



TUGGERANONG ARTS CENTRE GALLERY INFORMATION PACK

Introduction

The Tuggeranong Arts Centre aims to create a richness of arts opportunities that engage, challenge and inspire our community. We deliver a breadth of visual arts activities each year based within our two exhibition galleries in the newly refurbished Centre. As well as supporting practising artists in all stages of their career, the gallery program has a strong focus on providing accessible opportunities for local community members to exhibit. These include the Empire Global Art Award, as well as a range of other community arts activities.

The Tuggeranong Arts Centre presents a broad gallery program that includes emerging artists, and artists from diverse cultural backgrounds.

Exhibition Proposal Procedures

Proposals for the gallery program are accepted throughout the year and scheduled according to availability and the focus areas of the program at the discretion of the curator.

A letter of receipt will be emailed for all submissions, along with a suggested timeline for a decision and subsequent paperwork.

Proposals should include the following:

1st Your preferred dates for exhibition, and your preferred gallery space (Gallery One or Two).

2nd A short statement about your work - no more than three paragraphs.

3rd A short description outlining the physical nature of your work, including the proposed

4th number of works, medium, size and images where available.

5th A selection of up to six images of current or recent art work - please indicate if these are the works to be exhibited.

Proposals can be emailed to Karena.Keys@tuggeranongarts.com.

Tips For Writing Proposals

- Be clear and succinct. Don't get bogged down in theoretical or conceptual dialogue - a brief description of the concept and the artwork is sufficient and a meeting can be scheduled to obtain further information if the proposal is of interest.
- Try to include relevant information only - a CV may not be required.
- Images are absolutely necessary - even if they are not of the work to be exhibited, but instead illustrate your style or show previous recent works.

Gallery Hire Fees

For a calendar month, installing in the first week of the month and concluding in the final week of the month.

Gallery 1 \$1297

Gallery 2 \$1512

Gallery Specifications

SPACE	linear metres	square metres	hanging system	additional items
Gallery 1	29	55	<ul style="list-style-type: none"> fixed track with steel wires and hooks screw or nails permitted in special circumstances 	<ul style="list-style-type: none"> up to 10 x plinths available fixed gated track lighting locked space flat screen TV available
Gallery 2	35	69	<ul style="list-style-type: none"> fixed track with clear nylon wires and hooks screw or nails into transitional walls 	<ul style="list-style-type: none"> up to 10 x plinths available 2 x transitional walls repositionable track lighting video surveillance security system fixed flat screen TV

Gallery Marketing Plan

For each exhibition in the gallery, the following promotion is undertaken by Tuggeranong Arts Centre.

1st Design, production and delivery of a colour DL invitation in both hard copy and digital formats. These are placed within the Centre, distributed to our mailing list and membership, and to other relevant art spaces in Canberra. The exhibitor will be given 50 copies. In most instances, the invite will be produced as a double sided design to feature both gallery exhibitions.

2nd Promotional activity includes:

- Facebook event and updates;
- Event listings in Canberra Times Arts Diary, City News and Canberra Weekly;
- Inclusion in the Arts Centre's website and a feature in the galleries' electronic newsletter;
- online and print listing in The Art Guide publication

1st Production and distribution of a media release to our media contacts including print, online, radio and television outlets, and coordination of media opportunities.

2nd Professionally installed laser cut vinyl adhesive exhibition title.

Exhibitors can further enhance the promotions by:

- Ensuring the integral details of the exhibition and the images are made available to the curator in a timely fashion.
- Sharing Facebook events and online listings, and broadly distributing the electronic invite.
- Considering and proposing specific parallel programs for specific audiences. For example, if your exhibition is themed or aligned with an event, target a specific audience.