

## Exhibition Application Information

---

Thank you for your interest in applying for the Contemporary Arts Spaces (CASM) Exhibition Program. Please read the following information carefully.

### General Information

CASM is situated close to the centre of Mandurah, nestled alongside the Muddy Creek inlet at the top of the estuary. The creative hub sits next to the City of Mandurah Administration building and is a short walk from the Mandurah Performing Arts Centre and the Alcoa Mandurah Art Gallery.

CASM is a place where visitors can engage with both local artists and contemporary exhibitors working in a variety of mediums. CASM seeks to support and promote emerging artists and contemporary arts in a broader community and cultural context.

CASM's Exhibition Program includes 6-7 exhibitions per year, with each exhibition open to the public for 4-7 weeks.

### How to apply

Applications can be made online at:

<https://www.mandurah.wa.gov.au/explore/arts-and-culture/casm/applications>

We recommend that you discuss your exhibition application with the CASM Gallery Development Officer prior to submission.

Please check your application carefully to ensure that all requirements are included in your submission and allow eight weeks for application processing and feedback.

### Selection criteria

An exhibition is an important commitment on the part of both CASM and exhibitor. There may be a considerable time between accepting an exhibition and exhibiting the work, so it is important that any commitment to exhibit be considered seriously at the submission stage.

The selection panel will be looking for evidence of the following criteria in your application:

Criteria	Score
<p><b>Criteria 1 - Experience and Artistic Approach</b> <i>The panel will evaluate based on the Artist's clarity of direction, innovation of artistic approach and experience creating work in this medium/style.</i></p> <p><b>Submission Requirement: Artist Statement</b> 30-50 words on who you are as an artist and what the current direction of your work is, key themes, ideas and style, and why. For group exhibitions, each artist must provide their own statement, to be emailed through following submission of the application.</p> <p><b>Submission Requirement: Images</b> Provision of ten (10) high quality images that demonstrate your current and previous work, that meet the image requirements outlined in this document.</p>	30%



For group exhibitions, each artist must provide 5 images, to be emailed through following submission.	
<p><b>Criteria 2 - Suitability and Clarity of Concept</b>  <i>The panel will evaluate based on sophistication behind the concept and how it will be communicated to CASM's audiences.</i></p> <p><b>Submission Requirement: Exhibition Concept</b>  400-500 words clearly outlining the idea behind your exhibition, including:</p> <ul style="list-style-type: none"> <li>• Theme/subject matter and why is it relevant or important to you.</li> <li>• Type and estimated quantity of artwork/s.</li> <li>• What you hope the audience will gain from your exhibition.</li> <li>• If relevant, include your industry/artist influences.</li> <li>• Group Exhibitions - provide the nature of collaboration, what each artist is providing and how they will meet the exhibition concept.</li> </ul>	50%
<p><b>Criteria 3 - Feasibility</b>  <i>The panel will evaluate based on whether the work is suited to CASM's physical space, and whether the project is logically achievable.</i></p> <p><b>Submission Requirement: Installation needs</b>  Provide information on the installation needs including multimedia support (projectors, screens), plinths, suspension points, wall space etc. and detail what type of hanging points the 2D and suspension artworks will have. Note - the Exhibition Concept will also help to inform the project's feasibility.</p>	20%

## Sales and Commission

CASM retains a commission of 20% of the sale price of each item sold. This applies to works marketed and sold through the Gallery during exhibitions and for the following three-month period. GST is applicable for Artists who are registered for GST.

Artists must provide CASM with their bank details for direct deposit of payments, as well as their Australian Business Number (ABN) or a completed [Statement by Supplier ATO](#) form, prior to the delivery of artwork.

## Exhibition Payment and Artist Payment Schedule

Successful applicants will receive an exhibition payment of \$1,500. The exhibition payment will be split equitably between all participating Artists.

Exhibition payments will be made in accordance with the exhibition Payment Schedule. The Artist will invoice CASM as each defined milestone or activity is completed.

Payment Schedule	Activity Milestone/Activity	Fee Payment
<p><b>Payment 1:</b>  Anticipated timeframe: 20 to 16 weeks from exhibition launch</p>	Provide CASM with completed: <ul style="list-style-type: none"> <li>• Artist Information Form</li> <li>• Artist statement and bio</li> <li>• High quality images for press release and other promotional material</li> </ul>	50%

<b>Payment 2:</b> Anticipated timeframe: 8 to 4 weeks from exhibition launch	<ul style="list-style-type: none"> <li>Provide CASM with completed artwork template – artwork sizes, materials, titles, prices</li> <li>Send final images for exhibition catalogue</li> </ul>	40%
<b>Payment 3:</b> Anticipated timeframe: 1 to 2 weeks from exhibition de-install	<ul style="list-style-type: none"> <li>Provide CASM with completed Exhibition Evaluation survey</li> </ul>	10%

### **Image dimensions and file naming protocol**

High quality JPEG images of your work in both portrait and landscape format allowing us to best market your work must be uploaded with your application. Images can be resized using a free online tool like [Adobe Express](#).

<b>Image requirements</b>	<b>File title</b>	<b>File size</b>
Minimum 300 DPI or 8 megapixels: • 2480 x 3508 pixels, or • 210 x 297mm, or • 300 PPI (pixels per inch)	Artist name - artwork title -photographer. See example below: • Hugh Grant - Blue Door - Ross deHoog	2MB

### **Engagement opportunities**

CASM collaborates with exhibiting artists to generate engagement opportunities for each exhibition. These may include artist and/or panel talks, workshops and demonstrations. Successful applicants will be invited to participate in the development and presentation of these activities.

### **Marketing**

CASM provides the following marketing package for each exhibition:

- Inclusion in the CASM annual planner
- Exhibition and exhibition engagement feature on the CASM Website
- Exhibition feature on the City of Mandurah What's On Calendar
- Artist talk feature on the City of Mandurah What's On Calendar
- Exhibition and artist talk features in the City's monthly Creative e-Newsletter prior and during the exhibition
- Exhibition feature in Visit Mandurah
- Exhibition feature in the Artist Chronicle
- Exhibition feature in Circuit Online
- Regular Facebook and Instagram posts prior and during the exhibition
- One media release promoting the exhibition and Artist talk
- Design of digital collateral including invitation, poster, plasma, Insta tab
- Print for the exhibition hard collateral including postcard invitations and gallery posters
- Shared collateral to all City public facilities including the Visitors' Centre, Seniors, all libraries, the Museum and ManPAC.

It is highly recommended that the Artist:

- Contacts the local media personally and invites them to the launch
- Contacts and invites any relevant State media arts networks to the launch



- Develops their own invitation list, including potential private and corporate buyers, City of Mandurah elected members and other VIPs
- Carefully considers the official guest speaker requested to launch the exhibition and confirms their interest three months prior to the exhibition launch
- Delivers electronic and hard invitations to guests as early as possible prior to the exhibition opening
- Supports their exhibition through social media – a priority (Facebook, Instagram), and

### **Exhibition opening function**

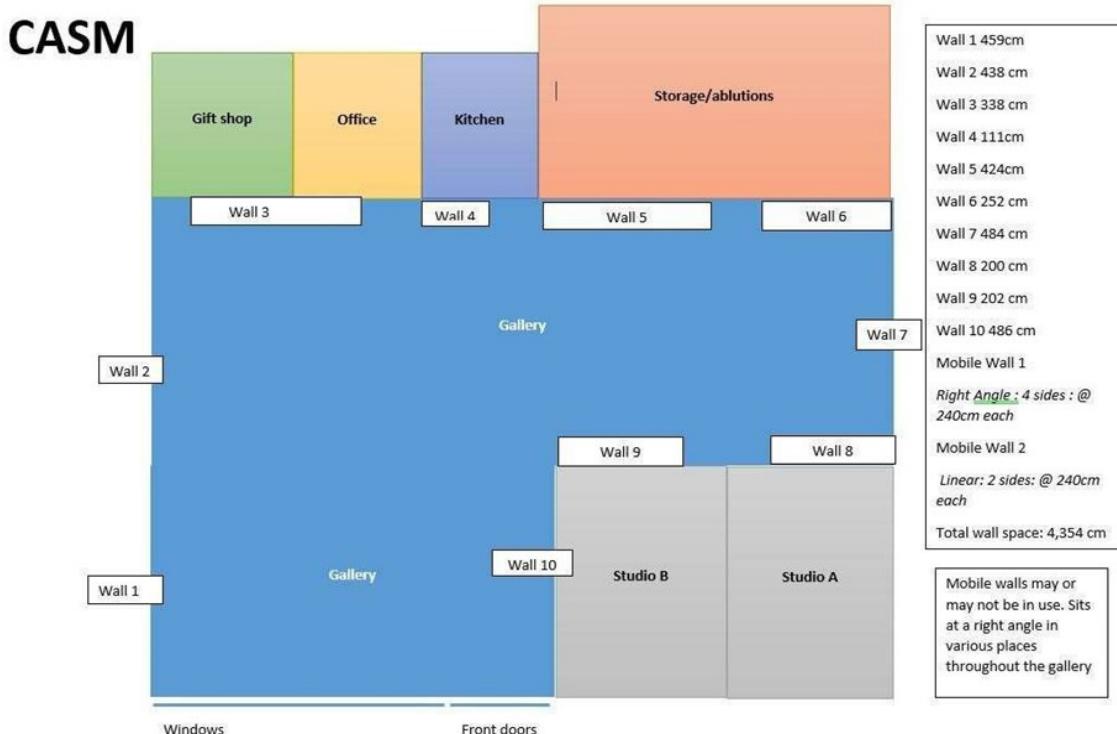
Opening functions are held on Fridays between 6.00pm - 7.30pm. The Artist is responsible for booking an industry professional to launch the exhibition and to provide any launch entertainment other than gallery supplied background music.

CASM staff and volunteers will be present during the opening function to welcome guests, provide catering, MC the opening and process artwork sales.

CASM will provide light refreshments, including a limited selection of wine, juice and canapes. Additional catering will be at the Artist's cost and must be negotiated with CASM prior to the launch.

### **Exhibition space and equipment**

The CASM gallery space has ten fixed wall spaces and two mobile walls for use. The fixed walls contain some visual obstructions, including AC units and power points. All fixed walls have a 10cm skirting board. The front 'walls' of the gallery are glass windows and a sliding door.





The following AV equipment is available:

- Four Hitachi CP-WU5505 data projectors
- Six Bluetooth headsets
- Evolve blue-tooth sound system
- Four smart TVs

### Dimensions and potential obstructions

Wall	Dimensions (width)	Potential obstructions
1	4.8m plus 0.38m covered brick pillar	Double power point mid wall 43cm from skirting and covered brick pillar between Walls 1 and 2
2	4.7m	AC unit near pillar above hanging track, light switch 43cm from right corner near gift shop door
3	3.37m	Double power point, 33cm from skirting on right near office door
4	1.1m	Nil
5	4.35m	Double power point 43cm from skirting and 80cm from right wall
6	2.4m	Double power point 43cm from skirting and 140cm from left wall, AC unit above hanging rack near library, lighting track anchored just below hanging track.
7	4.3m	Nil
8	1.97m	Nil
9	2.5m	Nil
10	5.17m	Nil
MW1	Mobile wall 1 has 2 x 2.4m wall panels and 2 x 0.4m wall panels	
MW2	Mobile wall 2 has 4 x 2.4m wall panels set at a 90-degree angle or can be flattened against the entry wall when not in use	

### Gallery Hours and Contact Details

Administration	Tuesday to Friday	9.00am to 4.30pm
Exhibition Opening Hours	Wednesday to Sunday	10.00am to 4.00pm

For further information please contact the Gallery Development Officer, Kellie White, by phone (08) 9550 3989 or email: [casm@mandurah.wa.gov.au](mailto:casm@mandurah.wa.gov.au).