

NO:ID GALLERY

EXHIBITOR GUIDELINES

Hi there,

Congratulations - We are pleased to confirm that your proposed exhibition has been accepted by NO:ID Gallery for inclusion in our upcoming programme of events for 2009/2010. We look forward to working closely and fruitfully, with you, and to putting on a unique and memorable exhibition.

The two people you will have to deal with are your exhibition manager, and the gallery manager. The exhibition manager is your contact for all artistic and practical questions such as hanging of the work. The gallery manager is responsible for the financial side of things, the advertising and sales, and the space.

BEFORE YOUR EXHIBITION

Please arrange a first meeting with the gallery manager right now as you read this. He will be pleased to meet you in person and discuss the business side of your exhibition (see appendix II). After his go-ahead you will start working closely with your exhibition manager, and have another business meeting with the gallery manager two weeks before the show.

Working with your exhibition manager:

Invite your exhibition manager to your studio, discuss which works to display and how, visit the gallery with him to take measures, choose an image and edit a text for the advertising material. While supporting you, giving you tips and showing you possibilities, we also reserve the right to say yes or no to anything regarding how the objects displayed; the way they are displayed and are fixed; and anything else that forms an exception to our usual procedure. This is to avoid any possible damage to the space or to your work.

There are some minimal requirements for the setup of the space: our own gallery material needs to remain on display, and you must commit to sell our merchandise products such as posters and t-shirts along with your own material during your exhibition. In this way you are supporting the gallery, which in turn supports all the artists that we are serving, yourself included. If you opt to not have these on display, we will make a small charge in addition to our standard gallery charges. (see appendix II).

The gallery space contains a shop window that will need your special attention as objects displayed will be visible from all sides, inside and outside. There also is an A2 clipframe on the door and an A1 forecourt display. Both of these need to contain information about the opening hours and the gallery website, as well as your own promotional material.

We do not provide labour, so if you require assistance transporting, hanging, or invigilating your exhibition, we can help you arrange for that, but you must be prepared to pay the market rate for these kinds of services and the materials required. Should you be unable to see to these basic exhibition requirements, we reserve the right to fill in for you and bill you at the standard rate. This is to ensure that the gallery remains functioning and open to the public during the exhibition. This also applies for designing, printing, invigilating, etc. (see appendix II).

Working with the gallery manager:

The gallery manager is your contact for business and advertisement. Two weeks before your exhibition starts, you should have a clear picture of what it will contain, have the material to advertise it ready, and bring it to the gallery manager at the second meeting. On this we will fix the prices for each individual artwork.

We advertise your exhibition on our popular NO:ID e-listing which is at present reaching over 4000 people interested in the arts in East London. Please send us your email contacts of people you wish to receive this, their privacy remains intact, they can unsubscribe themselves at any time, and we do not pass any addresses on. See more on that subject on our website.

We keep information about your exhibition on our website noidgallery.net which is well positioned. We also post information about your exhibition on couple of other important art websites and listings, and we invite some of our regular customers and collectors in person. We do not provide for printed material; nevertheless, we do insist such material being a part of your exhibition hence requiring you to provide for it along with the exhibition as such.

Please have a look at (appendix I) about press information.

Please show us the material for approval before publication.

Note that on the final show, you will also want to provide a list of the works with titles, and prices.

All this information must be provided at least two weeks before your exhibition on your final meeting with the gallery manager.

INSTALLING YOUR EXHIBITION

Make sure you have everything you need with you: tools, extension chords, covers, special lights, nails, etc. since we do not supply anything. However, we have a laser level you may use.

Make sure you have your artist statement, your list of works / your price list, the posters for the door clip frame (A2) and the forecourt display (2x A1).

You are free to install your work on the Thursday prior to your private view (or on the Wednesday, if that is deemed necessary, but this must be pre-arranged with the gallery).

The gallery space functions as a hallway for the above two flats, and it must always be possible to get in and out of that space without hindrance and carrying baggage – the gallery is also a fire exit. You may consider changing or adjusting the lights in the gallery, but we can not allow it to be completely dark for the same reason.

Your exhibition manager will support you installing your exhibition.

YOUR PRIVATE VIEW

Private views are held Thursdays 6pm-9pm. You may provide freebies to your guests as you wish. Make sure you invite everybody you think who is interested in or important for the furthering of your art. Keep in mind that a gallery event needs to be welcoming and comfortable for a wide range of people from a wide range of backgrounds. Make sure to invite people who express an interest to buy your work to come back during the exhibition hours or buy on the spot.

There are a couple of venues in the vicinity suitable for an after-party. You are invited to discuss with Kashim from Cafe Fresh about the use of his downstairs function room for an afterparty, his number is 07956589051. The pub The Castle across the road is another option, Andy 07960627906.

At the end of your private view, make sure you lock up the gallery. Save some energy to arrive next day early to clean the space!

DURING YOUR EXHIBITION

The invigilation of your exhibition is your own duty. If you can not make it, inform us, so that we can fill the slot with our own labour, for which we will charge you standard wage. While you invigilate, be prepared to answer questions not only about your work and prices of your work, but also regarding the gallery project. In case of questions you can not answer, call the gallery manager or give out his telephone number.

There is wireless internet facility in the gallery space for your free use. For toilets, please use the facilities of Cafe Fresh next door. This is also where the fuse box is located.

It is highly advisable for you to make appointments with people interested in your work during the time of your exhibition.

Mark sold work with a spot next to them on the wall, as usual.

Make sure to document your exhibition by taking pictures and/or video. We may use these pictures later on our website and to promote sales of your artworks through the NO:ID network.

While we do our best to secure your artwork, note that your exhibition is entirely at your own risk as we are not able to provide insurance cover for your work.

AFTER YOUR EXHIBITION

You must have all your artwork removed before Monday midday, we recommend to take it all out on Sunday after 6pm and come back on Monday to re-paint etc.

It is your responsibility to leave the gallery-space, walls and floor in an immaculate state, which obviously means that any damage caused by your installation of the works, such as holes in the walls, floor or ceilings must be perfectly covered up and the space must be repainted to the standard it was in at the outset. This usually includes a simple white coat for all walls. If you can not do this, we will charge you standard wage and material costs for this.

Please arrange for a meeting with the gallery manager and exhibition manager about two weeks after your exhibition is over for a feedback on the whole experience, and a discussion about sales and future cooperation.

We are very excited to help you with the installation of your exhibition, and hope to develop a long lasting relationship with you. Exhibitions are exciting, they have a very positive long-term effect on your reputation.

Looking forward very much to seeing your work, and to putting on a thought-provoking and memorable show, and to a fruitful collaboration in the future.

NO:ID

APPENDIX I – Your Press Information

You need to supply text and images.

The written information must include your name, the title of the exhibition, the gallery address and opening hours, the website(s), and a **one-liner of no more than 25 words** for e-listings. Imagine this to be the first one or two sentences of an article about your work. Here is an example: “Does the world really change in the eye of the observer? N.N. is presenting new visual approaches in mixed media to a question not asked often enough.” This is the most important written information.

You may then expand this one-liner to an **explanatory article**, such as a little essay about your work. But be careful: in many cases it is much more wise to let the work speak for itself. We will offer our website visitors the option to download this written information as part of your press pack, and you may want to print it out and publish it in the exhibition space. Let other people review you, invite journalists. If your text is part of your art, then make it look and sound like it!

Another essential document is your **artist biography or artist statement**, that should not extend to more than one page. This is not a C.V. for a job application but consists of information you like to give to the public. It should not exceed 200 words, and it will be published on-line and be part of your exhibition. Other than the above, this is a formatted document (typically .pdf).

Then, images! You must choose **one image** to represent your exhibition. **This image we need from you plain and simple and no larger than 600 pixel wide (jpg), 72dpi for on-line advertisement.** You need to work the same image into your e-flyer which we will use it to create invitations on social networking sites. You may use it to print flyers in a6 format. Note that there is a difference here: typical gallery exhibition invites are two sided postcards with the exhibition details on the back and the image in a high quality print on the front – and that's the way you should do it too. *That is different from flyers for musical events where the detail is typically included in the image in the form of an overprint.*

You may want to get these flyers printed on card, and use this information to create your own facebook event etc.

The details of your exhibition, for the back of your flyer, are:

- **the logo of the gallery,**
- **the address (31 Commercial Road, E1 1LG),**
- **the telephone number (tel. 07800647174),**
- **the website address (noidgallery.net),**
- **your name and title of your exhibition,**
- **the correct dates of your exhibition (Friday to Sunday 1pm to 6pm) and, if you wish, your PRIVATE VIEW, which will be on Thursday evening, from 6pm to 9pm.**

You can find the logo at <http://noidgallery.net/files/>.

The gallery door features a **clip frame display size A2**, and we have an **a-board (forecourt display, double sided A1)** which you need to fill advertising your exhibition. Note that it needs to contain information about the opening hours and the website.

APPENDIX II – Gallery Fees

Fixed fees

These are token fees we charge to cover our overheads, and the management.

Rent and overheads:	£ 25.-
Publication on-line: listings, newsletter, website:	£ 25.-
Exhibition management:	£ 25.-

Variable fees

These are wages we charge for each hour of labour, such as support hanging your exhibition, invigilating in your place, handling paper printed material, etc.

Hourly wage for labour	£8.50
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If your exhibition requires the removal of our merchandise products, we must charge you for the loss of our extra income:

Non-display of gallery merchandise	£ 25.- / day.
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Commission

We charge a rate of 30% from all sales of the works you displayed that happen during or after the exhibition as a result of the exhibition.

Insurance

While we do our best to keep your exhibition safe, it is entirely at your own risk.