

Expressions of Interest— Exhibitions

June 2024 – June 2025



**Woollahra Gallery at Redleaf
welcomes exhibition proposals
through our annual Expression of
Interest (EOI) Program.**



Image: Heart in Art, 2023, installation view,
image courtesy of Havard Sagen.



We curate a mix of Council-led initiatives such as the Woollahra Small Sculpture Prize, Woollahra Youth Photographic and Film Prize, and Artist in Residence projects, alongside exhibitions selected through an Expression of Interest (EOI) process. These exhibitions run for 4 weeks and fall under two categories:

1. Fee-based Exhibitions
(See page 9 for hire fees)
2. Community Exhibitions (Gratis)

Both categories entail curatorial, promotional and technical support, whilst providing a platform for the sale of work (see page 6). Most programming falls under the first category. Each year, we offer 4 free 'Community Exhibition' opportunities for projects that explore social and cultural themes. These projects aim to spark understanding and conversation, whilst fostering a sense of community (see page 5 for details).

The EOI is open to individual artists and curators as well as collectives, community groups and organisations who wish to apply for fee-based and/or community exhibitions. Woollahra Gallery at Redleaf welcomes diverse exhibitions across all mediums, by practitioners of all career levels.

The current call for Expressions of Interest covers the period from June 2024 – June 2025.

**Expressions of Interest close 5pm
Monday 25 March 2024.**

About Woollahra Gallery at Redleaf

Established in November 2021, Woollahra Gallery at Redleaf is a home for the arts in Sydney's Eastern Suburbs. The Gallery, originally constructed in 1897, occupies one of the few remaining mid-nineteenth century harbour foreshore mansions. Over its lifetime the significant heritage building has had a rich and diverse history. It has been home to many important local families, the headquarters for the Royal Commission on Espionage, a community gathering place as the Woollahra Arts Centre, and a place of learning and discovery as the treasured Double Bay Library. The building has been lovingly restored to create a professional and accessible space for the exhibition of high-quality contemporary art.

The Gallery aspires to be the cultural heart of Woollahra – providing a welcoming and inspirational space for all to explore, discover and engage with the arts. Focusing on contemporary art through a yearly exhibition calendar of dynamic shows by diverse artists, the exhibition model fosters collaboration and cross-pollination whilst also providing an avenue for practitioners to sell their work.

Exhibition guidelines and conditions

How to apply

Applicants are required to complete an online application form via woollahragallery.com.au/eoi. All applications must include:

- A sound curatorial proposal providing a clear description of the exhibition concept, a physical description of the exhibition, the proposed outcomes and its relevance to contemporary art practice and/or the Woollahra community
- A one-paragraph biography for each artist providing an overview of their practice and an outline of their exhibition history, publications and any relevant qualifications.
- Ideas for potential public programs to complement the exhibition. These could include panel discussions, workshops, film screenings, performances or other related activities.
- Up to 10 high-resolution images labelled with artist name, artwork title and year.
- Online links to video or sound-based artworks, if applicable.
- Preferred month/s for exhibition.
- Preferred space/s for exhibition (see floorplan and related fees on page 8).



Image: Lindy Lee's *One Bright Pearl*. Photo by Steven Siewell.

The application form allows applicants to register their interest in a Community Exhibition by selecting one or more of the following focus areas, and elaborating on how they will engage with the theme/s:

- Families, Children and Youth
- Seniors, Access and Disability
- Cultural and Linguistic Diversity
- LGBTQIA+
- Aboriginal and Torres Strait Islander Reconciliation
- Social Connection
- Sustainability and the Environment

Selection Process & Criteria

Exhibition proposals are evaluated by an EOI Assessment Committee comprising members of Council's Cultural Team and an external industry expert. Community Exhibition applicants are evaluated by the Committee with an additional panellist, representing Council's Community Development Team.

All applications are assessed in accordance with the following criteria:

- Quality of the application and artistic merit
- Originality
- Suitability to the exhibition space
- Relevance to contemporary art and/or the local community
- The ability to complement concurrent exhibitions
- Contribution to a diverse calendar of exhibitions in terms of content and approach
- Potential to contribute to the Gallery's public program
- Historical or educational significance, where applicable
- Suitability for visitors of all ages and backgrounds
- The capacity to meet all requirements in this document and the Exhibition Agreement Terms
- When two or more applications are of equal grading, preference will be given to the applicant with stronger ties to the local area

Community Exhibition applications are also assessed with regard to the:

- Extent to which the proposed exhibition addresses defined community focus area/s
- Potential for the proposed exhibition to overlap with broader Council programs or celebrations (for example NAIDOC, Earth Day, Mardi Gras or Seniors Week etc.)

Provisions for Exhibitors

Exhibitions are promoted across:

- The Gallery website
- The Gallery e-newsletter
- The Gallery Instagram
- Council's digital signage
- And other relevant media and promotional opportunities, as appropriate

Exhibitors receive additional support in the form of:

- Curatorial guidance
- Artwork didactics
- Professionally designed opening event invitations (digital only)
- Professional installation and de-installation support
- An opening event
- Coordination of an 'Artists in Conversation' event on second Saturday following the opening
- Artwork invigilation and interpretation by trained Gallery Assistants and Volunteers
- Artwork sales promotion
- Administration of artwork sales
- Public programming support where applicable



Image: Jingwei Bu, *Pouring Tea Until It Is All Evaporated*, 2023, Installation view, image courtesy of Havard Sagen.

Artwork Sales

All exhibited artworks are available for purchase, providing a platform for artists to generate income. Staff at Woollahra Gallery at Redleaf will be responsible for all sales, which are administered through the online store.

The gallery's commission varies depending on the exhibition type:

- For-hire exhibitions: The gallery takes a 25% commission (+ 10% GST on the commission) from total artwork sales.
- Community (gratis hire) exhibitions: The gallery takes a 40% commission (+ 10% GST on the commission) from total artwork sales.

In both cases, the remaining income is deposited into the artist's nominated bank account after the exhibition closes and upon the receipt of an invoice.

Artist Talks and Public Programs

'Artists in Conversation' events, facilitated by the Gallery Director, Gallery staff, or mediators of the Exhibitors' choosing, are held on the second Saturday following the exhibition opening. These events provide a valuable opportunity for Exhibitors to connect with the audience and expand on their practice.

Additional public programs are encouraged and can be devised in consultation with the Gallery Director.

Exhibitor Responsibilities

Upon acceptance of an exhibition, the Gallery will supply an Exhibition Agreement outlining a timeline for the following:

- Payment of a \$300 gallery hire deposit to secure the exhibition*
- Gallery site visit
- Provision of 3 suitably labelled, standard DPI images to use in design and promotional material
- Provision of a 100-word statement about the exhibition
- Provision of a 100-word bio for each participating artist
- Provision of social media handles for each participating artist
- Provision of Artwork Checklist
- Provision of full suite of high resolution artwork images
- Payment of gallery hire balance before exhibition opening*

Exhibitors are expected to attend the installation, opening night, artist talks, and de-installation.

*Does not apply to Community Exhibitors



Image: Gallery 3 installation view, image courtesy of Hamish McIntosh.

Guidelines for Display

Confirmed Exhibitors will receive guidance on the best possible display of their work for a professional outcome.

Exhibitors are required to discuss and seek sign-off on all exhibition components including artworks, mounting systems, exhibition furnishings (such as plinths), interactive elements and time-based media.

Artworks must be the original work of the artist and presented in a professional manner. Wet paintings will not be accepted for display.

The Gallery is a public space that encourages visitation from people of all ages and backgrounds. The Gallery will not exhibit artworks that include significant elements of sexually explicit imagery, nudity, offensive, racist or culturally insensitive elements, or graphic depictions of violence.

Guidelines for Installation and De-installation

Installations will occur on the first Tuesday of the exhibition period between 9.30am–5pm. De-installation will occur on the last Monday of the exhibition period between 9.30am–5pm. Installation and de-installation can only occur during these days and times.

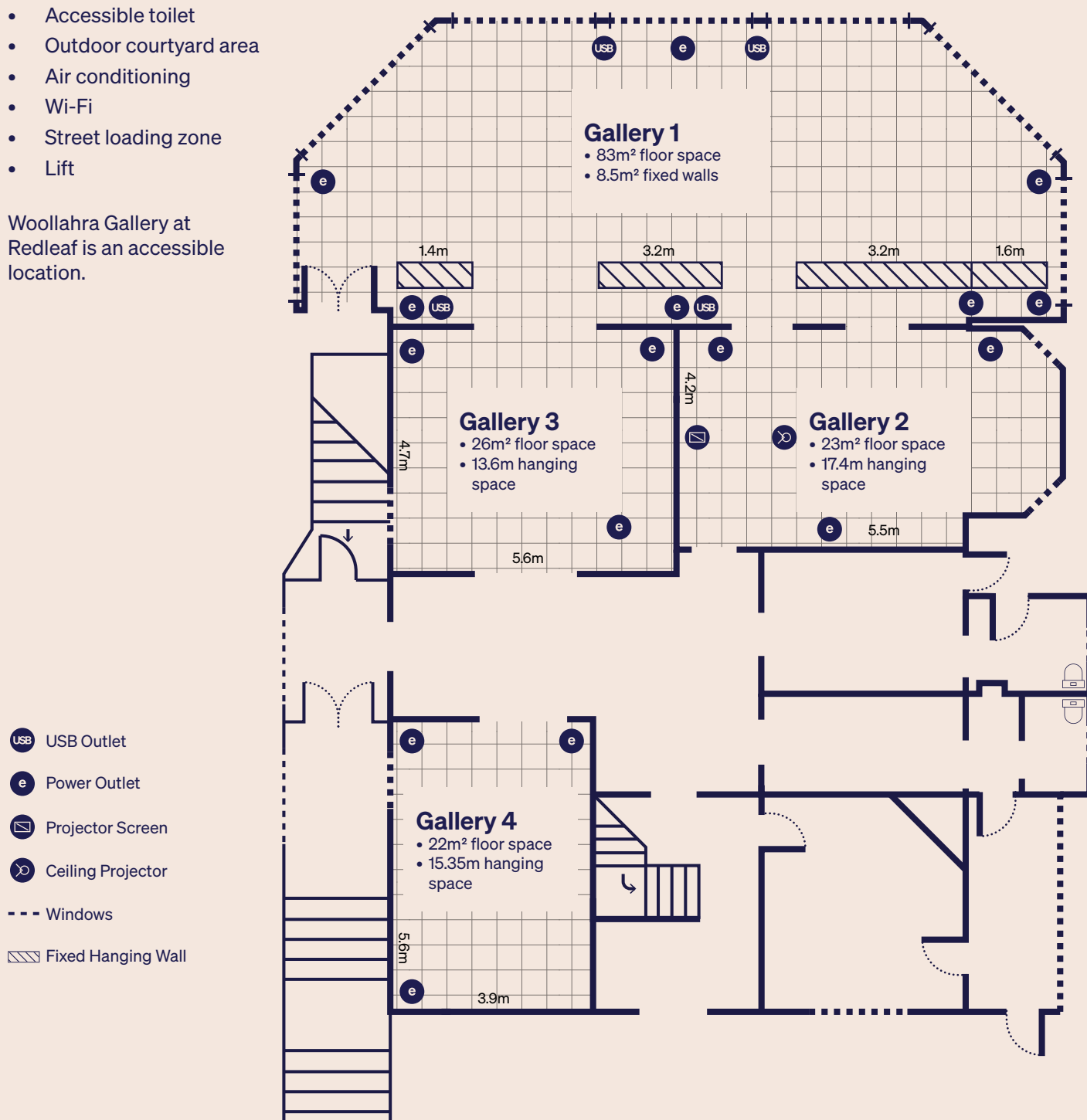
The Exhibitor is responsible for installing their work with the assistance of the Gallery team.

All artwork packaging must be removed from the premises after installation, and all unsold artworks must be collected during de-installation.

Gallery Features

- Spacious galleries with natural light and white walls
- Professional wire hanging system (Galleries 2, 3 and 4)
- Professional gallery lighting system
- Plinths (various sizes)
- Basic time-based media equipment (including ceiling-mounted projector and speaker set up in Gallery 2)
- Kitchenette with fridge, oven and microwave
- Trestle tables and stackable chairs for events
- Ladders
- Trolley for moving heavy items
- Accessible toilet
- Outdoor courtyard area
- Air conditioning
- Wi-Fi
- Street loading zone
- Lift

Woollahra Gallery at Redleaf is an accessible location.





Hire Fees and Charges

Gallery Hire (priced per week, incl. GST)*

Gallery 1
- \$550

Gallery 2 or 3 or 4
- \$250

Whole gallery hire (includes
galleries 1, 2, 3 and 4 + Reading Room)
- \$1,200

The gallery spaces can be hired together or individually, depending on the space required for your exhibition needs. When lodging your application, please indicate what your first preference would be and note that final gallery allocation will be at the discretion of the EOI Assessment Committee.

A bond of \$300 will need to be paid within a three week period following the receipt of an exhibition agreement, to confirm program participation.

*Fees and Charges are in draft format, and will be subject to Council adoption prior to June 30

For any inquiries please contact

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