

WESTERN PLAINS CULTURAL CENTRE

HOMEGROUND

2015



Western Plains Cultural Centre 76 Wingewarra Street Dubbo

Applications are open to emerging artists from regional NSW

APPLICATIONS CLOSE 5PM MONDAY 16 FEBRUARY 2015

WESTERN PLAINS CULTURAL CENTRE



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Submissions are now being sought from artists wishing to take part in the **HomeGround** program (formerly Regional Art Space) at the Western Plains Cultural Centre (WPCC), Dubbo. This program provides emerging regional artists with the opportunity to exhibit in a high profile exhibition space, to work with a professional curator to extend their practice and to benefit from mentoring sessions on a range of possible areas. Artists from Regional New South Wales are invited to submit a proposal that outlines their exhibition including ideas, concept or body of work and images of work to support the proposal. Successful applicants will work closely with the WPCC Curatorial team to realise their exhibition. Applications will be assessed in conjunction with the WPCC Exhibition Policy. **HomeGround** is limited to emerging artists from NSW only. An emerging artist is usually one in the first five years of their professional practice. A regional artist usually resides in an area with a Regional Arts Development Board. The assessment panel will be the final judges of these criteria.

Submissions should briefly outline the aim of the exhibition and its proposed scope. It is requested that the exhibition contain at least 20% new work i.e. proposals featuring **ONLY** completed work or previously exhibited work will be deemed ineligible. The aim of **HomeGround** is to provide the opportunity for artists to collaborate with a curator to develop their exhibition. Similarly the exhibition should be unique to the space and not contain only previously exhibited work. It is a requirement of entry into this programme that you have discussed your proposal with your respective Regional Arts Development Officer (RADO). If you do not have a RADO please indicate this on application form. You are also welcome to discuss your application with a curator from the WPCC. A list of contacts is provided with this application form.

The partnership between the WPCC and Orana Arts Inc sees the provision of opportunities specific to the development of professional practice in the visual arts and culture within the western region. Western Plains Cultural Centre is a benchmark facility incorporating Dubbo Regional Gallery - The Armati Bequest, Dubbo Regional Museum and Community Arts Centre. The WPCC is the largest centre of its kind in regional New South Wales, with large exhibition spaces, retail area, wet & dry studios, darkroom, research library and meeting rooms. The WPCC provides a unique opportunity to engage with contemporary art and ideas, and regional history and culture, both in practice and theory.



Paula Garrard: *Colouring Space* installation view, Regional Art Space
11 July - 6 September 2009



Katherine Simms: *What I Wanted To Show You* installation view,
Regional Art Space
13 November 2010 - 6 February 2011

HOMEGROUND

Application Form

Applications close 5pm, Monday 16 February 2015 (or postmarked) and must be mailed in writing to:

Caroline Edwards
 Assistant Curator
 Western Plains Cultural Centre
 PO Box 81
 Dubbo NSW 2830

Name

Address

Telephone (BH) Email

Mobile

CHECKLIST

Please tick relevant boxes to confirm you have provided the following with your application:

- Page 1 – Name and contact details
- Submission outline (not longer than 1 page) This should outline your exhibition proposal
- Brief Artist/s CV (no more than 2 pages per artist).
- A maximum of 10 slides OR photographs clearly labeled with your name, medium, date and dimensions of the work OR images provided as separate jpeg images OR powerpoint presentation, on a clearly labeled CD or DVD (please limit image size to no bigger than 1 megabyte each at 150dpi)
- Signed Application and Exhibition Agreement
- \$35 Cheque / Money order for application fee made out to Dubbo City Council
- Self addressed stamped envelope sufficient to return your submission material

Signed: Date:

EXHIBITION AGREEMENT

Statement of responsibilities

This document outlines the responsibilities of all parties connected to the **HomeGround** programme. In submitting your application you are agreeing to fulfil these responsibilities. Successful applicants will be required to sign an Exhibition Agreement involving these responsibilities as well as applicable dates regarding the relevant exhibition.

In this document the exhibiting artist will be referred to as the Exhibitor and the Western Plains Cultural Centre will be referred to as the Organiser.

The Exhibitor

The Exhibitor will:

- Deliver all works to the organiser by the date specified in the Exhibition Agreement (this will usually be within seven days of the exhibition opening).
- Pay for all costs associated with transport of the artworks to and from the Organiser.
- Arrange, at their own expense, insurance for all objects whilst in transit.
- Be present at the exhibition site on the dates specified in the Exhibition Agreement to assist with installation of the exhibition (this will generally be the two days prior to the exhibition opening). The Exhibitor will follow the directions of the Organiser's staff at all times with regards to Workplace Health and Safety issues.
- Provide the Organiser with details of each work (title, size, media, year) at a date specified in the Exhibition Agreement (this will usually be 10 working days prior to the exhibition opening).
- Provide the Organiser with installation requirements at a date specified (usually 10 working days prior to the installation period).
- Provide the organiser with a price list (if applicable) for all works at a date specified in the Exhibition Agreement (this will usually be 10 working days prior to the exhibition opening).
- Provide a 75 word statement, an image suitable for publication and promotion, and relevant image details at a date specified in the Exhibition Agreement (this will usually be either 20 October or 20 May in the six months prior to the exhibition opening).
- Speak for a minimum of 15 minutes at a public event at a date specified in the Exhibition Agreement (this will usually be on the date the exhibition opens).
- Not remove any works prior to a date specified in the Exhibition Agreement.
- Remove all works from the exhibition spaces and storages spaces at a date specified in the Exhibition Agreement (this will usually be within 5 working days after the exhibition closes).
- Issue an invoice for \$500 to the Organiser within 30 days of the exhibition opening.
- Notify the Organiser as soon as practical of any issues impacting the delivery of the exhibition and related programs.
- Deal openly and honestly at all times with the Organiser.

The Organiser

The Organiser will:

- Pay a fee of \$500 to the Exhibitor within 14 days upon receipt of an invoice.

- Pay for all installation costs unless otherwise stated in consultation with the Exhibitor.
- Provide all materials and tools needed for the installation of the exhibition unless otherwise stated in consultation with the Exhibitor.
- Print all labels and text.
- Ensures that a WPCC curator makes a minimum of one studio visit prior to the exhibition opening,
- Insure the works for the period they are on site (including installation and storage) at the Western Plains Cultural Centre and provide Public Liability Insurance for the duration of the exhibition.
- Take steps to protect all works from damage by the public.
- Provide marketing materials as relevant. Such materials may include printed invitations, printed cultural programs, websites, media releases, email and social media sites.
- Provide catering (light refreshments) at the public event promoting the opening of the exhibition.
- Notify the Exhibitor as soon as practical of any issues impacting the delivery of the exhibition and related programs.
- Deal openly and honestly at all times with the Exhibitor.

SALE OF ARTWORKS

The WPCC is a publicly funded organisation and as such does not act as a commercial gallery. It does not host exhibitions where the sale of artworks is either a primary or secondary outcome. However, the Organiser will allow the sale of works on exhibition under the **HomeGround** program, if the artist chooses to do so.

Successful applicants have two choices:

1. To **not** sell any works from the exhibition for the duration of the exhibition at WPCC.
2. To agree to WPCC Sale of Art Works Policy and therefore all sales will be subject to the conditions listed below

Artwork sales operate under the WPCC Sale of Art Works Policy. The policy states (in part):

1. The potential sale of works by an artist exhibiting at the WPCC will not be considered by any officer of the WPCC in determining the suitability of the artist exhibiting at the WPCC.
2. The rationale and criteria for exhibiting at the WPCC will continue to be bound by the Exhibitions Policy.
3. The decision to sell artworks will be the responsibility solely of the artist concerned. A contract will be signed by the artist and WPCC detailing the terms and conditions of this arrangement.
4. The WPCC will charge a commission of 30% for all artworks sold during the exhibition period.
5. The WPCC will process all payments for artworks sold. All sales must be final, deposits will not be accepted. The WPCC will inform the artist of all sales on a weekly basis by email.
6. All artworks sold must remain on exhibition as stated in the Exhibition Contract between the artist and the WPCC.
7. The WPCC will not use red dots or any other device to indicate sold works whilst on exhibition.
8. The WPCC will, within 30 days of the exhibition closing, and upon receipt of an invoice from the artist, make payment to the artist for all artworks sold, minus the WPCC commission of 30%.
9. The WPCC will wrap all sold artworks in protective materials (e.g. bubble wrap).
10. The purchaser is responsible for the collection of purchased artworks.
11. The WPCC will not:
 - Give advice to buyers regarding any artwork.
 - Recommend an artwork or artist to buyers.
 - Make any comment regarding the potential investment growth of any artwork.
 - Make any comment regarding the potential investment growth of any artist.
 - Ship or otherwise arrange transport of sold artworks.
12. The artist will provide the WPCC with the following prior to the exhibition opening:

- A list of all artworks and prices
 - ABN number (if applicable) or statement of GST status or statement identifying themselves as the sole agent for GST on potential sales
 - Payment details (Bank account number for direct deposit)
 - Contact details
13. The WPCC will not assist in any sales of artworks outside of this policy. Artists who do not wish to sell within the terms of this policy will not be permitted to sell, or make provision to sell, artworks for the length of the exhibition. Specifically the WPCC will not: provide contact details of the artist or potential buyers to other parties, keep a list of artworks and prices, or pass messages regarding sales from one party to the other.

These terms are non-negotiable. A full copy of the policy can be obtained from the Organiser upon request.

FREQUENTLY ASKED QUESTIONS

INSTALLATION / DE-INSTALLATION

When do I install my show?

There is a week between exhibitions known as the Install period - five (5) days Monday to Friday inclusive. The exhibition space will be accessible to the exhibitors and WPCC staff only, unless prior approval is sought.

Is the lighting on a track system?

Yes.

Can I use sound, moving images or other media in my exhibition?

Yes. Please speak with the WPCC as per your requirements.

Will my works be safe in the gallery?

The WPCC has a comprehensive security system with closed circuit TV, back-to-base alarms and volunteer monitoring. The environment is controlled 24 hours a day, 7 days a week and complies to professional industry standards.

Am I required to hang my own work?

Yes, in collaboration with WPCC staff.

What installation systems will be available?

Works will be directly fixed to walls where possible and installation requirements will be assessed on a case-by-case basis. For framed works, please ensure works have D-rings evenly attached to rear of work.

If I have a disability and am unable to hang my artwork will assistance be provided?

Yes. WPCC staff will be happy to negotiate with you regarding the installation of your work.

Do I need to be there to accept delivery of my artwork?

No you are not required, however you must provide the following details – date of delivery, approximate time, name of transport provider and contact details and a comprehensive checklist of the contents of delivery. Delivery must be arranged within business hours.

What day can I deliver?

Monday to Friday during business hours a week prior to installation week. If this is not possible it can be delivered on the Monday of the installation week at the latest. This must be pre-arranged with WPCC Staff.

Why can't I install my work on a weekend?

Exhibition policy at the WPCC maintains that all exhibitions are open during weekends. In addition, WPCC Staff will not be there to assist you at this time.

Who covers the cost of insurance and transport of artworks?

This is the responsibility of the Exhibitor/s.

Am I able to utilise gallery frames?

Yes. The WPCC has a number of frames of varying sizes in two colours - brown and blonde, available for loan during your exhibition. These frames are suitable for works on paper only. Contact WPCC staff if you are interested in utilising these frames as early as possible to arrange framing. This would need to be arranged at least two months prior to installation.

Who pays for delivery of artworks sold?

This is the responsibility of the Exhibitor/s.

Is there storage space for my works?

Storage space is available for the duration of the exhibition.

What is the size of the loading dock as I will be hiring a truck to transport my works?

6 x 8 x 10 metres.

What tools and materials for the exhibition space are provided by the gallery and what am I expected to supply?

A general exhibition tool box will be available for use. Please consult with WPCC staff if you feel your work requires specific installation requirements.

EXHIBITION PROMOTION**Do I have to promote my exhibition myself?**

No. Your exhibition will be promoted by the WPCC as well as the partners and Orana Arts Inc. However you can contact Orana Arts Inc as there is an opportunity to engage with Orana Arts promotional services which are provided free of charge to artists.

ASSOCIATED EXHIBITION COSTS**Does it cost the artist to exhibit in the space?**

No. But any specialist installation requirements that fall outside of what the WPCC provides will be at the cost of the exhibitor/s.

OFFICIAL OPENING**Do I organise an official opening?**

No. The Official opening / Artist talk will be organised by WPCC in consultation with the artist.

Can I use the Western Plains Cultural Centre database to invite people to the opening afternoon?

Due to privacy laws we are unable to provide you with our database but we would be happy to include your invitations in our mail out. Please contact WPCC staff to discuss this further.

If I have a sponsor for food for the opening is this ok?

All sponsorships must be pre-approved by the WPCC.

INSURANCE

If my artwork is damaged during the exhibition, who will pay for damages?

There is insurance to cover the whole of the WPCC, and any claims would need to be discussed with the Manager, WPCC.

GENERAL QUESTIONS

What are the Western Plains Cultural Centre's opening hours?

Wednesday to Monday 10-4pm (Closed Tuesdays) and 'til 8pm on Fridays. The Outlook Café has slightly extended hours to these.

What happens if I have to cancel my show?

You must notify WPCC staff as soon as possible if this situation arises. A fee may be imposed if insufficient time is given or your reasons for withdrawing do not meet with WPCC approval.

Do I have to look after the show?

No, however your volunteer assistance will be appreciated. Please advise if you wish to do this.

Can attendance figures be supplied to me at the end of my exhibition?

You will receive an Exhibition Report which will include attendance figures, press clippings and visitor comments.

What is the maximum weight of any single hanging piece?

There is no maximum weight, however if any single work exceeds 40 kg please inform the WPCC at least two weeks prior to install to allow for sufficient preparations to be made. Similarly, if you have work that you feel may exceed normal hanging/install conditions, please contact WPCC staff to discuss alternate installation procedures.

Who is on the assessment panel? -

- Curator WPCC
- Assistant Curator WPCC
- Regional Arts Development Officer or Representative Orana Arts Inc Board,
- One other industry representative or practising artist.

What is the definition of an emerging artist?

The term "emerging artist" typically defines anyone who is in the first five years of Professional Practice as an artist. This may include someone in the first five years after graduating from tertiary study of the Visual Arts/ Design, or within the first few years of working professionally as an artist. It has no relation to the age of the artist.

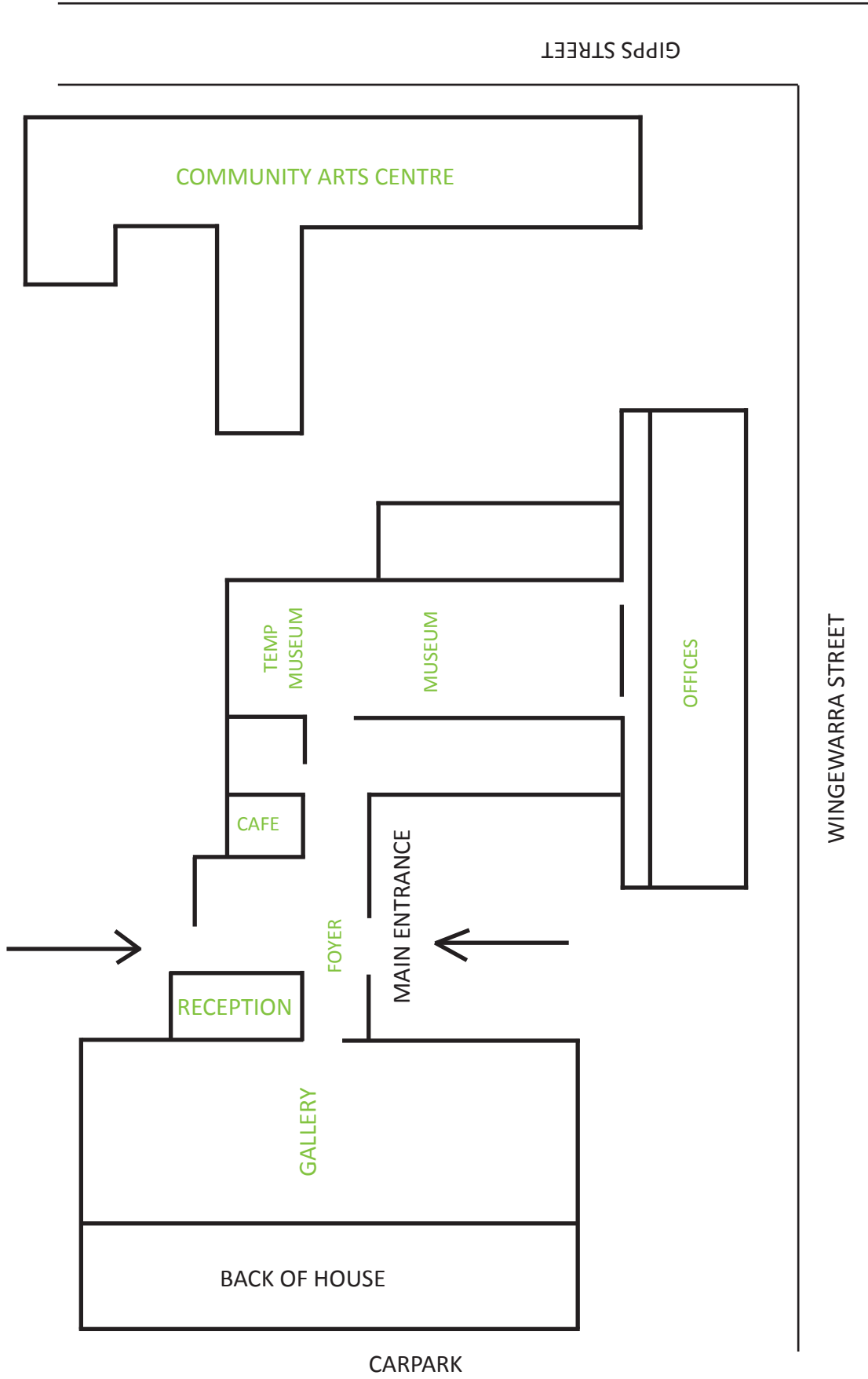
I have exhibited in the Western Plains Cultural Centre before, am I eligible for HomeGround?

Home Ground is intended as a Professional Development Program for regionally based emerging artists. Due to the limited places available, priority will be given to artists who have not had the opportunity to exhibit within the Western Plains Cultural Centre.

What if I have trouble filling out this application, or have further questions?

Please contact staff from either the WPCC or your local RADO who will be happy to assist you.

WESTERN PLAINS CULTURAL CENTRE



NB: NOT TO SCALE

CONTACTS

Please contact any of the people below if you would like to discuss your application and/or if you need assistance.

WESTERN PLAINS CULTURAL CENTRE

Contact: Caroline Edwards
Assistant Curator
76 Wingewarra Street
PO Box 81
Dubbo NSW 2830
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caroline.edwards@dubbo.nsw.gov.au
wpccdubbo.org.au

ORANA ARTS INC

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