



ZIGZAG
GALLERY
GUIDE FOR EXHIBITORS



**ZIGZAG
CULTURAL
CENTRE**





CONTENTS

EXHIBITION PROGRAM	1
SELECTION OF EXHIBITIONS	1
DURATION OF EXHIBITIONS	2
THE EXHIBITION SPACE	2
SITE MAP	2
FEE SCHEDULE	3
APPLICATION PROCESS	3
DELIVERY OF WORKS	4
INSTALLATION	4
EXHIBITION OPENING	5
EXHIBITOR INFORMATION	6
ACKNOWLEDGEMENTS	6
COSTS & RESPONSIBILITIES	7
SALE OF ARTWORK	8
EDUCATION & PUBLIC PROGRAMS	9
MEETINGS WITH GALLERY COORDINATOR	9





EXHIBITION PROGRAM

The exhibition program for the Zig Zag Gallery is arranged by the Gallery Coordinator. Exhibitions will include solo exhibitions, group exhibitions and exhibitions from organisations and institutions. Priority will be given to exhibitions from within the Kalamunda Precinct. In addition to exhibitions generated through the application process, the Zig Zag Gallery actively develops exhibitions and partnership projects to enable broader engagement with communities in the region.

In special circumstances, the Gallery Coordinator may reserve the right to present exhibitions in the Gallery. These exhibitions may include educational exhibitions, touring exhibitions, in-house curated exhibitions or joint projects with other cultural organisations.

SELECTION OF EXHIBITIONS

The selection of exhibitions is made by the Gallery Coordinator. Key issues that influence selection are:

- The calibre of the artworks;
- The relevance of the art to Gallery policy;
- The need to create a programme which reflects the diverse cultural communities and art practices existing in the Kalamunda Region.

Applications for recurrent exhibitions will only be considered if there is evidence of significant growth, development and difference from one exhibition to the next.



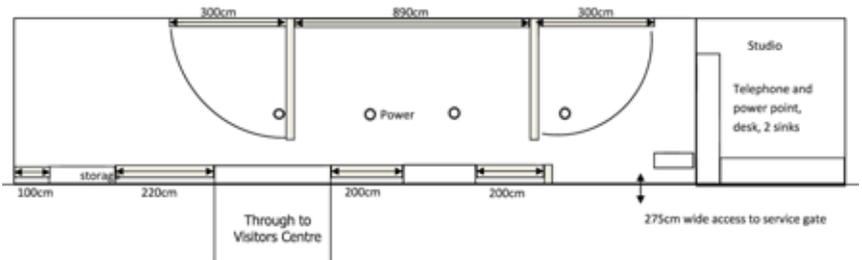
DURATION OF EXHIBITIONS

Zig Zag Gallery exhibitions may run for up to six weeks with a minimum period of one week.

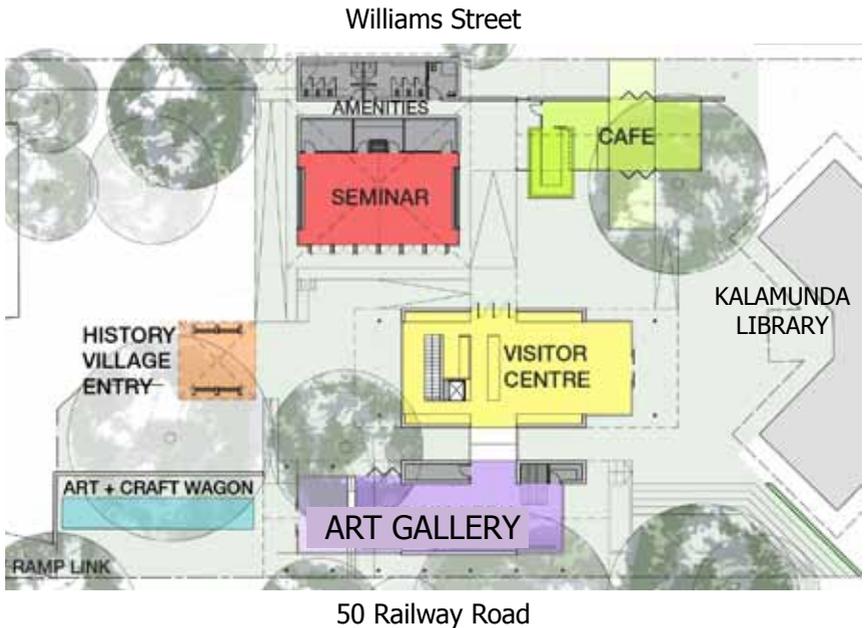


THE EXHIBITION SPACE

The Gallery exhibition space is 93m² and has a display hanging area of 60 linear metres. The artist in residence space is 21m² and includes a workbench and a sink.



SITE MAP



FEE SCHEDULE

Duration	Gallery Hire	Bond	Commission
6 weeks	\$1500	\$500	30%
4 weeks	\$1000	\$500	30%
2 weeks	\$500	\$500	30%
1 week*	\$250	\$500	30%

The fee covers:

- Gallery hire for the duration of the exhibition
- Production of List of Works for visitors
- Electronic mail out to members and VIPs
- Exhibition promotion (online and printed media)
- Optional curator services
- Utilities and cleaning.

* The fee of \$250 for one week covers Gallery hire only.

A 30% GST inclusive commission applies to all work sold, and will be deducted from the retail price of all pieces sold. See page 7 for summary of Costs and Responsibilities of Exhibitor.

APPLICATION PROCESS

To apply for an exhibition please submit the following:

- A completed and signed Exhibition Application form
- Exhibition Rational: describing proposed exhibition and key themes/ concepts (1 x A4 page) to be submitted as a computer generated text document (eg. in Microsoft Word)
- Resume of exhibiting artists / organisation
- 6–10 high resolution JPEG format digital images of recent works (*Important: Do not submit original artworks*).

Exhibitions are programmed up to 18 months in advance. If your application is successful it is unlikely that you will exhibit your work in the same year you apply; however, this may be affected by any cancellations.

Allow up to eight weeks for the review of your Application.



Upon confirmation of your exhibition dates you will be invoiced for Gallery hire charges plus a \$500 bond. The bond must be paid on confirmation for your booking to be secured.

Gallery hire charges must be paid a minimum of one month prior to your opening.

DELIVERY OF WORKS

Exhibitors are required to deliver their work to the Zig Zag Gallery by the Wednesday afternoon prior to their exhibition opening and to collect their work on the Monday morning after the closing date of the exhibition.

Exhibitors are responsible for all costs associated with transit of the work.

INSTALLATION

- The Gallery Coordinator will assist with the installation of an exhibition where required. If an exhibitor has a preference for the services of a particular curator, this must be discussed with the Gallery Coordinator.
- The Gallery has an installed hanging system which will be used for the installation of works where appropriate.
- Installation requirements that include fixing works to the floor, walls or ceiling of the Gallery, or altering the space in any way, need to be discussed and agreed upon with the Gallery Coordinator.
- The Gallery has a range of plinths which can be used by exhibitors by negotiation prior to the exhibition.
- Exhibitors need to ensure that framed works or works on canvas have d-hooks fixed to the back of works for hanging.
- The Gallery will not mount or frame works for exhibitors.
- Works may be withdrawn from the display by Gallery staff at their discretion.
- The Gallery is unable to provide storage facilities.





EXHIBITION OPENING

- The date and time of the exhibition opening must be negotiated with the Gallery Coordinator.
- If exhibitors wish to promote their exhibition through printed invitations to an Opening Function, the Shire of Kalamunda will provide an invitation design draft and will bear the cost of up to 300 invitations (please see notation under 'Promotional Material'.)
- Exhibitors often have someone in mind to formally open their exhibition. Potential guest speakers must be discussed with the Gallery Coordinator and approved prior to inviting the speaker.
- The Opening Address is coordinated by arrangement between the exhibitor and Gallery Coordinator. A Gallery staff member will MC the opening unless coordinated otherwise by prior arrangement.
- Exhibition openings run for a maximum period of two hours.
- Catering arrangements must be discussed with and agreed to by the Gallery Coordinator.





EXHIBITOR INFORMATION

The exhibitor is required to provide:

- A half-page biography about each artist involved or, for group exhibitions, about the coordinating organisation;
- A half-page artist statement about the work in the exhibition;
- 2-4 sentences summarising the exhibition and 1-2 graphics (JPEGs of artwork) for inclusion on invitations.

The Gallery may use this information in the production of the press release, exhibition text for the Gallery, Opening invitations and flyers.

The Gallery is prevented by law to disclose personal information about exhibitors to members of the public unless given permission to do so.

PROMOTIONAL MATERIAL

- The Gallery will design and distribute up to 300 Opening Invitations and up to 200 A5 flyers in line with the City of Kalamunda branding.
- The exhibitor is also encouraged to undertake their own promotions, and must ensure that the Zig Zag Gallery and the City of Kalamunda are clearly acknowledged on all printed material. The Zig Zag Gallery logo will be supplied to exhibitors for promotional purposes.
- All printed material arranged by the exhibitor must be approved by the Gallery Coordinator before printing.
- The Gallery will ensure exhibitors and their sponsors are clearly acknowledged in publicity material and on signage.

COSTS & RESPONSIBILITIES

The Gallery does not pay exhibition or appearance fees to artists who have applied to exhibit in the Gallery.

Costs borne by the City for holding an exhibition include:

- Staffing of the venue and incidental costs to operate a venue that is open to the public seven days a week;
- Installation of exhibition unless otherwise arranged;
- Publicity associated with the event including promotion in a range of arts practice publications on both a national and international level;
- Drafting of exhibition labels, price sheet and wall panels, and associated printing and photocopying.
- Staff time for official opening;
- Cleaning of space after opening;
- Incidental costs such as power, telephone etc.;
- Coordinating the sale of artworks and costs to administration of sales.

Costs to the exhibitor may include:

- Promotional material (invitation, advertising) if required;
- Transportation of artworks to and from the Gallery;
- Insurance of art work in transit and whilst on display at the Gallery as work is not insured by the City of Kalamunda whilst on display in the Gallery;
- Production and presentation of artworks and any special installation equipment required;
- Catering of food and drink at the Exhibition Opening;
- Any costs associated with making good a significantly altered space for example, repainting, patching walls, removing or replacing exhibition furniture.



SALE OF ARTWORK

- The Gallery uses red dots to indicate sales.
- Sales are recorded on a master copy of the List of Works at the front counter.
- Artworks that sell during the exhibition must stay on display until the end of the exhibition.
- Purchasers need to provide 20% of the artwork's purchase price as a non-refundable deposit to secure the artwork.
- Full payment is required before the artwork can be collected.
- Full payment of the artwork must be received within the first week after close of the exhibition or purchaser will forfeit their deposit.
- No refund or exchange can be made once the deposit has been received. A refund is only possible for reasons nominated by the Gallery.
- Due to limited storage space, collection of the artwork must take place within **two days** after the closure of the exhibition.
- The purchaser may collect the work personally or arrange with staff to organise COD delivery, or the purchaser may arrange and pay a carrier and confirm details with the Gallery.





EDUCATION & PUBLIC PROGRAMMES

Exhibitors are encouraged to participate in any relevant programs run by the Gallery to assist in the promotion of their exhibition and artwork.

Where possible, it is encouraged that exhibitors conduct an "Artist in Residence" schedule as part of the exhibition program. A designated space is provided for this activity at no extra cost.

The Gallery Coordinator is responsible for these public programs and will negotiate these with exhibitors.

MEETINGS WITH GALLERY COORDINATOR

A series of three meetings between the exhibitor and the Gallery Coordinator will be held in the months prior to the exhibition to finalise all preparations.

In preparation for these meetings it is recommended that the exhibitor consider any questions they may have and email these to the Gallery Coordinator at zcc@kalamunda.wa.gov.au.

A schedule of meeting dates will be sent to the exhibitor upon confirmation of booking.

THANK YOU FOR YOUR EXPRESSION OF INTEREST





ZIGZAG
GALLERY

50 RAILWAY ROAD
KALAMUNDA WA 6076

OPENING HOURS: 9AM–4PM WEEKDAYS
10AM–4PM WEEKENDS & PUBLIC HOLIDAYS

P: (08) 9257 9998

E: [ZZCC@KALAMUNDA.WA.GOV.AU](mailto:zzcc@kalamunda.wa.gov.au)

WWW.ZZCC.COM.AU



**ZIGZAG
CULTURAL
CENTRE**

