

Letchworth Open Submission Guidelines

Instructions for Entering the Letchworth Open Exhibition

Please read these instructions carefully before submitting your work, as they constitute a contract between you and the Letchworth Garden City Heritage Foundation, operating as the Broadway Gallery.

Entry Process

1. **Complete the Entry Form** and submit a digital photograph of your work online. Please note that entries received after the deadline **will not** be accepted.
2. **Ensure all information is accurate** and the images are of suitable quality. We recommend cropping photos of 2D artworks to focus only on the artwork itself. If possible, consider photographing the work before it is framed and glazed. For 3D works, please use a clean background free from clutter and distractions. If you are submitting a video or audio works, you should upload a thumbnail, film stills, or title cards.
3. Once your submission and payment are complete, **no changes can be made**. If you need to make amendments during the delivery period, a £5 admin fee will apply.
4. There is no selection process; **only one work per artist** will be exhibited. No refunds will be issued for multiple submissions. We cannot guarantee that we will catch all multiple submissions, and you may receive more than one confirmation email. If more than one artwork is delivered, you will be asked to choose just one, and any additional fees will be forfeited.
5. **Late submissions will not be accepted**, so please ensure everything is submitted before the deadline.
6. If you require the entry form in a different format, please contact the Broadway Gallery directly.

Eligibility Criteria

The Letchworth Open Exhibition is open to all artists from various disciplines, including and not limited to painting, printmaking, photography, sculpture, applied arts, and digital arts.

Artists must be based in, working in, or originally from Hertfordshire, Bedfordshire, Buckinghamshire, or Cambridgeshire. If you are not immediately from these areas, you will be asked to provide a reason for your eligibility when submitting your work.

Entry Fees

The entry fee is £10.00, which covers the submission of a single artwork, guaranteed to be exhibited. To ensure the fee isn't a barrier:

- Entry is free for anyone under 24 as of 1 September 2025.
- You can volunteer in exchange for the entry fee. Volunteer slots are 3.5 hours long (Wednesday - Saturday, either 10:00am-13:30 or 13:30-17:00). These slots are allocated on a first-come, first-served basis when you submit your entry.

Please note: Entry fees will be forfeited if you fail to deliver your artwork, submit more than one artwork, or if your work is deemed inadmissible.

Delivery of Works

1. You must **deliver your work** to the Broadway Gallery during the specified delivery window. If you are unable to deliver the work in person, please make arrangements for someone else to do so on your behalf. You can use the 'Letchworth Open Exhibitor' Facebook Group to coordinate with other artists in your area.
2. **Late deliveries will not be accepted**, and your entry fee will be **forfeited** if you miss the delivery deadline.
3. **Postal entries will not be accepted**. If you cannot deliver the work personally, please ensure someone else can do so for you.
4. Upon arrival, you will be asked to **unpack your artwork**, and it will be checked by the Gallery. Please ensure that your work is **clearly labelled** and within the size limits detailed below. The Gallery cannot store packing materials; any materials left behind will be reused or recycled.
5. Artists are **responsible for their own transportation** and any associated costs.
6. 3D works will be displayed on the Gallery's **existing plinth stock**. If your work has special display requirements, please **contact the Gallery in advance** to discuss before submitting.

Please note: **All work must be delivered dry**. Please ensure that sufficient time is allowed for oils and other wet media to fully dry before delivery.

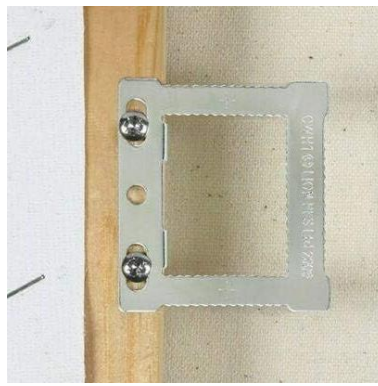
Framing and Glazing

1. **Framing 2D works is strongly recommended.** Unframed works will be displayed at your own risk. Unframed works on paper may be pinned or taped to the wall, while unframed works on canvas board or card may be taped or Velcro-ed to the wall.
2. **Framed works and stretched canvases must not be delivered with any protruding hanging hardware,** as this could potentially damage other exhibitors' works.

Below are examples of acceptable fixings that may remain on the frame.



D-Rings



Sawtooth Hangers



Split Battens / French Cleets

Below are examples of fixings that should be removed or reversed as they can damage other work.



Mirror Plates (unreversed)



Screw Eyes

If you are submitting a framed work or stretched canvas, the Gallery will attach mirror plates to your work. **Please ensure the frame is of sound quality.**

Inadmissible Work

The Broadway Gallery is open to all artists; however, the following works are **inadmissible**:

- 2D works larger than **85 x 85 cm**.*
- 3D works with bases larger than **50 x 50 cm**, height over **180 cm**, or weight exceeding **35 kg**.
- Multipart works (e.g., diptychs, triptychs, installations).
- Printed reproductions of original artworks.
- Works containing harmful substances, bodily fluids, or are deemed to be unsafe.
- Offensive works or those that reinforce negative stereotypes.

**Larger works may be accepted at the Gallery's discretion, primarily for pieces with a total surface area of 85 x 85 cm or less. For example, a work measuring 120 x 40 cm has a surface area of 4800 cm², whereas an 85 x 85 cm piece has 7225 cm².*

Sales Process

Unfortunately, the Gallery **cannot** advise you on how to price your artwork.

1. The Gallery will charge a **30% commission** on the net price (excluding VAT) or a flat rate of **£21**, whichever is greater, on the sale of your artwork. This commission will be deducted from the sale price you provide on the entry form.
2. The Gallery manages the entire sales process and will collect full payment from the buyer. If your artwork sells, you will be notified by the following Tuesday. **Due to GDPR regulations**, the Gallery cannot share the buyer's personal details with you. However, buyers have the option to grant the Gallery permission to share this information.
3. The Gallery will handle all arrangements with the buyers to collect their purchase.
4. As a **VAT-registered** business, the Gallery will add **20% VAT** to the **final sale price** (not just the commission) in line with UK VAT law, which requires VAT to be applied to the total sale price, not just the Gallery's commission.
5. **Payments**: Artists will be contacted within two weeks of the exhibition closing with instructions on how to invoice the Gallery. **Payments will be made within 30 days** of receipt of the invoice.

Print Editions

In addition to your main submission, if you are submitting a print, the Gallery has the option to sell **unframed versions of the edition**. These will be presented in a **browser display** at the Gallery front desk.

1. Prints must be from the **same print run** as the work in the exhibition.
2. **Print editions** must be supplied to the Gallery **individually wrapped in clear acetate** with a stiff board for protection.
3. The **same sales rules** apply to unframed prints to artworks in the open.

Exhibitors and Preview

Exhibitors will be invited to the preview on the date outlined in the Key Dates.

A paid bar will be available at the preview, with exhibiting artists will receive one complimentary drink, and their name will be included on the list at the bar.

Collection of Exhibited Works

1. **Artists must collect any unsold work** during the time period outlined in the Key Dates.
2. **A charge of £10 per week (or part week)** will apply for any work not collected within the designated collection window. The Gallery will store unsold works for a maximum of **10 weeks** before they are disposed of, either by being donated to charity, sold, or destroyed.

Key Dates

- Submission opens: Sunday, 6 April 2025
- Submission deadline: Friday, 9 May 2025
- Delivery of work: Wednesday 14 May – Saturday 24 May 2025 during Gallery Opening Hours**
- Exhibition Private View: Saturday, 07 June, 14:00-20:00 & Sunday 8 June, 14:00-17:00
- Exhibition dates: Wednesday 11 June – 26 July 2025
- Bursary & Prize announcements: Saturday 28 June, 16:00
- Collection of work: Wednesday 30 July – Saturday 2 August 2025, 10am – 5pm.

**Gallery Opening Hours: Wednesday – Saturday, 10:00-17:00