



Braemar Gallery

2025 Exhibition Program Guidelines for Applicants

 **BRAEMAR
HOUSE**

 blue mountains
City Council

Introduction

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.

Application and Selection Process

Applicants should submit an 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 Artist 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 spaces at Braemar Gallery prior to lodging their applications. A map with the dimensions of the three Gallery Rooms (A, B & C) is attached.

Exhibition Spaces, Period and Costs

Braemar Gallery has three exhibition rooms. The number of rooms allocated for each exhibition is determined by the Committee. Artists should give an indication of how many rooms they would prefer to exhibit in. Each exhibition will be allocated either one, two or three rooms.

Exhibitions will last for approximately five weeks. Braemar Gallery opening times are Thursday, Friday, Saturday and Sunday from 10:00am to 4:00pm. Should the artists wish to make themselves available to

select visitors to view their exhibition outside those hours, they will need to discuss this with the Exhibition Coordinators ahead of time, ideally prior to their exhibition opening.

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

Delivery and Installation of artworks

Works to be exhibited are to be delivered to Braemar Gallery and installed by the artists with the assistance and approval of the Exhibition Coordinators on the Monday prior to the Thursday of the opening weekend. If heavy exhibition works require another person for them to be lifted or positioned, the artist should bring another person to assist with those tasks.

The Exhibition Coordinators will curate the exhibition with the assistance of the artists.

Artists acknowledge that no items may be taped, blue-tacked or stuck to the walls, floors, or ceilings. Artists may not move or change the lighting. For reasons of public liability insurance, requests for alterations to lighting must be made through the Exhibition Coordinators.

Due to the heritage nature of the building, labelling of artworks directly on Braemar Gallery walls is not permitted. Labelling of artworks is by a number system. Numbers displayed on the skirting board underneath hanging work are to be correlated to a catalogue number. These must be used even if the catalogue contains printed images. Only artists statements and resumes will be displayed in A4 display stands in the gallery rooms. Braemar Gallery reserves the right not to exhibit individual items, if on arrival on the day of installation they are deemed unsuitable.

Artist Volunteering Requirement

Gallery volunteers will supervise the exhibition during Braemar Gallery's opening hours.

It is expected that artists volunteer during their exhibition, ideally for one four-hour shift each weekend of the exhibition. They will be partnered with a regular gallery volunteer who has been trained on opening and closing the gallery. By volunteering, artists will be able to meet visitors, respond to their questions and facilitate sales directly. Artists can discuss and commit to volunteer shifts at the Artist Briefing held six weeks prior their exhibition.

There are rare occasions where gallery volunteers must cancel their shift at the last minute. The Committee will use best endeavours to roster another volunteer. However, there are situations where a new volunteer can not be confirmed. In these instances, artists may be asked to step-in. Should they not be available, the gallery will be closed for that shift.

Artwork Sales

Braemar Gallery is a community gallery. There is no "red dot" sales system and interested buyers are directed to contact artists directly. Artists are responsible for the sale of their artworks during their exhibition. Braemar Gallery takes no responsibility for artwork sales. Artists are to provide their contact details for any potential sales enquiries e.g. business cards on display in the room. Artists should also provide their contact details on the bottom of their Artist Statement and include the days and times they will be at the gallery on weekends so interested buyers can be aware. A copy of the artist catalogue will be kept at the volunteer desk. Artists can mark that copy catalogue when an artwork has sold. This information will be helpful for volunteers and potential buyers. Sold artworks may not be removed from Braemar 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.

Merchandise

Cards can be displayed on the hallway display stand. Cards offered for sale must be clearly marked as each artist's work and a labelled money tin or box provided for an 'honour purchase system'. The Braemar volunteers are not responsible for any sales.

Invitations, Catalogues and Publicity

Braemar Gallery offers complimentary design of exhibition invitation flyers using a standard double sided rectangular (DL envelope) format and design template. The artist is to provide one feature / hero image for this purpose. The artist is responsible for paying for the printing of the flyers then collecting and distributing them. The usual print run is 100x.

Unless notified otherwise, the title and hero image provided with the Exhibition Application Form will be used for publicity purposes. Where there is a Group Exhibition, only one hero image can be supplied by the Group Coordinator. The artist will also provide that hero image, a 75-word exhibition description and 30-word exhibition summary. Where an image is cropped, this will be noted in the image caption as "detail". The copy may be edited depending on the context it appears in.

The printer will advise the artist when the invitations are ready for collection. The artist should display a quantity of the invitations at the gallery volunteer desk in time for the opening of the preceding exhibition to their own, to maximise promotion.

The artist statement and room sheet (catalogue) must be prepared with the assistance of the Marketing Coordinator who will provide the Braemar House logo. This collateral must be approved by the Marketing Coordinator prior to printing.

Braemar Gallery exhibitions may be promoted on the Braemar Gallery social media, the Blue Mountains Theatre & Community Hub's website and in the Braemar Gallery newsletter. 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

Unless notified otherwise, the title and images provided with the Application Form will be used for publicity purposes. In addition, artists may arrange for their own advertisements in publications at their own expense. All publicity must be approved by the Marketing Coordinator prior to publication. PDF documents can be emailed to braemargallery@gmail.com for approval.

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

Braemar Gallery has alarms set for glass, smoke and entry when the building is closed. All care but no responsibility will be taken by Braemar Gallery for artwork and merchandise on exhibition. Artists are responsible for insuring their own artwork during the exhibition.

Artists will not be given a key to Braemar Gallery and access is only available during normal operating hours, unless by prior arrangement. All artists are required to follow the directions of Braemar Gallery volunteers and Committee members with regards to WHS, fire safety and safe work practices.

Exhibition Opening Event

Exhibition launches are usually scheduled for the first Saturday of the exhibition between 2:00pm and 4:00pm. Information regarding the opening event is to be provided to the Exhibition and Marketing Coordinators a minimum of four weeks prior to the opening for marketing and promotional purposes. Tables and chairs are provided by Braemar Gallery to be set up on the verandah. Food and drink are only to be served on the verandah and not to be served in the gallery rooms during the exhibition.

Artists are responsible for:

- Coordinating their opening, including any invited guests or guest speakers;
- Setting up, providing refreshments and catering including provision of plastic cups; and
- Cleaning up after their exhibition opening and removing all rubbish from the premises and surrounds at the end of the day.

Collection of Works

All artworks and associated merchandise must be de-installed and collected on the last day of the exhibition. Braemar Gallery does not have a storage facility. Sold works need to remain on exhibition until its completion. Artists handle all aspects of the sale of artworks, including arrangements for sold work to be collected or delivered following the completion of the exhibition. Braemar Gallery is not responsible for loss or damage to uncollected artworks.

Public Sculpture Program

Separate to the exhibition program inside the gallery, Braemar Gallery also accepts Expressions of Interest for sculptors to exhibit upon the lawns of Braemar House for the Public Sculpture Program. Guidelines and Expression of Interest forms are available on the website here:

<https://www.bluemountainstheatre.com.au/braemar-house/opportunities/>

Further Questions?

For any further information about exhibiting at Braemar Gallery please contact the Braemar Gallery Administration Officer via braemargallery@gmail.com. Please note that this position works part time.