



# The Upstairs Gallery

## 2025 Exhibition Program

### Guidelines for Applicants

## Introduction

Opened in 2023, The Upstairs Gallery is a display space in Springwood showcasing regularly changing exhibitions from Blue Mountains visual artists. The Upstairs Gallery is part of the Blue Mountains Theatre and Community Hub precinct and supported by Braemar Gallery next door.

Blue Mountains City Council's Cultural Development department coordinates Braemar House.

Braemar House is part of the Blue Mountains Theatre and Community Hub precinct. It is home to Braemar Gallery. Opened in 1988, Braemar Gallery is a community gallery, hosting changing exhibitions that showcase works of artists within the Blue Mountains local government area. The gallery presents an annual program of exhibitions from local artists selected by the Braemar Gallery Management Committee (the Committee). Exhibitions are then coordinated by the Exhibitions Team and Marketing Coordinator. A Blue Mountains City Council Cultural Development Coordinator also offers administrative support to the Committee and gallery operations.

Braemar Gallery is proud to support The Upstairs Gallery located next door on level 1 of the Blue Mountains Theatre and Community Hub.

The Committee runs an annual call for submissions for the exhibition program at Braemar Gallery and The Upstairs Gallery for the following year.

## General

The Upstairs Gallery is limited to 2D or freestanding sculpture that fit within a 500mm strip in front of the exhibition wall. This is to ensure egress is not blocked. All display stands must be provided by the artist.

Due to programming and logistics, exhibition opening events and merchandise will not be allowed for exhibitions in The Upstairs Gallery.

## Application and Selection Process

Intending exhibitors should submit a complete Exhibition Application Form together with:

- eight to ten images in digital format showing a consistent body of work intended for exhibition;
- a 300-word Exhibition Description including information on the exhibition theme and concepts, influences, title and chosen medium; and
- a current resume, showing education/training, publications, exhibitions/events by year.

Applications for group exhibitions must have one overall title and may include five images per person but no more than 20 in total.

Applications will be assessed by the Committee at the close of the application period. Successful applicants will be required to sign an Artists Agreement Form.

## Selection Criteria

All exhibition applications are assessed by the Committee against the following criteria:

1. Does the exhibition demonstrate artistic merit and originality? **40%**
2. Is the exhibition concept clear and concise? **20%**
3. Has the artist considered how the exhibition communicates to its intended audience? **20%**
4. Are there adequate support materials, including images and the artist's resume, to assess the proposal? **20%**

The Committee reserves the right to refuse applications from exhibitors and/or community groups.

Applicants are urged to view the space at The Upstairs Gallery prior to lodging their applications. Further specifics of the exhibition space can be obtained by emailing: [braemargallery@gmail.com](mailto:braemargallery@gmail.com)

## Exhibition Space Hours, Space, Period and Costs

The Upstairs Gallery exhibition space is open to the public 9am to 5pm Monday to Friday, 10am to 4pm Saturday and Sunday, and when the theatre is open for events outside of these hours.

The hanging length of the space is 21.6 linear meters.

Exhibition periods may vary and are subject to a greater curatorial program at the Blue Mountains Theatre and Community Hub.

There are no room hire costs associated with exhibiting at The Upstairs Gallery.

## Delivery and Installation of artworks

Works to be exhibited must be delivered to The Upstairs Gallery and installed by the artists with the assistance and approval of Blue Mountains City Council Exhibitions Staff on the assigned installation day, usually a Tuesday.

All works must have D-rings attached to the back, no more than 5cm to 8cm from the top of the frame. Installation of artworks must be undertaken by Blue Mountains City Council Exhibitions Staff. Blue Mountains City Council does not accept liability for artworks. Artists acknowledge that no items may be drilled, stuck or taped to the walls, floors, or ceilings.

## Gallery Access & Supervision

Exhibitions in The Upstairs Gallery will be open to the public immediately after installation during the Hub's operating hours.

Passive supervision of The Upstairs Gallery is provided by the Hub's staff when the venue is open to the public.

## Artwork Sales

There is no "red dot" sales system at The Upstairs Gallery. We encourage interested buyers to connect with the artist directly. Artists are responsible for the sale of their artworks during their exhibition. Braemar Gallery and Hub staff take no responsibility for the sales of artwork. Artists are to provide their contact details for any potential sales enquiries as part of their signage plan to be submitted ahead of installation. Sold artworks may not be removed from The Upstairs Gallery prior to the close of the exhibition. Artists will handle all aspects of the sale of artworks, including arrangements for sold work to be collected or delivered following the completion of the exhibition.

## Publicity

Blue Mountains City Council will prepare one e-flyer for exhibitions using copy and an image supplied by the artist. Artists may design and circulate their own marketing. This collateral must be approved by Blue Mountains City Council Staff prior to printing or circulation. Material must include the Braemar House logo, Blue Mountains Theatre and Community Hub logo and Blue Mountains City Council logo available from staff.

The Upstairs Gallery exhibitions will be promoted on the Blue Mountains Theatre and Community Hub and Braemar Gallery social media and websites. Exhibitions may also be promoted on the Blue Mountains Cultural Centre's channels and print marketing.

Artists may wish to provide editorial copy and photos of works for the Blue Mountains Gazette Entertainment Pages or 'Along the Highway' (no cost) to the Blue Mountains Gazette at: [editorial.bmgazette@ruralpress.com](mailto:editorial.bmgazette@ruralpress.com)

Unless notified otherwise, the title and images provided with the Application Form will be used for publicity purposes.

## Group Exhibitions

When submitting a group exhibition application, we encourage the applicants to think about a cohesive theme and that all group members respond to this theme.

Group exhibitions require a Group Coordinator to be appointed. The Group Coordinator is then responsible for managing all communications for group members including promotional information, installation information and volunteer duties such as roster reminders.

## Insurance and Security

All care but no responsibility will be taken by Blue Mountains City Council for artwork on exhibition. Artists are responsible for insuring their own artwork while on-site at The Upstairs Gallery. Access is only available during normal Hub operating hours, unless by arrangement with staff. All artists are required to follow the directions of staff with regards to WHS, fire safety and safe work practices.

## Collection of Works

All artworks and associated merchandise must be de-installed and collected on the last day of the exhibition, usually a Tuesday. The Upstairs Gallery has no storage facility and no responsibility can be taken for artworks left onsite after that date.

## Further Questions?

For any further information about exhibiting at The Upstairs Gallery please contact the Braemar Gallery Administration Officer via [braemargallery@gmail.com](mailto:braemargallery@gmail.com). Please note that this position works part time.