

community  
art  
gallery &  
events

**CAGE**

# **Community Art Gallery & Events (CAGE)**

at



South Kingsville Community Centre (SKCC)  
*ABN: 98 885 027 531*

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**CAGE** is a vibrant art space available to community members to exhibit their artworks and hold associated events. It is a not-for-profit community service as deemed important by the local community, focussed to support emerging artists and community groups who wish to display their artwork, contribute to local cultural environment, and raise their profile.

CAGE is situated in the hallway of South Kingsville Community Centre (SKCC), a community centre that strives to offer '*something for everyone*' and is responsive to community needs. It is frequented by regular community user groups, and also people attending the centre for functions and events. On average over 1000 people access the Centre during the week.

CAGE has been utilised by local artists and groups of people with disabilities, showcasing their talents and achievements. This has resulted in a local visual arts culture, awareness-raising, career development and additional opportunities for individual artists.

CAGE can accommodate up to 20 wall-mounted artworks, depending on size, and the Centre is hoping to acquire a locked cabinet for craft and jewellery in the near future. CAGE does not charge a fee for usage. A refundable bond of \$50 is required. There is also a small fee of 20% commission on the total price of all sold artwork. Any funds SKCC collects goes directly towards development of the art space. CAGE is also flexible about the duration of your exhibition, dependent upon availability.

This booklet has been designed to assist emerging artist with their exhibition. If you have any more queries about CAGE please contact the SKCC office on 9399 3000 (ext 0).

## **Welcome to CAGE**

Welcome! If you have received these guidelines then you must be thinking of booking in for an exhibition of your art/craft work at CAGE.

These guidelines will assist you to administer and curate a successful exhibition. Arranging to hold an exhibition may seem a little overwhelming so these guidelines are designed to make it as simple as possible.

The following three steps will get you started.

### ***1. Meeting the contact person and viewing the CAGE space***

Firstly, please contact the SKCC office on 9399 3000 (ext 0) to discuss the possibility of your exhibition. A meeting at CAGE will be arranged to discuss your exhibition proposal, to consider the gallery space, possible dates and requirements for your exhibition. Please bring along a selection of your artwork and/or photos to assess its suitability for this community centre environment.

### ***2. Fill in the CAGE Exhibition booking form and pay a refundable \$50 bond***

Please fill in the Exhibition Booking form included with these guidelines. This form registers your interest in exhibiting and includes all agreed dates for the exhibition and associated events, such as an opening night. When we have received your completed booking form and \$50 bond we will confirm your exhibition dates.

### ***3. Practical aspects of preparing for an exhibition***

Now that you have made the commitment by booking in your exhibition, this booklet provides some tips about how to make your exhibition a success. CAGE and SKCC are committed to providing assistance if required, such as practical support with hanging artwork, access to computers and printers (black ink only) for preparing flyers and advice regarding advertising and catering.

## **This general checklist is only a guide.**

### ***Write an Artist's Statement***

An artist's statement should be short, no longer than one A4 page, and may be laid out in point form to make reading easy. Usually they have a similar format which introduces the artist and describes the inspiration for, or intention in their artworks with reference to their artistic style, placing it in a broader artistic context.

### ***Make an invitation to the opening***

Make a postcard-sized invitation containing the following information: artist's name; CAGE location & open times; exhibition dates; opening time & date. Distribute it to anyone and everyone you think may be interested.

### ***Make a flyer with your contact details (optional)***

This is a promotional tool which may include images of your artwork, very brief artist's statement and/or significant quotes. Your contact details should be easily located so that potential purchasers and interested others can contact you directly.

Note: All artwork sales at CAGE will be processed through the SKCC Admin Office, open normal business hours, Monday – Thursday, 9am - 5pm; Friday 9am - 3pm

### ***Label artwork***

All artwork requires a label mounted on foam-core board or suitable alternative. A label should include the following information:

- Artwork title;
- Artists Name;
- materials used;
- purchase price (Remember that SKCC requires a 20% commission);
- & artwork catalogue number (if applicable)

### ***Make an exhibition catalogue***

The catalogue is simply a numbered list of the artworks including title, dimensions, materials used, purchase price and artwork catalogue number. A copy of the Artist's Statement can be stapled to the catalogue to provide additional information for the viewer. During the exhibition these can be mounted in the hallway for viewers to use.

### ***Promote in the local papers***

All the local newspapers have community columns which are an ideal place to let people know that you are holding an exhibition and the opening night details. Send a press release to the papers, ensure you send it in time so that it will appear in the 2 weeks before your exhibition start date as well as for the duration of the exhibition. Your press release should include a title, brief statement about your exhibition, venue, location, open times and dates. Don't forget to include your contact details for enquiries.

### ***More media exposure***

Contact journalists at local papers to request if they are available to do a photo story on your work. Many artists are successful with this, especially if their art is topical or tells a story.

### ***Hold an exhibition opening***

An exhibition opening is a great way to celebrate your achievement and promote your work - we encourage all exhibitors to have one. You should have all artwork and written material (artist's statement, labels, and promotional flyers) in place before the advertised opening time. Providing finger food, beverages and background music will enhance your opening and hopefully promote sales.

### ***Exhibition set up***

The SKCC office will co-ordinate installation times. Exhibitors who must stick to these times to ensure that things run as smoothly as possible. Please be considerate of all other user groups at SKCC as you prepare for your exhibition by keeping the hallway as clear as possible.

### ***Insurance for your artwork***

CAGE and SKCC do not have insurance to protect you against theft or property damage of your artwork. You may arrange this with an insurance broker if you wish.

### ***Public Liability Insurance***

Like all community facilities CAGE / SKCC is covered by public liability insurance. This insurance does not apply to centre users who are negligent or fail to prevent foreseeable harm. For more understanding of this please seek advice through a lawyer.

### ***Additional equipment and use of the centre***

SKCC has a fully equipped community kitchen which may be available for your usage. Please indicate on your booking form whether you would like to use the kitchen for an event. Booking the kitchen will be dependent upon availability.

### ***Planning for the costs involved***

It is hoped that your exhibition will cost as little as possible, however you will need to plan for the following costs where applicable: \$50 bond, (refundable upon de-installation of exhibition), invitations, postage, foam-core board for labelling, flyers and food and drink for opening night. Many of these items can be kept to a minimum if you are able to make things yourself. Also there is a 20% commission paid to SKCC on any sold artwork.

### ***At the closure of your exhibition***

Take all work down, return any equipment used, clean up gallery space and complete the checklist. Provide some feedback to the CAGE contact person and SKCC Manager. Remember to collect your \$50 bond.

## **Frequently Asked Questions**

*Who do I pay the bond to?*

Please pay at the SKCC office as they will also provide your refund at the closure of the exhibition.

*Do I need to hold an opening night or advertise my exhibition?*

No, this is not essential but may prove very beneficial to your exhibition.

*Can I arrange to hold an opening night after my initial CAGE booking?*

Yes, depending on availability, this can be negotiated with the SKCC office who administers bookings for the centre.

*What are the circumstances in which a bond is not returned?*

You will lose your bond if:

- You fail to notify or re-negotiate with the CAGE contact person or SKCC office that you are not going ahead with your booking within four weeks of the beginning date of the exhibition.
- If you do not complete the CAGE checklist (stated on the Exhibition Booking Form) satisfactorily after your exhibition.

Remember if you have any further questions do not hesitate to contact

The Centre Manager  
South Kingsville Community Centre  
43 Paxton Street, South Kingsville, 3015.  
Phone: 9399 3000 (ext 0)