

Exhibition at Gallery 203

The exhibition is booked, and the date of the exhibition opening is approaching fast. Below a few ideas worth considering in order to make the most of your exhibition:



1) Artwork

Have a look at the exhibition spaces, and spend some time considering which pieces to hang where. Floor plans are available on request.

There is much to the expression 'less is more'. It is often better to select your best works, rather than show everything you may have.

It is better to hang glass-framed works in the middle room – the reflection from the windows in the front room is quite strong. If your artwork is not framed / acrylic / oil / on canvas – with a non-reflective surface, the lighting in the front room is good.

The cost of framing can be high. Talk to us about hiring frames – Arts Council Nelson has frames of various sizes available for hire.

Ensure your artwork is presented in the best possible way. While presentation is important to create a strong visual impact at an exhibition, spending lots of money on presentation might make the artwork prohibitively expensive to sell. If you want to have great framing, consider selling your artwork either framed or unframed.

Think about titles for each specific work, and prepare either a price list, or cards with the title, medium and price to hang besides the painting. We are happy to help you with the pricing of art works, and the typing of the catalogue.

2) Artist profile & statement

Most people like to know some background information on the artist, why they chose a particular style, medium, or motif. We suggest you write a brief artist statement of 100 to 200 words to display with your images. If you want to add a photo, Arts Council Nelson has a camera, we are happy to take a photo to add to the profile. We are happy to help you with the writing of the profile!

If you have exhibited your work before, consider displaying information on previous shows. This might be an album with photos of previous work, or articles / newspaper clippings published on previous exhibitions, or a summary of your artistic development / training / exhibitions. This way the viewers can get a better impression of the type and scope of work you are producing.

It is a good idea having business cards available at the exhibition for people to take home. If you have postcards for sale – display them here. People unable to afford an original painting at present might purchase a postcard now and get back to you later – if they know how to get in touch.



Preparing for an exhibition at Gallery 203

3) Public relations / Media

Plan backwards from your exhibition opening date to get the advertising material ready.

Choose one artwork to set the theme for the advertising material, and use this image for your posters and invitations. We have a couple of examples for you to look at, and a price list of how much printing of posters (A 5 size, colour) and cards (3 cards per A4 sheet) costs at Speedy Print. This allows you to set a marketing budget for your exhibition.

If you want to hang posters in Cafés and other places around town, we suggest doing this 4 – 6 weeks before the exhibition opens.

It is better to send invitations to an exhibition opening closer to the date – approximately two weeks before the opening (see below). We are happy to send out an email reminder of your exhibition opening to members of the Arts Council Nelson, using a photo of any of the artworks in the exhibition, a couple of days before the opening.

If you consider paid advertising at your own expense, we are happy to discuss available options and timelines with you.

When contacting newspapers or radio for free promotions / articles, it's good to prepare a press release in advance. There are different guides on 'how to write a press release available' on the internet. View <http://www.bookcouncil.org.nz/howto/courses/howtopressrelease.html>.

To ensure your event will get published, contact media before the exhibition opens. Send your press release one to two weeks in advance, and follow up over the phone to organize a viewing either at the opening or later.

1. Newspapers:

- Nelson
 - Nelson Mail
 - 548 7079; Peter Gibbs; peterg@nelsonmail.co.nz
 - Leader: 546 9009
 - Matt Lawry: 546 9451
 - Nelson City 'live nelson'; what's happening / Calendar of Events; contact cherie.morgan@ncc.govt.nz.
To have your event published you must supply all of the following: Name of event, description of event, date, day, time, venue, contact person, contact phone number. All events subject to editing.
- Tasman District:
 - Newline: contact Dry Crust Communications; 544 4975
 - Mudcake & Roses / Senior Generation Action and Issues: contact Dry Crust Communications; 544 4975
 - JAM: Youth Magazine: contact Dry Crust Communications; 544 4975
 - Nelson Mail
 - Richmond: 544 7666
 - Motueka 03-528 7139
 - The Guardian, Motueka 03-528 7139
 - Wakefield Village News; 541 9598
 - Waimea Weekly Ltd, 3 Salisbury Rd Richmond. Phone 544 9037



2. Radio

Fifeshire: 546 9670

Fresh FM: Jo-Ann Firestone; joann@freshfm.net

- Nelson: 546 9891
- Motueka: 03-528 6990
- Golden Bay: 03-525 8779

- **Electronic listing:**

- Nelson City Electronic Events guide: enter your event at <http://www.nelsoncitycouncil.co.nz/aboutnelson/event-frames/events-frameset.html>

4) Exhibition

Arts Council Nelson has a sandwich board which is placed on Trafalgar Street. The foot traffic coming up into the gallery depends very much on the quality of the image displayed on this sandwich board.

We suggest making an A4 sized copy of one strong image, to be displayed on the sandwich board. If you booked both rooms, you can display on both sides of the sandwich board, with the same or two different images. If you have booked only one exhibition room, both artists share this display opportunity.

5) Exhibition opening (optional!):

Invitations should be sent out about 2 weeks before the opening, including information on

- Title
- Artist's name
- Name and address of the Gallery
- Date and time of exhibition opening
- Dates of the exhibition
- Opening hours of the gallery

- **Catering:**

When planning your exhibition opening, think which time is best suited to the people you are inviting. We have had successful openings at lunchtime, from 12 – 1 pm. If your target audience works in town, lunchtime or late afternoon might be a better option than in the evening. While exhibitions start on Monday, it might work better for you to have an opening on Friday or Saturday. Please let us know what works best for you.

You need to organize drinks (don't forget a non-alcoholic option), nibbles and glasses.



- **Speaking**

If you want to open the exhibition with a brief address to your guests, think about what you want to say in advance, and practice. It can be quite daunting to speak to a big group of people if you are not used to that, but it makes for a very effective opening if you address your guests with information on why this exhibition is important to you, thanking everybody who contributed, welcoming your guests etc. Practice what you want to say, but if possible don't read off notes. If you would like somebody else to say something, give them some warning so they come prepared.

6) Checklist:

- Selection of Artwork completed
- Framing completed
- Placement of images considered
- Image for marketing selected
- Optional:
 - Posters printed
 - Posters hung
 - Invitations printed
 - Invitations mailed out
 - Photo provided to Arts Council Nelson for email reminder of exhibition opening
 - Catering organized
 - Press Release written
 - Newspaper contacted
 - Radio contacted

Hella Bauer
Administrator
Arts Council Nelson
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If you have any questions, or think that something needs to be added to this information, please do not hesitate to get in touch!

