

Planning an Exhibition at the Riverton Community Arts Centre

Preparation

Contact the gallery nine to eighteen months prior to your proposed exhibition. You will need to write an exhibition proposal, provide images of your work and an artist cv. If you need help with this, please contact the centre administrator. Your proposal is put to the Arts Centre's committee and you will be notified of their decision. There are times when we have proposals from several artists for the same dates. Well-thought out proposals with images and artist information make it easier for the committee to make decisions regarding exhibitions.

Exhibition Proposal

Your exhibition proposal should include:

- Your name and artist cv
- Proposed dates and length of exhibition
- Medium
- Images of your work
- Previous exhibitions and experience
- Proposed title and content of work

Gallery Hire

At 2019, it costs \$200.00 (including GST) each week of an exhibition. The gallery is open from Wednesday till Sunday from 11am till 4pm each day during exhibitions.

Contract

Once an exhibition proposal has been accepted, you will receive a contract which needs to be completed, signed and returned. The Arts Centre may require a \$150.00 deposit once the contract is returned. There are three types of contracts available to artists.

Self-Managed Exhibition

A self-managed exhibition is one where an artist undertakes all the advertising, promotion, hanging, opening, install and removal of art and gallery sitting during the whole period of the exhibition. The Arts Centre provides some promotion and assists with administration, sales and opening night. This is the most cost-effective way for an artist to organise an exhibition. The only cost to the artist is \$200.00 per week for gallery hire. The artist is responsible for Opening Night catering but will be assisted by the gallery administrator.

Flexi Contract

This contract allows the artist to choose to pay for event promotion and installation of the exhibition. Extra costs are charged out at \$25.00 per hour as required. The artist is responsible for Opening Night costs but will be assisted by the gallery administrator.

Full Package Contract

This contract is for artists who want the gallery administrator to look after the gallery during the exhibition. There is a daily charge of \$125.00 for this service. Marketing is done by the Arts Centre at a cost of \$100.00. The artist is responsible for Opening Night costs but will be assisted by the gallery administrator.

TimeLine

- 9 - 18 months out contact Arts Centre
- Complete exhibition proposal, artist cv and images and send to Arts Centre
- Exhibition Proposal goes to committee (Second Wednesday of each month)
- Notification of decision (usually within a month of receiving application, but can be delayed over the winter period when we have fewer meetings)
- On confirmation of proposal you will receive a contract.
- Choose type of contract
- Sign contract and return
- Deposit to hold exhibition dates
- Pay invoice
- 6 months prior to Arts Centre discuss marketing with Administrator. Send bio and images that can be used during promotion
- 3-6 months Arts Centre creates FB event, puts event on our website, Arts Murihiku and Event Finder
- 3-6 months - Artist promotes exhibition on social media
- 3 months out - Discuss gallery sitting with Administrator.
- 3 months out - Organise catering
- 1-3 months - Article in Western Star
- 1-3 months - information in Centre Newsletter
- 1-3 months out - Organise posters
- 1-2 months - Send invitations for Opening Night (artist)
- 1 month out - Organise roster for exhibition dates
- 1 month out- Contact Centre and talk to Wayne Hill about installation
- 1 month out - Create catalogue
- 1 month out - Phone centre and book in day for installing exhibition
- 1 month out - Centre to send Opening invitation to members
- 1 month out - Put up posters around Riverton and Southland
- 1 month out - Prepare Artist statement and provide arts centre with information for gallery assistants who may be helping during the exhibition
- 1 month out - Send invitations to local press. We recommend Southland Express, The Advocate, The Western Star and The Southland Times

- 2-4 weeks out - Invoice sent for balance of gallery fee
- 1-2 weeks - Contact Administrator with any questions or concerns
- 1-2 weeks - Promotion on FB by centre
- 1 week before. Get alarm code and key instructions from Centre staff.
- 1 week before - Install exhibition/Create labels
- 1 week before - Advice Administrator about catering for Opening
- 1 week before - Print catalogue and take copies to Arts Centre
- 2-3 days before - Reminder about Opening to those who been invited
- 2-3 days before - Update social media
- Opening Night - Organise catering and gallery for Opening Night
- Opening Night - Administrator and Chair will be available to assist with sales, networking and keeping things running smoothly.
- Exhibition -Monitor gallery assistants, administration, sales completed by Administrator and Chair
- End of Exhibition - Remove unsold art
- Art sales will be processed once all payments have come through. You will receive an email once payments have been processed.
- Feedback - We appreciate feedback at the completion of your exhibition. You can do this in writing or by talking with us.

Publicity and Marketing

Event Websites

<https://whatsoninvers.nz/add-event/>

<https://www.facebook.com/WhatsOnInvers/>

<https://www.facebook.com/WhatsOnSouthland/>

www.artsmurihiku.co.nz

<https://www.thebigidea.nz/events>

<https://www.eventfinda.co.nz/>

<https://southlandnz.com/events>

Advertising

Southland Express - Entertainment Column

Southland Express, The Advocate, Western Star, Gore Ensign, Radio Southland

Contact local schools, retirement villages, and other community organisations

Email all your friends, family, fellow artists, and invite them to the exhibition

Use Vistaprint to create postcard invitations

Social Media

Create a FB event on your artist or personal page and share it. (We can show you how)

Use Twitter, Instagram and other social media outlets to promote your exhibition

Graphic Design

Have your posters professionally designed by a graphic designer. We can make a recommendation, or you can source yourself or use an organisation like Vistaprint. Make sure we receive posters in plenty of time to put out around Riverton and Invercargill. IF you live locally this is something you can do yourself.

Useful Links

<https://www.contrado.co.uk/blog/2935-2/>

<https://www.vistaprint.co.nz/>

<https://grunewaldguild.com/art-exhibition-planning-checklist/>

Contact

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