

Queen Elizabeth Park Community and Cultural Centre
Main Gallery
Purpose and Procedures
Interior Design Committee December 2012

PURPOSE

The exhibition program for the Main Galleries at Queen Elizabeth Park Community and Cultural Centre (QEPCCC) has, the following purposes:

- To continually showcase to the public, creative work that is important to the QEPCCC community. Priority for exhibitions will be to exhibit professional artwork by local artists in the areas of fine art, craft, performance art and digital arts, which range in content from historical to contemporary themes. Exhibitions may also include works by national and international artists and exhibitions proposed by curators.
- To provide a combination of gallery rentals and exhibitions organized by Town staff including partnerships with internal organizations.

EXHIBITIONS PRIORITY AND SCHEDULING

1. Exhibitions will include 60% - 75% gallery rentals and 25% - 40% exhibitions coordinated by Town staff. Exhibitions may feature solo or group exhibitions by professional artists, travelling exhibitions and special collections.
2. Twice a year the Cultural Supervisor will collect and prepare all applications for QEPCCC Main Gallery exhibitions, and review all qualified and complete proposals with a subcommittee of the Interior Design Committee called the Exhibitions Review Committee. The draft schedule of exhibitions will be presented to the Interior Design Committee for recommendation. Dates of application are: 1 February and 1 September. The Cultural Supervisor will notify all applicants of the results of the committee.
3. The preferred duration of group and solo shows at the QEPCCC Main Gallery will be a minimum of three weeks. The Exhibitions Review Committee will consider longer exhibition requests.
4. Installation and dismantling of exhibitions at the QEPCCC will be scheduled with the artist or group /curator and the Cultural Supervisor. Installation maximum is 3 days and dismantling maximum is 3 days. Town staff will assist with a set amount of time however; more intense installations can be discussed at an extra charge and coordinated with the Cultural Supervisor.
5. Opening receptions to be scheduled with advance notice with the Cultural Supervisor and must abide by all Town policies and the procedures including the Municipal alcohol policy.

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APPLICATION PROCEDURE

6. Application submission requires the completion of an application form, images of artwork, a written proposal outlining details of the exhibition and an artist's Curriculum Vitae.
7. After confirmation of the exhibition scheduling, exhibitors will consult with the Cultural Supervisor at all stages of exhibition planning and they will accept the responsibility for organizing and holding the exhibition in consultation with Town Staff.
8. Rental rates are for a minimum of 3 week periods and will be based on the following weekly rates: \$325 commercial and \$275 community based.
9. A permit will be prepared by Town staff and a third of the total rental fee will be required as a deposit within 30 days of exhibition offer. The Exhibitions Review Committee will consider longer exhibition requests and the price will be adjusted accordingly as per posted fees.
10. Final payment is due 4 months prior to installation date. Gallery exhibitions are final only when the full payment has been received.
11. When an exhibition is approved for a rental date less than 4 months, the full rental fee will be due within 7 days of exhibition offer.

APPLICATION PROCEDURE AND RESPONSIBILITIES

12. The Cultural Supervisor will forward an Exhibitor Agreement Form/Contract to each exhibitor to read and sign. A meeting with all scheduled exhibitors will be made by Town staff to discuss exhibition installation and invitation design. Meetings between the Exhibitor and Town staff occur as needed.
13. At least one month prior to the installation, exhibitors will meet with the Cultural Supervisor to review the original proposal. If following the meeting there are any proposed changes which Town staff considers substantial, they must be submitted in writing to the Cultural Supervisor for approval. At this meeting exhibitors will also be made aware of installation/dismantling deadlines and the requirement to return the Gallery to standards set by Town Staff. In cases where extraordinary assistance is required to return the Gallery to proper standards, the exhibitors will be required to meet any extra wage or material costs incurred by the Town, and will sign an agreement to this effect.
14. Where the change proposed is substantial, it must be provided in writing in advance of meeting with the Cultural Supervisor. The Cultural Supervisor is the final judge of whether a written explanation of the exhibition change is necessary and whether pictorial documentation is also required.

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ISSUES RESOLUTION

15. For each exhibition an ad hoc subcommittee of the Interior Design Committee, called the Gallery Exhibitions Advisory Committee, will be comprised of the Cultural Supervisor as Chair, the Senior Manager Culture, the QEPCCC Manager, an Art Group Member representative from the Interior Design Committee. This Committee will consider in the first instance the resolution of any controversy arising out of exhibition planning or installation on such matters as safety, suitability for display or unauthorized modification of the original proposal, such as the removal or addition of artwork, etc. This committee will provide a recommendation to the Director Recreation and Culture.

16. Where exhibitors fail to follow the procedures established for authorizing changes to an exhibition from the form in which it was originally approved, the Cultural Supervisor may cancel or close the exhibition.

INSURANCE

17. All artwork accepted for exhibition will be covered by the Town's insurance. The Cultural Supervisor will advise exhibitors in advance of the opening of an exhibition if there are any items or components in the exhibition not covered by insurance.

SALES

18. Artwork may be available for sale with prices listed on the labels. All sales will follow a 70/30 split with 70% of sales to the artist and 30% of sales to the member group and/or Town. All sold artwork must remain on exhibit for the duration of the show. All sales of artwork are subject to one of the following options listed on the artist contract:(A) For artists who are members of groups who currently handle sales of artwork, labels will list prices for artworks and direct patrons to the artist's member group. QEPCCC will retain take 10% of sale price, Member group will retain 20% of sale price, and artist will earn 70% of sale price. Member group will be responsible for the distribution of all fees. (B) For members belonging to groups that do not handle sales of artworks, labels will list price for artworks and direct patrons to QEPCCC Customer Service. QEPCCC will retain 20% of sales, Member group will retain 10% of sale price, and artist will earn 70% of sale price. QEPCCC will be responsible for the distribution of all fees.(C) For all other artists not belonging to a QEPCCC member group, labels will list price for artworks and direct patrons to QEPCCC Customer Service. QEPCCC will retain 30% of sales, and artist will earn 70% of sale price. QEPCCC will be responsible for the distribution of all fees.

GALLERY AS PUBLIC SPACE

19. All exhibitions are to be open to the public for the minimum times: weekdays 12noon to 7pm and weekends 12noon – 5pm. An exhibitor may choose to open their exhibition for longer periods of time but no longer than the open hours of the centre.

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Security cameras monitor the gallery. However, it is the responsibility of the exhibitor to make arrangements for gallery attendants in the gallery space, otherwise the gallery will be opened without an attendant and work on view will be at risk.

If at any time during the exhibition period the Cultural Supervisor decides that the exhibition space should be monitored for any reason, it will be the responsibility of the exhibitor(s) to make the necessary arrangements. A list of QEPCCC volunteers may be accessible to the exhibitor for coordination. Town staff will not coordinate gallery attendants.

PUBLIC RELATIONS

19. The Cultural Supervisor will issue in the name of QEPCCC an information package made up of an official media release and the official exhibition announcements. Exhibitors wishing to send additional information material concerning their exhibitions can do so, on their own initiative using their own resources.

20. All labels and wall text will be prepared by Town staff as per materials provided one week in advance of installation.

THE INTERIOR DESIGN EXHIBITIONS REVIEW COMMITTEE

21. The Main Gallery Exhibitions Review Committee shall consist of the Cultural Supervisor and at least three members from the Interior Design Committee.

22. The responsibilities of the Exhibitions Review Committee remain to:

- advise those administering the Main Gallery exhibition program of the needs and interests of the QEPCCC;
- inform the other members about the exhibition programs at QEPCCC;
- assist in the formulation of procedures and activities for exhibition programs at QEPCCC;
- jury artist proposals twice a year and as needed;
- report to the Interior Design Committee twice a year on the activities of the Main Gallery

23. All members of the Committee are voting members. Meetings are chaired by the Cultural Supervisor. Meetings are called and the agenda is set by the Cultural Supervisor, and the minutes of the meeting are recorded by an assigned committee member.

OTHER

24. The terms of this procedure will be reviewed annually.

Appendix A Application Form

Appendix B Permit