thousands of visitors to the region from across Australia and the globe.

**Janette Laver**  
Curator

## THE EXHIBITION CONCEPT

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**Where to start** When thinking of exhibiting, it is important to objectively assess your work and develop a clear concept. You may see your show as a complete departure from your normal practice, a chance to experiment with new techniques or imagery, or it may be a consolidation of your developed work.

It is essential to get to know the Loft Gallery to enable you to utilise the space to its best advantage when putting together your exhibition application, as this is where the majority of *LEAP* are displayed, you will also need to be aware of the Gallery's policy and procedures. For example, as a public building, Cairns Regional Gallery has a duty of care under the Workplace Health and Safety Act. So, if your exhibition involves the use of fire or hazardous substances, you'll have to rethink the concept! Depending on the space, there are also restrictions on the size and weight of works. Do not produce the work, and then attempt to fit it into the space. Maintain a degree of flexibility throughout the process of developing and presenting your exhibition.

## BEFORE YOU APPLY

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**Concept** Take time to develop the concept of your exhibition. You should view the Cairns Regional Gallery exhibition as an important step in your career as an individual artist or exhibiting group. Realistically consider the time and dedication required to produce a high quality exhibition.

**Feasibility** Take time to develop the feasibility of your exhibition. Realise that the Gallery has restrictions on size and weight of works and materials used. Design your exhibition to complement the exhibition space available to you.

**Consultation** The Cairns Regional Gallery advises applicants to arrange a meeting with the Curatorial team to discuss your concept and feasibility. The Gallery's exhibition team are happy to provide advice on your initial concept. Please phone for an appointment on 4046 4800.

**Promotion/Access** Think about how your show is going to communicate to its audiences. Consider any public program activities to give further access to the exhibition and how you may further promote it.

**Cost** Work out what your show will cost. A developed budget at this stage saves worry later. Cairns Regional Gallery, with generous assistance of the John Villiers Trust will provide successful applicants a cash contribution of \$700 made payable on the delivery of their exhibition.

**Timeline** The Gallery attempts to schedule exhibitions at least twelve months in advance, so proposed exhibition dates should take this into account.

## THE EXHIBITION PROPOSAL

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**Proposal** To exhibit at the Cairns Regional Gallery you must complete the proposal form attached and submit it together with the required support material, on or before **5pm, Friday 8th April 2011**. Gallery staff can answer questions regarding proposals over the phone or by appointment.

**Proposals received after Friday 8th April 2011 will not be accepted and will be returned to the artist.**

**Delivery** Please post your application to:

LEAP  
Cairns Regional Gallery  
PO Box 7784  
Cairns QLD 4870

**Or hand deliver to:**

Front of house  
Cairns Regional Gallery  
Cnr Abbott & Shields St  
Cairns QLD 4870

**Assessment** With so many artists, arts collectives and community groups in the FNQ region, the most equitable way of programming emerging exhibitions, is by a formal assessment process.

After the closing date, the Curator and Exhibitions Manager convenes with the Loft Emerging Artists Program Assessment Panel to assess proposals. The Panel comprises of the Gallery Director and representatives of local visual arts bodies and institutions.

**Criteria** When assessing proposals, the Loft Emerging Artists Program Selection Panel uses the following criteria:

- Does the exhibition demonstrate artistic merit and originality?
- Is the exhibition concept clear and concise?
- Does the exhibition clearly communicate its intent?
- How does this exhibition further your artistic practice?
- Does the application include explanations of images chosen?
- Have adequate funds been allocated to the exhibition?
- Is there adequate information including images to assess the proposal?
- Have you considered additional public programming and interpretation for audiences?

Applications from artists and community groups who have exhibited in the previous year will not be considered the following year.

## EXHIBITION CONFIRMATION

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- Receipt** Once the Cairns Regional Gallery has received your application a receipt of application will be sent.
- Confirmation** Once an exhibition has been accepted, exhibitors are advised of their success in a letter of confirmation. During this time exhibitors will receive a copy of the Loft Emerging Artists Program Handbook.
- All exhibitors will be advised in writing of the assessment outcome. Unsuccessful applicants are encouraged to review their proposal and reapply in subsequent rounds.
- First Meeting** A meeting will be scheduled between successful applicants and the Curatorial staff to discuss exhibiting at Cairns Regional Gallery.
- Subsequent Letter** A subsequent letter will confirm the scheduled dates offered by the Gallery for your show as well as the allocated exhibition space. Once you receive the second letter, review the exhibition time frame carefully and consult your diary. If the dates are unsuitable advise the Curatorial Officer immediately.
- Agreement** Once dates are confirmed an agreement will be sent for artists/s' to read through carefully and sign. An Artists Agreement signed by the Exhibiting artist/s and the Gallery Director will formalise the exhibition at Cairns Regional Gallery.
- Countdown** The Curator will contact you via phone or email within 4 months of your exhibition to check that you are on schedule and to see if you have any questions or queries regarding artwork and or display.
- Studio Visit** The Curator will contact you to arrange an appropriate time to visit your studio/workspace to discuss your exhibition approximately 2 months prior to your installation date.
- Second Meeting** Approx 2 months prior to your exhibition, a meeting will be scheduled with the Marketing Manager, Public Programs Manager, Visitors Services Officer and the Curator to discuss publicity and promotion, artwork sales, floor talks, workshops and your installation. This meeting is also an opportunity for exhibitors to clarify any questions they may have.

**THE EXHIBITION APPLICATION FORM**

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Applicant/s Name of Exhibitor/s \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postal Address [if different] \_\_\_\_\_

\_\_\_\_\_

Telephone work [daytime contact] \_\_\_\_\_

Home \_\_\_\_\_

Mobile \_\_\_\_\_

Facsimile \_\_\_\_\_

Email \_\_\_\_\_

Contact person [if group] \_\_\_\_\_

- Please attach list of artists if group exhibition and their contact details

**RESUME**

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Artist's Resume or Information on Group or Organisation  
[1 x A4 page only]

**STATISTICAL INFORMATION**

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Male  Female

26 years and under  27 to 35 years  36 to 59 years  60 years and over

Aboriginal  Torres Strait Islander  Pacific Islander

**PROJECT / EXHIBITION**

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Working title of project/exhibition

\_\_\_\_\_

\_\_\_\_\_

Brief outline of proposed project/exhibition (in addition to A4 page rationale)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Preferred month of exhibition** \_\_\_\_\_

(please note this is for the 2012 calendar year)

The Gallery will endeavour to work with you in allocating a suitable timeframe for your exhibition but cannot guarantee that your exhibition will be within your preferred time period.

### **Public Programs**

It is a requirement that exhibiting artists make themselves available for artist/curator talks to the public and to volunteer guides. There is also an opportunity to deliver workshops to adults and children coinciding with your exhibition. If this is of interest please indicate what type of program you are considering (e.g. children's workshop, adult workshop) and the content.

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### **Exhibition Sales**

In order to assist artists to recoup any exhibition costs, as well as encouraging the support of local artists by Gallery visitors, the Gallery provides the opportunity for artists to sell their work for the duration of the exhibition, via the Gallery Shop, the Gallery will add a commission of 33.3% for this service. Artists may opt to manage their own sales or to not have their work for sale.

- Gallery to manage sales
- I wish to manage my own sales
- I do not wish for my work to be for sale

### **Marketing and Promotion**

The Gallery will ensure local cultural organisations, media, elected representatives, Friends of the Gallery and the wider public are informed of your show through the Gallery magazine, 'Art Dekko', and general promotion of Gallery programs.

### **Catalogues**

It is the exhibitor's responsibility to arrange and cover the costs of any brochures/catalogues and any other print material produced to support their exhibition. If exhibitors wish to have a catalogue or room brochure available to the public a gold coin donation box can be placed in the gallery space.

The Gallery will cover the cost of designing and printing your DL exhibition opening invitation in-house. In order to maintain the LEAP program's graphic identity, all invitations must adhere to a set design template.

### **Breakdown of CRG services to exhibitors**

- Insurance whilst artwork is static at CRG
- DL invitation production and printing costs
- 1 x mailout
- Local promotion & publicity
- Manage sales (if applicable)
- Professional Installation
- Vinyl signage & label



## VISUAL DOCUMENTATION

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Please itemise the images that you have provided with this application:  
(A maximum of 10, and a minimum of 5 images will be accepted)

	Title	Medium	Dimensions HxWxD	Year
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

*Please note: do not send original artwork with application*

**Please provide images as:**

- Jpeg, tiff or pdf files on a disc or USB stick
- Hardcopy photographs (minimum size 8 x 10)

**REASONING FOR SELECTION OF IMAGES**

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Please detail the reasons for the selection of images you have included with this application i.e. They directly relate to the concept I am proposing, they are the best examples of my technique etc.

Image 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 6. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 7. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 8. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 9. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image 10. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BUDGET**

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Please include a breakdown of the exhibition budget [if required attach 1 x A4 page]

Cost/expenditure		Income	
Materials & production	\$	CRG contribution	\$700
Photographic documentation	\$	Sponsorship	\$
Transport (to and from the Gallery)	\$	In kind support	\$
Transit insurance (if necessary)		Artist's contribution	\$
Catering for opening	\$	Grants	\$
Other	\$	Other	\$
	\$		
<b>Total</b>	<b>\$</b>	<b>Total</b>	<b>\$</b>

*Please note: exhibition expenditure should equal exhibition income*

## CHECK LIST

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### Planning

- Is your concept original and/or innovative?
- Have you taken the loft gallery into account when developing your concept/exhibition?
- Have you thought about how you will support your exhibition through Public Programs?
- Is your budget realistic?
- If applicable, have you thought about which grants are suitable?
- If applicable, have you thought about which organisation you could approach for sponsorship?
- Is your timeline feasible?

### Application

- Is your concept clear and concise?
- Is your budget accurate?
- Have you included all your contact details?
- If group, have you included all artists' contact details?
- Have you included an artist's CV or group information of up to one A4 page?
- Have you included 6 – 10 good quality jpeg images with captions or equivalent?
- Is your application signed?

Exhibitor/Contact Persons signature \_\_\_\_\_ Date \_\_\_\_\_

THE LOFT GALLERY SPACE

