

# EXPOSURE.

hosted by the lloyd gill gallery

Are you an artist who would like to show your work in a professional art gallery? Perhaps you're an art student or graduate who is eager to kick start your artist career with a solo show; or perhaps you're an artist who simply loves to create art and would love to further expose your artwork. If so, the Exposure exhibitions could be for you.

The Lloyd Gill Gallery is giving artists the opportunity to use the gallery's space to manage their own exhibitions. These exhibitions can be group shows or solo shows.

The opportunity will enable artists to experience a part of a professional curation process, whereby artists will be able to select their own works for the exhibition, and organize the layout and hanging of work.

The gallery will be giving the artists full control over their own Exposure exhibition; however, the gallery will give the artists a number of benefits, including:

- An online portfolio for each artist, where work be available for sale online even after the end of Exposure.
- A PR campaign that will aid in promoting the exhibition
- A preview day running between the times of 1pm and 8pm
- 300 invites will be printed and sent to gallery contacts to promote the preview day. 20 will be sent to each artist for personal promotion.
- Further mention of Exposure exhibitions will be through leaflets and email newsletters
- Preview day photographs will be published online through the gallery website and social networking sites.
- As an incentive, the gallery will provide cakes and drinks on the preview day, which are free for all visitors to enjoy.

## **How to take part in Exposure**

### **Cost**

The cost of each Exposure exhibitions is £500, which includes the non-refundable deposit of £150.

There is no limit to the number of artists taking part, and the cost will remain the same whether there is one artist exhibiting or ten artists. If you are an art student or graduate, it would be more cost effective for you to take part in Exposure with fellow students, where the overall cost can be shared.

### **Submission and payment**

When you have decided to take part in Exposure, one artist (if showing in a group) must contact the gallery director (lloyd@thelloydgillgallery.com) and state which dates you would like to take part in, how many artists are taking part, and also the name of each artist. Lloyd will then confirm with you the allocated dates and send you details to make the deposit payment and also send you the contracts to be completed and signed.

Once deposit has been made, all artists then need to continue sending their submission for the online portfolios.

Each artist: Please send up to 12 images and a word file containing all the artwork details (title, medium, size, year) and also an artist statement. Please number each image 1-12 and label the artwork information 1-12 corresponding with the images. This submission must be sent no less than 6 weeks prior to the preview day of Exposure, so that the PR campaign can be effective.

The remaining costs (after deposit) are to be paid no less than 2 weeks prior to the preview day of Exposure. If no payment is made by this time, the exhibition will be labeled as cancelled and the online portfolios removed.

Payment is accepted through Paypal or by cheque.

### **Setting up the exhibition**

All artists are responsible for the delivery of their own work to the gallery, and also responsible for the packing and picking up of work.

Artists are required to set up the exhibition on the morning of the preview day, starting from 8:30am and finishing no later than 12:30pm, ready for the preview day to start at 1pm.

All artists will be given a brief from the gallery director on how to use the gallery's hanging system and how to hang their work. The gallery will supply tools and fixings.

## **Selling of work**

Price labels, supplied by the gallery, will be added to each piece.

The gallery takes 15% commission for every work sold, which must be included in the labeled sale price.

In order to achieve the best possible results for the Exposure exhibitions, it is required of all artists to do the following:

- The gallery will always assist with inviting contacts to the preview day, however, all Exposure artists must invite their own contacts and personally promote their exhibition to ensure a positive turnout.
- Each artist must attend the morning set up of the work, it will not be the gallery's responsibility for hanging work.
- Each artist must attend the preview day to help sell their own work on the day. The gallery will endeavour to do its bit for the remainder of the Exposure exhibition.