

The Depot Artspace

Expression of Interest to Exhibit in 2010

The Depot is excited to announce changes to the configuration of the galleries commencing March 2010. These changes give you new opportunities to reconfigure the space and present work of all genres in both traditional and innovative ways.

The Depot is based on the fundamental values of service, inclusiveness and accessibility, tempered by integrity, professionalism and a long experience in the arts sector, keeping it true to its core philosophy of creating an environment which encourages creating and a commitment to supporting artists to sustain themselves in their chosen creative field.

Please see overleaf for gallery spaces and exhibition opportunities.

Please read the contract which follows before sending in your proposal, as it contains all the information you need for exhibiting at the Depot Artspace.

For consideration of your exhibition we require a proposal of no more than 3 A4 pages, which must contain the following information:

An outline of the themes and concepts informing your work of no more than one A4 page.

Artists biography - this outlines key exhibitions, projects, study etc, in your history as an artist and is usually presented in bullet points or as a short paragraph.

Artists statement - this is a short concise description of your exhibition used to promote your exhibition to potential viewers of no more than 75 words.

An outline of the work you wish to exhibit: medium, size and approximate price, inclusive of our commission and GST.

An outline of how you would present the work: layout, installation, number of works, and special hanging/ installation requirements etc.

An indication of your preferred time of year.

An indication of your preferred gallery space for exhibiting.

We accept proposals all year. As gallery spaces fill quickly, please return your proposal as soon as possible.

Return to: The Depot Artspace, 28 Clarence St, Devonport, Auckland, 0624

Questions?

If you need any assistance with this process please contact gallery staff

Ph – 963 2331

Email – gallery@depotartspace.co.nz

Web – www.depotartspace.co.nz

The Depot Artspace

28 Clarence Street, Devonport
(09) 963 2331
www.depotartspace.co.nz



creating an environment that encourages

Gallery Spaces and Exhibition Opportunities

Main Gallery

- Cost** \$650 ex gst (\$731.25 incl) for a 13 day exhibition plus \$100 refundable bond payable on booking
- Optional** Movable walls to reconfigure space @ \$50 ex gst(\$56.25 incl) each per exhibition
- Includes**
- at least one and a maximum of three meetings with the Depot exhibition coordinator to assist you in a successful exhibition
 - an exhibitor's pack outlining the key steps to help you have a successful and well planned exhibition
 - fully staffed gallery for 6 days a week, including your opening
 - free listings on various websites, LOUD magazine and on posters locally
 - advice and support during the hanging of your show
 - use of Depot tools and equipment during hanging and de-hanging
 - management of sales during and reconciliation of, after your exhibition
 - sold works wrapped and stored by Depot staff
 - advice on promotion and access to flier design at community rates
 - the Depot low commission rate of 25%+ gst on commission
- You**
- hang and de-hang your show
 - provide opening refreshments
 - provide fliers
 - create a successful exhibition by promoting your exhibition and bringing in your own networks
 - run the gallery on one Sunday during your exhibition
- Best for** Group shows, however can be reconfigured with the movable walls to accommodate for two separate solo shows, creating bigger audiences for each one and reducing costs.
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Outerspace and Alterspace

- Cost**
- \$100 ex gst (\$112.50 incl) per week per gallery plus \$50 refundable bond payable on booking
 - Hire for a minimum of one week and a maximum of four weeks
- Optional**
- Hire one gallery, or hire both spaces
 - Optional – movable walls to reconfigure space @ \$25 per week ex gst(\$28.12 incl)
- Includes**
- one meeting with a Depot staff member
 - fully staffed gallery for 6 days a week
 - promotion on Depot website, LOUD magazine and local posters
 - option to purchase an exhibition pack for \$10
 - the Depot low commission rate of 25%+ gst on commission
- You**
- hang/install, de-hang/take down your exhibition or project
 - promote your exhibition on websites and other avenues
 - run your own opening, including sales
 - run the galleries for at least one Sunday of your exhibition
- Best for** Solo shows, installations, film and sound work, experimental work
- However** We will consider any proposal so long as it fits the criteria outlined in the call for expressions of interest. This may include hiring the space for workshops or residencies and a myriad of other possibilities we haven't even thought of!
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Front Room Art and Object

- Cost** One year's membership - \$25
(go to www.depotartspace.co.nz for more information on benefits of membership)
- Includes**
- the opportunity to show your work in a prime retail setting contributing to a sustainable income for you, and the satisfaction of knowing you are supporting the Depot with the turnover of your work, assisting the Depot to sustain itself.
 - the benefits of a marketing strategy driving home our point of difference, **our low commission rate of 25% on sales plus gst on commission**. This ensures the lion's share of the purchase goes to you, the artist, meaning any purchase from Front Room Art and Object directly supports the arts in New Zealand.
- Best for** Artists who are serious about 'getting their work out there' and are committed to work on a regular basis
- However** Front Room Art and Object will still remain true to the value of inclusiveness by providing an opportunity for all members to submit work for display. The hallway and space beside Depot Sound will still display work by members and will remain a valued exhibiting space at the Depot showcasing work for purchase by Depot visitors.

****For gallery dimensions please refer to the back page of this contract.**

The Depot Artspace

Contract for Use of The Depot Artspace 2010

- Complete this page and return with your proposal to:
The Depot Artspace, 28 Clarence St, Devonport, 0624.
- Please read and retain the remaining pages for your information.
- Bond must be paid within 2 weeks of confirmation by gallery staff to secure your booking.

Title of Exhibition _____

Exhibitor's Name (or coordinator's if group show *) _____

Additional exhibitors' names _____

Address _____

Post Code _____

Phone No _____

Mobile _____

Email _____

Preferred Gallery _____

*If you are putting in a proposal for a group show please select one of your group to be Exhibition Coordinator who will liaise with gallery staff on all matters regarding your exhibition and to whom the reconciliation cheque will be written.

Proposal Checklist - Please Tick

- I have read and signed the contract.
- I have included my artist biography and exhibition statement.
- I have included printed images of my work.
- I have included an outline of my work and presentation requirements.
- I am committed to paying the deposit and gallery rent on time.
- I am committed to producing a flier and meeting promotional deadlines.
- I am committed to staffing the gallery on one Sunday of my exhibition.

Group Shows

- We have nominated one coordinator who will inform group members of contractual obligations and who will be responsible for liaising between gallery staff and group members.
- We have provided an artist biography for each member of the group.
- We have provided 2 printed images of each artist's work.

I/We have read this contract and agree to these conditions

Signed _____

Date _____

Conditions for use of The Depot Artspace Galleries:

PLEASE READ AND RETAIN THESE PAGES FOR YOUR INFORMATION.

Words in italics indicate where additional costs to bond, rent and sales commission may be incurred

Cost:

Please refer to page 2 for gallery options and costs.

The specified bond is to be paid within 2 weeks of confirmation by gallery staff in order to secure your booking. On full payment of fees this deposit is considered a bond, refundable in compliance with contract specifications.

Gallery rental fees must be paid four weeks before the exhibition commences.

One day of your time volunteering on a Sunday or a public holiday during your exhibition.

Conditions:

Membership

You must be a member of the Depot Artspace to exhibit in our galleries. NZ based membership is \$25* for 12 months and includes many other advantages. In the case of a group exhibition we require that at least the co-ordinator is a member of the Depot Artspace.

Set up and Hanging

Exhibitions are to be hung/installed on the Friday prior to opening **from 11am**.

All aspects of the exhibition set up must be complete **before the gallery opens at 10am on the Saturday of your opening.**

Exhibition organisation, set up, hanging, de-hanging and dis-mantling is the responsibility of the exhibitor(s).

Main Gallery - The Depot's Exhibition Co-ordinator will assist Main Gallery exhibitors through the process as required, including at least one meeting prior to your exhibition. On the Friday set up, the co-ordinator will advise and assist Main Gallery exhibitors regarding presentation, hanging/installation and final pricing of artworks.

Outerspace and Alterspace - These are artist run spaces assisted by the exhibition coordinator with one meeting only prior to your exhibition. Please provide materials required for hanging or installing your work. You are able to use Depot tools.

While The Depot has a stated policy of non selection we ask that the artist respect that this is an art gallery encouraging a high standard of presentation and that aesthetics are of paramount importance when hanging your exhibition. An overcrowded gallery or poorly hung exhibition can detract from your work. Therefore gallery staff reserve the right to give direction to hanging the exhibition and to the number of works hung.

All works exhibited at The Depot must be original artworks not previously exhibited in Auckland.

All of the exhibited works must be available for sale. Where this is not so an additional fee will be charged. Installation and experimental work in Alter and Outerspace galleries may be exempt.

Paintings may be hung with nails, screws or picture hooks. The Depot provides tools for hanging but please bring any specialist equipment you require. **Please do not use stick on Velcro, double sided tape or anything which will tear the paint off the walls.**

Plinths and wall mounted shelves are available for object and installation artworks. Please discuss your requirements with the Exhibition Coordinator.

De-hanging

Exhibitors are responsible for de-hanging work and for repairing and touching up the gallery walls.

When reinstating the walls all nails and hanging materials must be removed and the walls left in good condition. We will provide you with a kit for de-hanging with instructions for you to follow.

If the gallery is left in an unsatisfactory condition all or part of your bond may be forfeited.

Staff will pack sold works before you arrive. All unsold works must be removed from the Depot on the last Thursday of your exhibition at 4pm.

If for any reason you are unable to de-hang your exhibition, all or part of your bond may be forfeited.

Safety

For safety reasons (OSH) gallery staff only may adjust lighting and shift movable walls.

Insurance

The exhibitor is responsible for insuring their works. The Depot, when open and staffed, takes all care for the safety of the work. The gallery is fully alarmed and monitored after hours.

Openings

Exhibitors are responsible for organising their exhibition openings – i.e. food, beverages and invitations to public, and for cleaning up after their openings before leaving the premises.

Gallery staff ensures the Depot is clean and tidy for your opening. The gallery premises and immediate outside area are to be left in the same condition at the end (e.g. rubbish and packaging must be removed).

Failure to leave the gallery in a clean state will result in all or part of your bond being forfeited.

Openings are to be held from 3 – 4.30pm on the first Saturday of your exhibition.

A Depot staff member will be working during the opening and will manage the sale of Main Gallery artworks. Outerspace and Alterspace galleries must nominate one person to manage sales during the opening. We advise you have someone serving food and drink and clearing these during the opening. You may use plastic cups or glasses.

Opening Hours

The Depot is open Monday to Saturday from 10am to 5pm during which time staffing is organised by the Depot.

The Depot is open Sunday from 10 to 4 during which time it is staffed by exhibiting artists.

As an important part of your exhibition we require you to commit to opening the galleries on one Sunday or public holiday during your exhibition. We ask that if you are unable to fulfil this commitment personally, you find a friend or family member to come in. If this commitment is not fulfilled, the Depot either closes the gallery and loses potential sales, or has to fund a staff member to cover hours.

In this event a maximum of \$50 of your bond will be forfeited to cover costs.

As the Depot is a multidisciplinary artspace, from time to time the gallery will be closed for special events, or have special events take place after hours. We will make every effort to communicate with you clearly should any such event happen during your exhibition.

Sales and Commission

A commission of 25% + GST will be charged on all exhibited works sold through and administered by the Depot Artspace. This also applies to commissions gained directly by exposure through the gallery, either during or after your exhibition.

The price you put on your work needs to include the gallery commission and GST. This will be deducted from your final payment. For example: If you sell your artwork for \$100 we will deduct \$25 (25% of the total price) plus \$3.12 (GST on the \$25). You will then be paid \$71.88 for the sale of the artwork.

In the interests of a successful exhibition gallery staff will assist you with the pricing of your works.

Credit Card Sales

The Depot accepts Visa and Mastercard to provide every opportunity for purchasers to buy your work. Unfortunately there is a sales commission charged by the ASB for this facility. We have carefully considered the fairest way to manage this additional cost, and advise that if your work is purchased by credit card, you will be charged the 2% ASB credit card sales commission on the total sale.

For example, if your work is sold for \$100, a sales commission fee of \$2 will be deducted from your reconciliation. Please note this credit card commission will apply for work sold in any of the Depot Galleries. The bank charge will be deducted along with commission from your final sales payment reconciliation.

Please note, credit card payments are accepted for purchases of artworks only. Gallery rent, bond and associated costs may be paid for by cash, eftpos or cheque.

Cheques

Any cheques for exhibition fees or works sold should be made out to the Depot Artspace. After deducting commission, one cheque to cover all work sold will be made out to the artist or exhibition co-ordinator. Accompanying this will be a breakdown of the sales.

Lay-bys

We offer lay-bys to our purchasers with a maximum duration of 6 weeks. We charge an administration fee of \$20.

Supporting Information

We require that you provide one image, a promotional artist's statement of no more than 75 words and biography to The Depot for promotional purposes. This is required as per the promotional deadlines given over the page.

We require that you display artists' statement and biography during the exhibition.

Catalogue

Titles and prices of works must be provided to the Depot by the Thursday before hanging day, with final pricing and production of catalogue or wall tags made in consultation with the Exhibition Coordinator.

Copyright

You (the artist) must be the current copyright owner of any works submitted to us for proposals, examples of work or promotional purposes.

Cancellations

Cancellations must be notified at least three months in advance of exhibition – failure to do this will result in your deposit being forfeited. Exhibitions cancelled less than four weeks in advance of exhibition will also incur a \$50 administration fee.

If a cancellation occurs due to unforeseen circumstances, this is negotiable.

Exhibitors Please Note

The DEPOT has a considered policy of non selection of artists and art work. However;

We will not accept unfinished, warped or badly presented works as this detracts not only from your own exhibition but also from other exhibitions at The Depot.

Where we consider an artwork offensive to the community we serve, we will discuss our concerns with you before deciding to hang a work.

We will make every effort to give you the times you request, although on occasion this may not be possible, in which case we will advise you of alternative dates as soon as possible.

Promotion

Fliers

Exhibitors are required to produce fliers at their own expense, as an effective promotional tool. The Depot can advise you about where to get good rates for design and printing.

If you print your own the exhibition co-ordinator will provide an outline of what needs to be included on your flier.

Your flier needs to be checked by Depot staff before being printed or emailed out.

The Depot creates posters advertising current exhibitions for placement around Devonport. Although we may place some fliers alongside the posters, we encourage you to distribute fliers around Devonport, and beyond, see below for further information.

If your exhibition coincides with our quarterly LOUD mail out, you may have your fliers inserted for a fee of \$30.

Depot Promotion

For this promotion we require

- a digital image as a tiff or high quality jpeg, at least 300kb in size. This image must be included in your exhibition.
- a promotional statement of no more than 75 words. This is a marketing tool with which to draw viewers to your exhibition.

The deadlines for Depot promotion are:

If your exhibition is in **February - April** we will need all you promotional information by **December the 1st.**

If your exhibition is in **May - July** we will need all you promotional information by **March the 1st.**

If your exhibition is in **August - October** we will need all you promotional information by **June the 1st.**

If your exhibition is in **November - January** we will need all you promotional information by **September the 1st.**

The Depot Artspace uses the following outlets for promotion;

The Depot website www.depotartspace.co.nz

LOUD – the Depot Artspace's quarterly magazine.

www.nzlive.com

www.viewauckland.co.nz

The Flagstaff – we have a fortnightly column in which we may feature your exhibition.

ShoreSpace – www.shorespace.org.nz (you can create an individual artists profile here too)

Selected listings and articles in Art News, Artists Alliance Newsletter, Citymix Magazine, The Aucklander, local newspapers.

Promotional ideas for exhibitors

Promotion is a very important part of having an exhibition. The Depot promotes as per above, however we encourage you to pursue further promotional ideas, and to promote your exhibition beyond Devonport.

Distribute fliers and posters in cafes and shops. Place an ad in the newspaper, invites to businesses and relevant groups and organisations. This may be in your local community if you come from outside of Devonport.

Also consider Takapuna and North Shore. We are only a ferry ride away from the city, so promote within AK City as well.

If one of your main objectives is sales and getting your work out to the wider public then identify how you can do this. There are many possibilities. (Also ask yourself, or gallery staff, are your works priced competitively and appropriately?)

Ask yourself why you are exhibiting your work and what your measure of success is. What is your target audience? (This may be friends and family, dealer galleries, the general public...). A successful exhibition does not necessarily have to result in a large number of sales; public exposure, valuable feedback and constructive criticism are also important parts of the exhibiting process.

Take advantage of free advertising for example:

whatson@nzherald.co.nz (email)

www.roadoworks.co.nz

www.nzartmonthly.co.nz

Find out the contact details for your local paper and approach them with some well written information about your upcoming exhibition. If you are not confident to write this yourself ask a friend to do so.

Email your flier to all your friends and contacts and ask them to forward it to their networks.

Have a visitor's book at your exhibition as all visitors are potential future buyers. Keep their details in your database for future exhibition, and after the exhibition follow up all important contacts.

Wishing you a successful exhibition!

The Depot Artspace

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www.depotartspace.co.nz



creating an environment that encourages

Gallery Maps

