

EXHIBITION PROPOSAL GUIDELINES

Thank you for your interest in exhibiting with Mitchell Studios. We are a commercial gallery and all work exhibited must be available for sale. The gallery's commission on sales is 33% (GST inclusive). In all instances, acceptance of artworks for sale and display will be at the discretion of the Gallery Director. We currently have three options for exhibiting works with us:

OPTION ONE – SPACE ONLY

Individual artists may submit up to 4 artworks for display and sale. Artworks will be placed at the discretion of the Gallery Director and remain on view for 4 weeks. Any artworks purchased may be taken by the buyer at the time of sale. Unsold artworks will be uninstalled in preparation for collection by the artist at the completion of the 4 weeks period. 33% commission on artwork sales (GST inclusive).

OPTION TWO – SMALL SCALE EXHIBITION – EXHIBITION GALLERY

Exhibition Fee: \$350 (GST inclusive) plus 33% commission on artwork sales (GST inclusive)

Individual artists or a small group of artists may apply to present an exhibition of works for display and sale within our Exhibition Gallery. Various placement options can be negotiated up to a maximum wall allowance of 12 linear metres – please refer to the gallery floor plan at the end of this document. Exhibitions last for 4 weeks and, unless a cash & carry exhibition is specified, artworks remain on display for the duration. Curation, install and uninstall of artworks is included and can be in consultation with the artist(s). If your proposed exhibition includes non-wall hung works, display plinths/tables are available for use.

A Small Scale exhibition includes the following:

- Tuesday or Thursday evening exhibition opening hosted by gallery staff – a selection of wines, non-alcoholic beverages and light snacks will be served. Our usual timing for these events is 6 to 8pm.
- Digital exhibition flyer/invitation design. An invitation to the opening event will be sent to the gallery's mailing list and supplied to participating artist(s) for distribution to their personal contacts – artist(s) may invite a maximum of 50 people to the opening event. This flyer can also be used by the gallery and artist(s) for general promotion of the exhibition. A printed version of the flyer can be arranged at additional cost.
- Poster design and print – an A0 poster designed to hang in the gallery front window for the duration of the exhibition. The artist(s) may retain this poster once the exhibition is complete.
- Promotion: exhibition details posted on the Mitchell Studios website; basic exhibition listings on the Eventfinda & The Big Idea websites; listing with ArtMap; Mitchell Studios Instagram & Facebook posts (2 per week for the duration of the exhibition); text listing in the Capital Day section of the Dominion Post; submission to community notices on NewsTalk ZB.

OPTION THREE – LARGER SCALE EXHIBITION – EXHIBITION GALLERY

Exhibition Fee: \$650 (GST inclusive) plus 33% commission on artwork sales (GST inclusive)

Artists may apply individually or as a group to present a more substantial exhibition of works for display and sale within our Exhibition Gallery. Our larger scale exhibitions are given the maximum wall allowance of the Exhibition Gallery (22+ linear metres) – please refer to the gallery floor plan at the end of this document. Exhibitions last for 4 weeks and, unless a cash & carry exhibition is specified, artworks remain on display for the duration. Curation, install and uninstall of artworks is included and can be in consultation with the artist(s). If your proposed exhibition includes non-wall hung works, display plinths/tables are available for use.

A Larger Scale exhibition includes the following:

- Tuesday or Thursday evening exhibition opening hosted by gallery staff – a selection of wines, non-alcoholic beverages and light snacks will be served. Our usual timing for these events is 6 to 8pm.
- Digital exhibition flyer/invitation design. An invitation to the opening event will be sent to the gallery's mailing list and supplied to participating artist(s) for distribution to their personal contacts – artist(s) may invite a maximum of 100 people to the opening event. This flyer can also be used by the gallery and artist(s) for general promotion of the exhibition.
- Poster design and print – an A0 poster designed to hang in the gallery front window for the duration of the exhibition. The artist(s) may retain this poster once the exhibition is complete.
- Promotion: exhibition details posted on the Mitchell Studios website; sponsored listing on the Eventfinda website; listing on The Big Idea website; listing with ArtMap; promoted Mitchell Studios Instagram & Facebook posts (2 per week for the duration of the exhibition); text listing in the Capital Day section of the Dominion Post; submission to community notices on NewsTalk ZB; media release forwarded to appropriate media, though coverage cannot be guaranteed.

ARTIST EXHIBITION PROPOSAL

Please submit your exhibition proposal to Anna Reed, Mitchell Studios Director (email: anna@mitchellstudios.co.nz) including:

- A CV and up to 300 words describing your art practice, the proposed exhibition concept, theme and possible exhibition title(s). Links to your social media pages and website where applicable.
- Which exhibition option you are applying for and preferred space (please refer to the gallery floor plan at the end of this document) along with your preferred exhibition dates.
- 3 high resolution digital images for publicity purposes. Images should be labeled with the artwork's title and the medium and size of each example included in your application.
- An indication of the number of works you plan to exhibit and the price range of your works – this should **include** the gallery's 33% commission.

In the case of a group exhibition we will need CVs and images from each artist.

ARTIST RESPONSIBILITIES

- All artworks must be delivered named, titled and priced (taking into account the gallery's 33% commission) by the date agreed with the Gallery Director.
- **Artworks must be ready to hang on our STAS Cliprail system.** This system works best with standard picture hanging eyelets & cord affixed between 5 and 10cm from the top of the artwork at each side (<https://www.stasgroup.com/en/products/picture-hanging-systems/cliprail.html>).
- Arrange any desired insurance appropriate for the works while they are in the care of Mitchell Studios Ltd. Insurance of artists' works is the responsibility of the artist and cannot be covered by the gallery.
- Provide Mitchell Studios with the information requested in the Artist Exhibition Proposal.
- Advise Mitchell Studios of any installation details/requirements 2 weeks prior to the opening.
- Pay a 50% deposit of the agreed exhibition fee by the specified due date.
- Pay the balance of the agreed exhibition fee one week prior to the exhibition opening date.
- Collect any unsold works from the gallery within 5 working days following the completion of the exhibition – unsold works will incur a storage fee of \$20 per week past this initial period.

GALLERY RESPONSIBILITIES

- Careful curation and installation of the artist's exhibition.
- Design of the exhibition flyer/invitation and poster and co-ordination of printing of the exhibition poster.
- Design and presentation of wall text including exhibition story, artist bio(s) and artwork labels.
- Management of agreed promotion.
- De-installation of artworks and preparation for collection by buyers and/or the artist on completion of the exhibition.
- Manage and staff an opening for the artist's exhibition.
- Make timely payment to artists following the sale of artworks. In the case of exhibitions, payment for artwork sales will be made to the artist's supplied bank account the week following the completion of the exhibition. In the case of space only arrangements, payment will be made on the 20th of the month following the sale(s).



