

## GENERAL INFORMATION GUIDE FOR ARTISTS

Congratulations on your application to exhibit at Lone Goat Gallery! This document provides details on many aspects of exhibiting at the Gallery.

### 1. PUBLICITY & MARKETING

Please provide the Gallery Coordinator with publicity collateral as soon as possible. The gallery maintains a number of listings on your behalf, and these are dependent on your timely provision of content. Please provide:

- BIO 100 to 200 words about artist/s
- PRESS RELEASE : 150 to 250 words
- EXHIBITION STATEMENT : 150 to 250 words (Optional - variation on PR)
- ARTWORK HERO SHOTS : 2 to 5 Artwork JPEG files - Please title all image files for identification EXAMPLE: Smith\_Sunflower\_2017\_50x60cm.jpg
- BIO HEADSHOT: Optional portrait of you for website and press use

### WEB & E-NEWS

- Lone Goat Gallery: <http://www.lonegoatgallery.com/>

We will post your exhibition and will include your Press Release and images you provide.

- **Lone Goat Gallery E-News:** We send out an exhibition and opening e-invite to our 1200+ list on Monday of the week that your exhibition opens. The Gallerist will create an edited version of your provided exhibition text for use in this email. You will be contacted to provide final proofing for this email.

### SOCIAL MEDIA

- **Facebook**

Posting images and updates to [www.facebook.com/lonegoatgallery](http://www.facebook.com/lonegoatgallery). Please like the Lone Goat Gallery page so we can tag you and share posts.

- **Instagram**

Posting images and updates to [www.instagram.com/lonegoatgallery/](http://www.instagram.com/lonegoatgallery/) Please follow us so we can tag you (if you are on Instagram please send us your account name so we can tag you for each post). If you are creating stories/reels please share them with us so we can add them to our Gallery feed.

### ONLINE LISTINGS

- **Arts Northern Rivers**

<https://artsnorthernrivers.com.au/exhibition>, 50 word listing and thumbnail image

- **Whats-On-Byron**

<http://www.whatsonbyron.com>, for listing and image and press release

- **NAVA** <https://visualarts.net.au/whatson/>

If you are a NAVA member you can add a listing here which includes an image and press release

### PRINT MEDIA

- **Byron Shire Echo**

<https://www.echo.net.au/> p. 02 6684 1777

Consider ads and advertorial in the local newspapers for your upcoming Exhibition. This is at your own cost, please contact the Gallerist as the Gallery has set design templates you can use for your ad, and can enquire about Industry rates.

The Echo is published every Wednesday with a daily EchoNetDaily online, Supply is 10 -14 days before publication.

- **Byron Arts Magazine** [www.byronartsmagazine.com.au](http://www.byronartsmagazine.com.au)

Contact Alana Wilson, Editor. [editor@byronartsmagazine.com.au](mailto:editor@byronartsmagazine.com.au), 4 months in advance of exhibition for print, 14 to 7 days for online

- **Art Almanac**

National monthly A5 format arts industry listing magazine. Submit at least 60 days before opening.

Advertising details: <https://www.art-almanac.com.au/almanac/advertising/>

### RADIO

- **BAY FM**

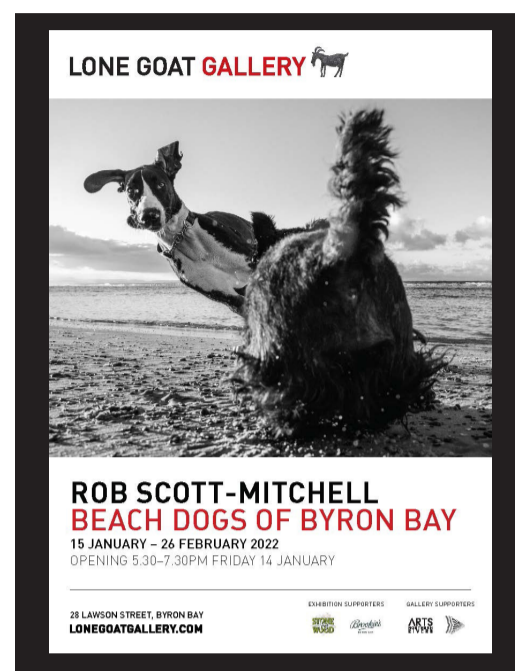
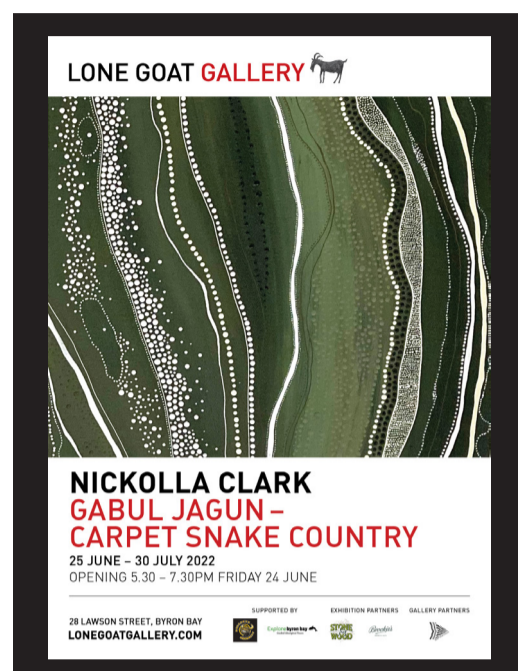
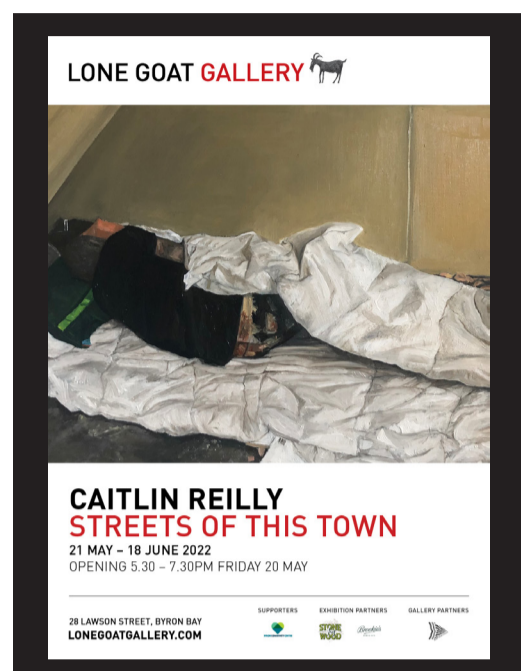
Arts Canvass, Thursday mornings from 9-11am on Bay FM. Provide 2-4 weeks notice.

Gallerist can contact Karena Wynn-Moylan to request an interview. [artscanvass@gmail.com](mailto:artscanvass@gmail.com)

### POSTCARD - OPTIONAL

- Postcard and other promotional printing is at the artist's cost.
- Gallery can arrange printing at \$104 for 250 A6 cards.
- Gallery has a template and standard design for postcard/web invitations and flyers.
- Gallerist can advise you on supply of hi-res artwork image for the postcard, create the layout from our template, and liaise with printers to coordinate the printing of the flyers.

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### BANNER SIGNAGE

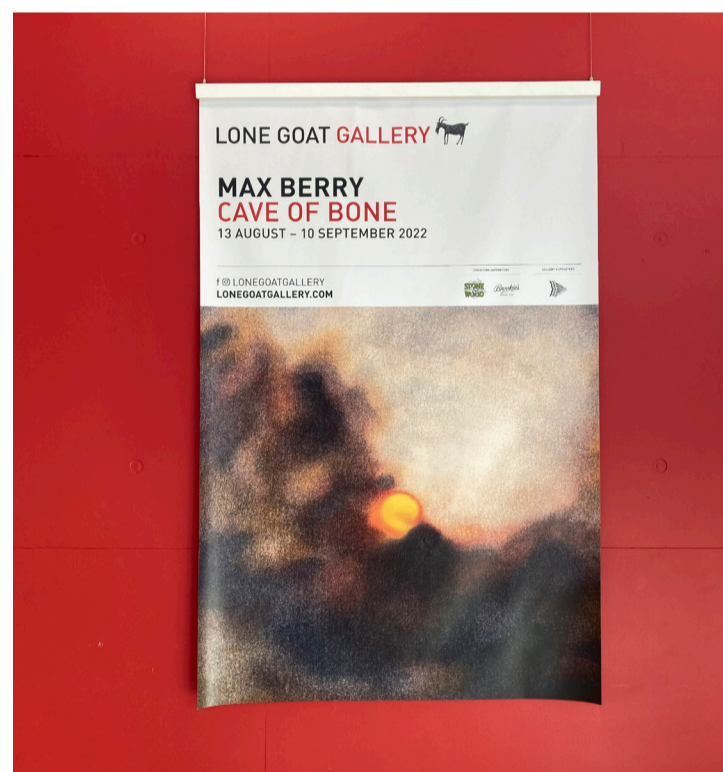
The Gallery will cover the cost of printing two banners for each exhibition:

1. one internal vertical banner
2. one external horizontal banner

Banners are printed two weeks before the exhibition and artists must supply high res images (atleast 5mb in size) for the design template.

Liase with the Gallerist about the image selection for the design of these banners.

### Interior hallway banner



### Exterior railing banner



## 2. ARTWORK IMAGES

- Please provide hi-res JPEGs of all art works (1.5mb, 2000PX shorts side) two weeks before your exhibition.
- Make sure they are cropped, with no borders (where possible).
- Title all files for identification (see above for how to title each image).
- These are essential to create the gallery website archive and sales inventory.

## ROOM SHEET / LIST OF WORKS

- The Gallery will provide 1 set of white non-invasive numbers to number your artworks on the wall.
- Please make a preliminary List of Works /Price List, as a Word document to provide to Gallerist at least two weeks ahead of your exhibition or earlier. Please provide it in the following format: Title Year medium Size Price (IE Broken Hill #5 2017 oil and ochre on canvas 45.5x 45.5 cm \$350)
- The Gallerist will format and print a List of Works using a Gallery template and provide printed copies of this for the public.

## 4. PREPARING YOUR ARTWORK FOR INSTALL

- Please ensure that all your works are prepared and D-rings are pre-installed.

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- D-rings can be purchased from Art Supply Stores and Bunnings has triangles that are fine for smaller works.
- D-rings should be attached 5cm from the top of your artwork so that the hook is not visible when the work is hung. Please ensure the backs of works are clean, no wires are attached and the artworks are completely dry and sealed.



### 5. EXHIBITION INSTALLATION

#### BUMP-IN

- Bump-in is from 10AM on the Wednesday morning before your exhibition, unless other arrangements are made with the Gallerist, who will be present to assist and provide gallery induction. You can park in the loading dock on Middleton St outside the Gallery to drop off artworks.

#### INSTALLING & HANGING ARTWORK

- Arrangement/Installation of the works in consultation with the Gallerist is from 10AM to 5PM on the Wednesday before your exhibition.
- When possible, the Gallerist will arrange for a professional Installer to be present who will work with the Gallerist to install the artworks on the Thursday before your exhibition. If that is not possible you may be required to assist the Gallerist in the installation of your exhibition.
- A simple install with about 12 works can take at least 4 or 5 hrs to complete, and more complex hangs with more artworks can take 6 to 9hrs.
- Please put aside the entirety of the install day so that all installation tasks can be completed, including creation of list of works and printing.
- The Gallery will be open to the public, where possible, from 10AM after installation (Friday). The first official day of your exhibition is the Saturday following the opening.

#### GALLERY DISPLAY EQUIPMENT

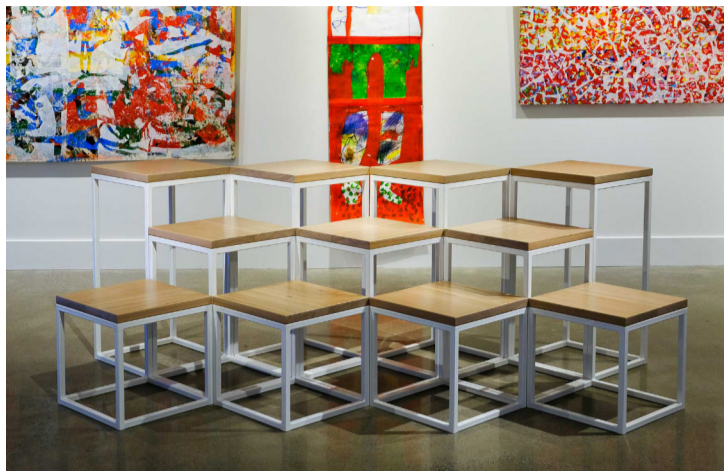
The following equipment is available for your use:

- 90 wires and 106 hooks, rails (Adjustable hooks are rated at 30kg weight holding) and gallery standard lighting (the Gallerist will adjust the gallery lighting once your show is installed)
- The provided hanging system can be used in the arrangement of works in the exhibition and to hang works in the foyer and corridor areas.
- Gallery Desk / Display Vitrine which can be used to sell smaller items and showcase working drawings, photos, catalogues, cards, etc



- Only fixtures and fittings provided by the Gallerist may be used to display artwork/exhibits on walls, according to the supplied directions.
- Any required freestanding display furniture must be provided by the hirer.
- Gallery Doors must not be obstructed.
- Please ensure that you have considered artworks to hang in HALLWAY.
- Please ensure that you have considered artworks to hang in FOYER SPACE.
- 11 Plinths are available for 3D works: 4 – 45 x 45 x 45 (h)cm, 3 – 45 x 45 x 65 (h)cm, 4 – 45 x 45 x 90 (h)cm
- 1 x 55cm LG OLED TV and dedicated plinth
- 1 x 27inch Apple I Mac

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- Ceiling mounted data projector and HDMI cable is available for attaching to your own computer. The projector is fixed in place and cannot be moved.
- 3 trestle tables. Useful for works on paper, print folios or opening night

### BUMP OUT

- De-install and bump out is from midday, the following Tuesday after your exhibition ends.
- Packing and protective wrap of artwork is the artists responsibility. Please bring wrapping materials. When possible, the Gallerist will be at the gallery and can assist in packing down the exhibition.

### GALLERY FLOORPLAN (SEE DIAGRAM)

- Room size: 12.3m x 8.3m = 98 m<sup>2</sup>
- Available wall space 28 linear metres with a hanging system in the gallery
- Ceiling height: 3m
- Library Foyer 4.5m W x 3m H with a hanging system.
- Corridor wall space 2m W x 2.5m H

### 5. SALES

- The Gallery has Eftpos facility for sales, which is the ONLY means of transaction. The Gallery is not able to process any cash sales.
- The Gallery can take sales of artworks over the phone using a credit card or via direct deposit.
- The Gallery takes a 25% commission on all sales or commercial activity during your exhibition. It is the artist's responsibility to inform the Gallerist of any external sales and forward that information onto the Gallery so they can liaise with the potential buyer.
- You will be provided with a list of sales within 5 days of end of your exhibition. Payment for sales will be made direct to your nominated bank account, within 14 days, less commission.
- The Gallerist will arrange with the artist/s the handling and shipping of any artworks sold during the exhibition. The cost of shipping is at the buyers expense.

### 6. EVENTS

#### OPENING NIGHT

- Opening Night is on the Friday after setting up your exhibition on the Thursday, unless by special arrangement with the Gallerist.
- Please be at the gallery from 4.30 pm on the Friday of the opening. Openings generally start at 5.30pm and finish at 7.30pm.
- Opening refreshments, drinks, ice and snacks are usually arranged by the Gallery in consultation with the artist/s.
- The Gallery has a liquor licence and all alcohol is served by the Gallery staff and volunteers (or other RSA holders). Drinks are available for sale on the opening night and artists will receive some complimentary drinks tickets for the opening night. The Gallery currently has two alcohol sponsors - Stone & Wood and Brookies Gin.
- Please discuss any potential alcohol or food sponsorship with Gallerist
- The Gallery supplies glasses, plates, platters, bottle openers, jugs, cutlery for the opening night.
- Please arrange with the Gallerist to assist on the opening night.
- The Gallery will conduct sales during the opening from 6pm to 8pm.

#### PUBLIC PROGRAMS

- Each exhibition has the potential for public programs - whether it is an artist talk, a demonstration by the artist, workshops, talking to school students, etc. Artists are not obligated to hold a public program during their exhibition but it is a great way to increase the audience, involve the community and potentially increase sales. If you are keen and have ideas about public programs that might work during your show please contact the Gallerist to discuss this possibility.

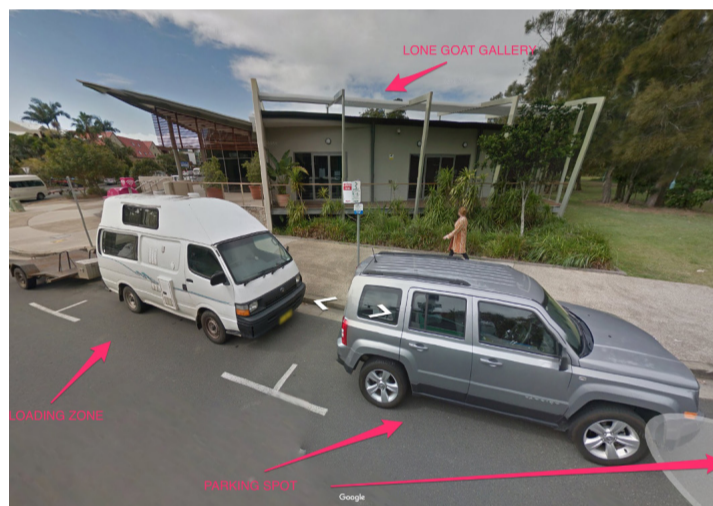
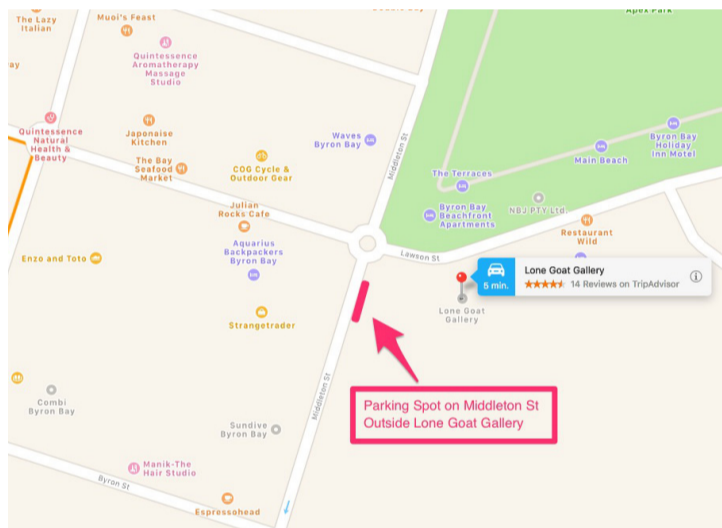
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### 7. VOLUNTEERS

- The Gallerist will arrange for the staffing and volunteer roster during your exhibition.
- We endeavour to provide volunteers for as many days/sessions as possible to support your exhibition.
- Our volunteers have been trained to open and close the gallery, set up the signage and make sales.
- Volunteer sessions are from 10am-1pm, and 1pm-4pm. Volunteers are coordinated by the Gallerist.
- Your presence in the gallery can be very beneficial for sales and marketing of your work. We welcome your availability throughout your exhibition.
- If possible, please take the time to inform volunteers about you and your artwork so that they can best support your exhibition.

### 8. PARKING

- Time limits apply to all parking spots in Byron Bay.
- Please read parking signs carefully, and know how long you are allowed to park.
- We recommend setting an alarm on your phone to remind you to move your car.
- Lawson St has 540-minute parking, which will get you through a whole day (installation day) without having to move your car.
- The loading zone outside the gallery can be used to unload and load artworks during the installation and bump out. Please note it has a 15 minute limit.
- The library carpark is free, but limited to 2 hours.



### 9. PUBLIC LIABILITY INSURANCE

- As per the exhibitions agreement, Public Liability insurance is mandatory.
- The certificate must be sighted by the Gallerist prior to your exhibition.
- Exhibition Insurance of your works and in transit is the artists' responsibility.
- If you do not have Public Liability insurance, the following organisations can provide you with cover:
  - ANNUAL COVER - NAVA Premium Plus, \$280 membership annually Includes 7 types of insurance for artists  
<https://visualarts.net.au/Membership/>
  - ANNUAL COVER - ARTSURE by FINSURA  
<http://artsure.com.au/contact/> e. team@nsura.com.au
  - PER - MONTH COVER - iiA  
<https://ii-a.com.au/> p.1300 00 2481 e. insurance@ii-a.com.au

### 10. GRANTS

We encourage you to apply for grants to financially assist your exhibition. Please consider planning grant applications 8 to 12 months in advance:

- <https://www.australiacouncil.gov.au/funding/>
- <https://visualarts.net.au/nava-grants/>
- <http://www.create.nsw.gov.au/category/funding-and-support/>
- <http://regionalartsnsw.com.au/grants/>
- [http://regionalartsnsw.com.au/grants/?grant\\_category=visual-arts](http://regionalartsnsw.com.au/grants/?grant_category=visual-arts)
- <http://artsnorthernrivers.com.au/resources/>

### 11. ADVICE & SUPPORT

- <https://artsnorthernrivers.com.au/individuals/>
- <https://visualarts.net.au/>

Please contact the Gallerist if you require further information: Sarah Harvey e. [lonegoatgallery@byron.nsw.gov.au](mailto:lonegoatgallery@byron.nsw.gov.au), m. 0437 171 062

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### GALLERY FLOORPLAN

- Room size: 12.3m x 8.3m = 98 m<sup>2</sup>
- Available gallery wall space: Approx. 35 linear metres
- Ceiling height: 3m
- Library Foyer Space: 4.5m W x 3m H
- Corridor Wall Space: 2m W x 2.5m H
- Power points: 5 x Double points (10) available ●

