**Garden City Arts Club**

**Community Exhibition Hire Guidelines**

**Booking Rate**

The hire period is determined by the Broadway Gallery exhibition programme. Gallery exhibitions are usually 8-weeks in length and are open to the public between Wednesday – Saturday, 10am-5pm.

Weekly rate: £35 (including VAT)

Average cost: £280 (including VAT)

**Deposit**

To secure your booking a 50% non-refundable deposit is required – this is refundable if the booking is cancelled three months in advance.

**Final Balance**

The final balance is due one month is advance of the exhibition.

**Sales**

Please note that we are not a commercial gallery and can only provide limited support with the sale and pricing of artworks. The Sale of any work exhibited at the Broadway Gallery will be subject to 30% commission. The commission will be taken by the Gallery as the form of a deposit equal to the commission. For the purpose of any sale the Gallery’s role will be to introduce the purchaser to the artist. The Gallery does not have the authority to finalise the sale of your artwork.

**Delivery and Collection of Artworks**

All works must be delivered and collected by the hirer or an appointed person. The hirer must unpack the works, before removing the packaging materials.

**Hanging and Installation**

Hirers are responsible for providing the Broadway Gallery the work ready-to-hang. Works on paper or panels (including canvas panels) must be framed.

The Hirer is responsible for curation of the space, but the location of all artworks must be approved by the Broadway Gallery and will be hung accordingly by the Gallery. Artworks will not be hung in a salon style, or double hung in the Garden City Arts Club. All artworks must have a minimum of 30cm between each work. No more than 2 members the club, group or society may be present during the curation of display.

**Gallery Storeroom**

Hirer will not have access to the Gallery Storeroom. All packaging must be removed for the duration of the hire.

**Promotion**

We can only promote external hires in a limited capacity.

Included in the fee is:

* Featured on the Gallery’s website listed under ‘News’ Section
* Featured in the Gallery’s e-newsletter/e-invite under
* 3x Social Media Post across the Gallery’s Facebook and Instagram Pages.

To successfully promote your event. Please ensure you provide a minimum of 2 paragraphs about your exhibition and organisation on the application form below. In addition please provide 3-5 high-quality images of the work that will be included in the display.

Please note that one image must be in a landscape format to comply with the Gallery’s website, if none of the works are in a landscape orientation please crop a portrait images in a 5:4 landscape format.

**Exhibition Receptions, Private Views and Out-of-hours access**

An extra charge will be payable if a hirer wishes to host a private view at the Gallery. The private view date must be agreed at the time of booking. The Broadway Gallery is a licensed premise and can provide a paid bar. Please speak to the Gallery if you wish to purchase a drinks package for a free bar or provide guests with drinks tokens.

Alternativity, we encourage hirers to hold an Exhibition Reception that co-insides with the Broadway Galleries own launch event. The Broadway Gallery’s Exhibition Receptions take place on the first Saturday of the exhibition between 4-6pm, or on the first Thursday, 7-9pm. The timings of the events are decided by the Broadway Gallery and determined by the exhibition’s audience and expected attendees.

**Cancellation**

A 50% deposit is required to secure your booking, which is fully refundable if the booking is cancelled 3 months in advance. Cancellations made within 3-months are demeaned non-refundable unless the Broadway Gallery can find an alternative hirer.

**Application Form**

Please compete and return the application form and list of works before returning it to the Broadway Gallery via [email](mailto:broadwaygallery@letchworth.com) or in person.

**Your Details**

|  |  |
| --- | --- |
| Primary Contact Name: |  |
| Primary Contact Email Address: |  |
| Primary Contact Telephone Number: |  |

**Your Organisations Details**

|  |  |
| --- | --- |
| Organisations Name: |  |
| Organisations Website: |  |
| Organisations Facebook Page: |  |
| Organisations Instagram Page: |  |

**Your Display**

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| --- |
| Please provide a minimum of one paragraph about the display below: |
|  |

**Your Group and Artists**

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| --- |
| Please provide a minimum of one paragraph about your group below. You can also include biographies and links to individual artists websites: |
|  |

**List of Works**

The Broadway Gallery will not consider applications from groups or artists that are unable to provide a complete list of works at the time of booking. Please ensure that the work you are submitting will be available for 6 months from the date of submission.

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| --- | --- | --- | --- | --- | --- | --- |
| **Thumbnail** | **Artist Name** | **Artwork Title** | **Year** | **Medium** | **Sale Price (excluding VAT)** | **Stock Price**  **(Minus 30%)** |
| Henri Matisse. The Snail. 1953 | MoMA | *Example: Henri Matisse* | *The Snail* | *1953* | *Gouache on paper, cut and pasted on paper mounted on canvas* | £300 | £210 |
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