



CanberraPotters
WatsonArtsCentre

2024 EXHIBITION GUIDELINES

About

Canberra Potters Gallery promotes excellence and innovation in art, with a focus on contemporary ceramics. It fosters appreciation of handcrafted ceramics in the broader community and encourages the professional development of emerging, mid-career and established artists and craftspeople.

Our gallery program aims for quality, diversity and professionalism in its presentations and welcomes proposals for solo and group exhibitions from emerging, mid-career and established artists. Exhibition proposals are considered on their merit and with regard to the availability of dates to present an annual gallery program of the highest standard.

Located in the North Canberra suburb of Watson, the gallery is easily reached from Northbourne Avenue/Federal Highway and offers free parking and wheelchair accessibility. The gallery is equipped with a selection of plinths, tables and three large movable partitions. Exhibition minding is undertaken by staff.

Gallery & Shop Opening Hours

10am-4pm Tuesday to Saturday

11am-3pm Sunday

Closed Mondays

9000+

Visitors to
the gallery
in 2022

10

Exhibitions per
year

150+

Artists
represented in
2023

Exhibition Services

What's Covered

- Use of the Canberra Potters Gallery for an exhibition.
- Use of the gallery's plinths, partitions, hanging wires and AV equipment.
- Opening event catered and managed by Canberra Potters including drinks and light refreshments.
- Digital and printed postcard-size invitations designed by Canberra Potters, with a quantity provided to the exhibitor(s) to distribute.
- Public promotion of the exhibition.
- A simple catalogue listing exhibits and their prices.
- Exhibition minding and sales handling.
- Public Liability Insurance.
- Curatorial assistance and advice upon request.

Sales

All items exhibited must be for sale unless negotiated prior with Canberra Potters Management.

A **commission of 30%** of the retail price will be deducted from sale proceeds, the net balance being paid to the exhibitor/s as soon as practicable after the close of the exhibition.

Fees

- **\$2400** for a 4 week exhibition period (inc. install/deinstall).
- **\$450 per week** for each subsequent week.
- **30% commission** retained on the retail price of all sales.
- **\$150 cleaning bond**, refunded at the end of the exhibition period if all areas and items used by the exhibitor/s are returned to the state they were in prior to the exhibition installation.
- Support for emerging makers and first time exhibitors available upon request.



Jeff Mincham, *Viva La Vrai Ceramique: Adevntures in Clay*, 2021.

The agreement is not secure, and no action will be taken by the Managers in providing for the exhibition, until a deposit of 50% of the exhibition service fee is paid. The balance is payable 14 days prior to the installation date specified in the contract provided to successful applicants.

Exhibition Period

Exhibitions run for a minimum of four weeks, up to six weeks in length (including install and deinstall days).

Exhibition weeks run from Tuesday to Monday. Installation days are the first Tuesday & Wednesday of the period, deinstall is the final Monday. Between these days, exhibitions are currently open to the public Tuesday to Sunday (subject to change). Please note that while the Managers try to ensure preferences are met, sometimes applicants' requested time periods are unable to be accommodated.



Rose Shen-ju Hsieh, *Connections: EASS 2022*.

Marketing and Promotion

Exhibitors are encouraged to promote their exhibition through their own channels in addition to the following covered by Canberra Potters:

General Media

- Preparation and distribution of a media release and additional advertising to arts media outlets.
- Canberra Potters maintains frequent contact with local radio stations such as ABC Canberra and ArtsoundFM. Management often undertake interviews with these stations and can introduce the exhibitor(s) to radio contacts upon request.
- It is in an exhibitor's own interests to be prepared to speak to the media if approached for an interview.
- Distribution of invitations to the Canberra Potters mailing list (over 2000 people) and in Canberra Potters Member Mailouts.

Invitations

- Digital (PDF) and printed postcard-size invitations, with a quantity provided to the exhibitor(s).
- Distribution of invitations through Spy In Canberra advertising stands.

Digital Media

- Online web listing for the exhibition and additional events.
- A Facebook event for the opening of the exhibition.
- Instagram and Facebook posts and stories on the Canberra Potters social media pages in the lead up and for the duration of the exhibition.

Catalogue

- A paper and online catalogue/pricelist.

What are we looking for in an application?

Canberra Potters presents a diverse array of exhibitions throughout the year. Preference is given to ceramics-focused programs, proposals by members of Canberra Potters and promising emerging artists. Collaborative exhibitions with ceramic artists are welcomed, non-ceramic exhibition proposals are welcome but are accepted at the discretion of management.

Examples of the kinds of things we're looking for (but not limited to):

- Original and engaging proposals.
- Proposals with potential for additional engagement at Canberra Potters e.g. teaching a workshop, floor talks or additional interactive events (see next page).
- Proposals from emerging ceramic artists.
- Joint proposals or group exhibitions with a strong interconnecting theme.
- Exceptional solo exhibitions.

Proposals will also be assessed on the following criteria (not exhaustive):

- Quality of proposal and inclusion of high-quality images (**clear, in-focus, indicative of what you plan to exhibit**).
- Date availability.
- Commercial consideration

Canberra Potters receives more applications for exhibitions than we have space for in any given year. We are more than happy to provide feedback for unsuccessful applications at the end of the selection process.



Emma Parker, *The Space in Between*, 2022.

Additional Opportunities

We are keen to provide exhibiting artists with additional public program opportunities for further engagement at Canberra Potters.

Opportunities include but are not limited to:

- Artist talks, exhibition tours and/or panel discussions
- Tutoring a workshop or short course
- Live or virtual demonstrations
- Having additional items for sale in the Canberra Potters Shop
- Interactive or collaborative projects with visitors



Maryke Henderson, *Unpredictable*, 2022.

Exhibitor Responsibilities

- Delivery of exhibition pieces, curation and installation of the exhibition. In the case of a group exhibition, the Primary Contact is responsible for all communication with their group, the curation and installation of the exhibition, as well as the direction and management of additional exhibitors. Curatorial assistance and advice can be provided by the Managers upon request.
- Deinstallation, packing and removing all unsold work.
- Insurance, if required, of exhibits while in transit and/or on the Canberra Potters premises.
- Making good any damage to walls, partitions, plinths, floor, etc. caused by the exhibition's installation.
- Arranging for an opening speaker to open the exhibition.
- Provision of details of all exhibits for the preparation of a catalogue.
- Provision of an artist's statement and/or an exhibition statement.
- Provision of high quality images for invitations and for promotional use.
- Provision of basic, square-format images to accompany works for sale on the Canberra Potters Online Shop.
- Provision of media supplied as videos or still photographs (not both) to accompany the exhibition on the gallery TV (if desired).
- Adherence to the Canberra Potters Behaviour Policy and the Gallery WH&S requirements (provided to successful applicants).
- Nomination of sole delegate for contact and liaison for group exhibitions.

Application Deadline & Contact

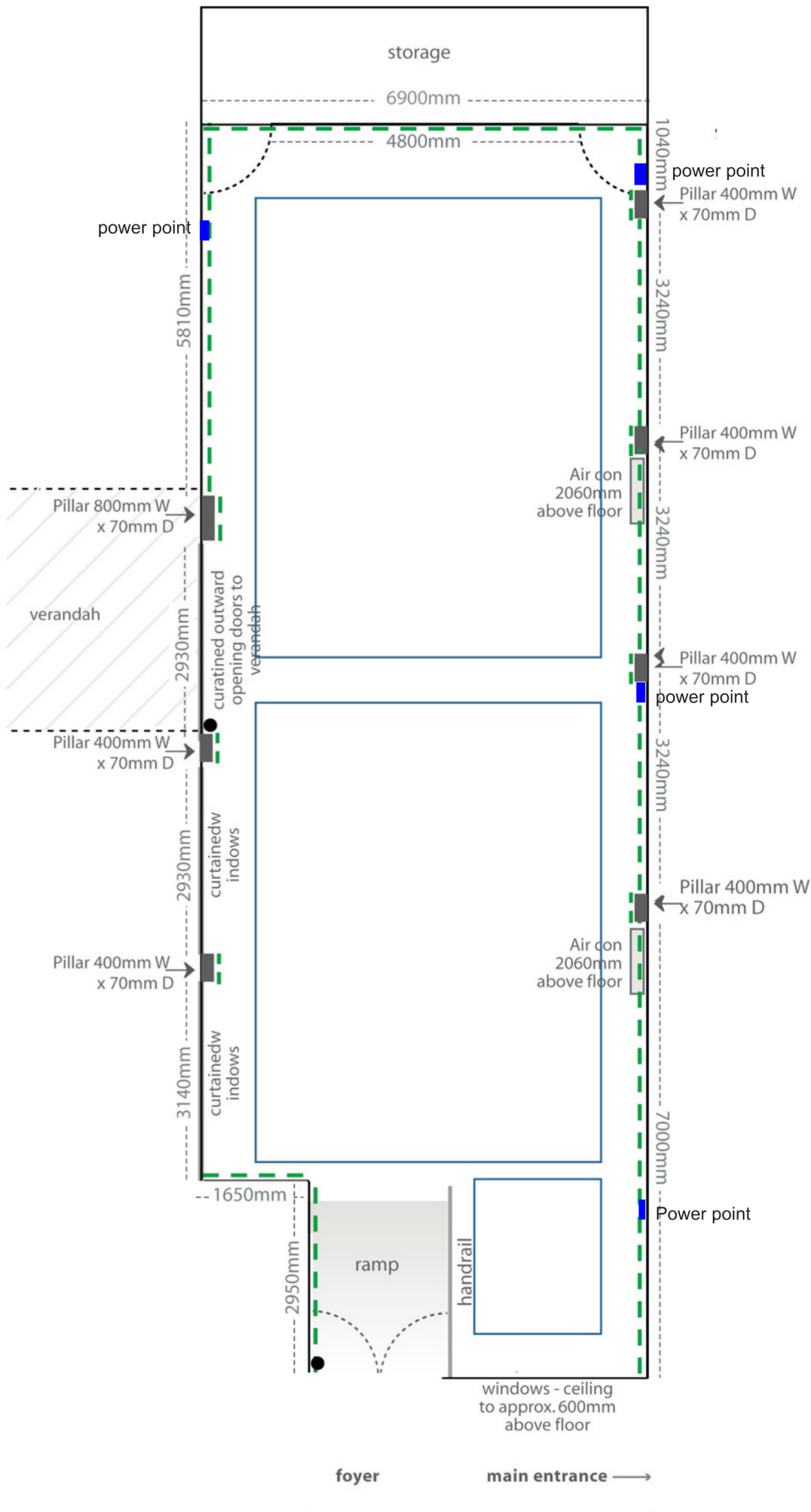
2024 Exhibition applications close at 11:59AM AEST Monday 18 September 2023.

To apply, head to canberrapotters.com.au/galleries/gallery-application-form/

Applicants will be informed of the outcome of their application by end October 2023.

For further enquires, please contact Katrina Leske (Gallery & Events Manager) on (02) 6241 1670 or at gallery@canberrapotters.com.au

Canberra Potters Gallery Floorplan



Ceiling height 2.52m

Overall gallery length 19.3m

Floor area 129m²

Total running length 50m (approx. including mobile partitions)

Walls painted white

Floor concrete, painted dark taupe

Ceiling painted white

Lighting wall washers and spot lights; fluorescent tubes

Partitions 3 mobile custom-wood partitions 2290mm H x 2300mm W x 400mm D; can be used for hanging as well as partitioning the gallery

Windows/doors along left-hand side have cream curtains; doors open onto outside

Storage room at end of gallery accessible through outward-opening doors on either side of the gallery

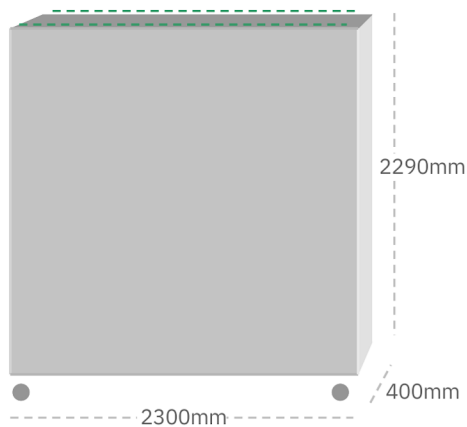
● Fire extinguisher

--- Hanging rail

□ Track lighting *not to scale*

Canberra Potters Gallery Furniture

Mobile partitions x 3



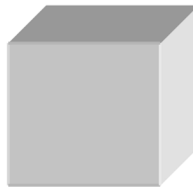
- Picture hooks can be hung from the top on all four sides
- Castors for mobility
- Painted same colour as gallery walls (white)
- Made of custom-wood

Plinths

All plinths are made from custom-wood, are painted white and have open bases.



Height: 400mm
Width: 600mm
Depth: 600mm
Quantity: 8



Height: 600mm
Width: 600mm
Depth: 600mm
Quantity: 8



Height: 600mm
Width: 900mm
Depth: 900mm
Quantity: 4



Height: 900mm
Width: 400mm
Depth: 400mm
Quantity: 16



Height: 1100mm
Width: 400mm
Depth: 400mm
Quantity: 6



Height: 900mm
Width: 400mm
Depth: 600mm
Quantity: 8

White Trestle Tables

6 tables – 700mm H x 1550mm W x 750mm D

Wall Shelves

2 short – 50mm H x 1100mm W x 260mm D

2 long – 50mm H x 1900mm W x 260mm D

Please note these shelves can only be mounted on the mobile partitions

Hanging wires/hooks to fit on hanging track – approx. 90

AV Equipment

There is a large TV and soundbar permanently mounted to the wall immediately to the right as you walk into the gallery. This is available for hirer use for supporting material such as videos or images. The TV is a permanent installation and cannot be removed.

Connect with Us Today



Web

canberrapotters.com.au



Email

gallery@canberrapotters.com.au



Telephone

(02) 6241 1670



Address

1 Aspinall St, Watson, ACT, 2602



Social Media

@canberrapotters