

At The Vanishing Point

Contemporary Art



Exhibition Proposal Information

2012

Artworks - Peter Fyfe, 2011



At The Vanishing Point
565 King Street Newtown
(02) 9519 2340 / 0430 083 364
www.atthevanishingpoint.com.au

Gallery Hours:
Thursday - Sunday
10.00am - 6.00pm
Free Entry. All Welcome



ATVP is supported by:
The Visual Arts and
Craft Strategy and the
NSW Government
through Arts NSW

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A message from the Director

At the Vanishing Point - Contemporary Art Inc. (ATVP) is committed to supporting innovative, experimental and engaging emerging and contemporary artistic and curatorial practices. Since being established in early 2007, ATVP has presented more than 100 exhibitions, projects and events, providing valuable exposure and opportunities for artists, curators and audiences alike.

Each year, the ATVP team develops a new and exciting program of exhibitions and events for the coming 12 months. Within this program, a number of exhibition slots are reserved for proposals from artists and curators wishing to exhibit in one or more of our gallery spaces. ATVP will consider every proposal seriously, and for those that are successful, provide complete support in the development and delivery of the exhibition.

Proposals are open to artists seeking individual exhibition, group shows and curators.

The information below outlines the available spaces, associated costs, financial support for local artists

and emerging curators, as well as what you can expect when exhibiting at ATVP.

If you would like any further information, please do not hesitate to get in touch at info@atthevanishingpoint.com.au.

Kind regards,

Brendan Penzer
Gallery Director



Artwork - Billie Rose Pritchard 'Golden Shower Girl', 2011

Gallery Specifications

Ground Floor

The Ground Floor is made up of three different spaces - the Shopfront Gallery, Centre Gallery and Project(ion) Gallery. These spaces are often used to exhibit a single show, providing a diversity of exhibition spaces, the greatest exposure to off the street visitors, and the largest space at ATVP.

Shopfront Gallery

Provides exposure to passers-by on busy King Street day and night, 7 days a week. Ideal for individual 2D, 3D, sculpture, installation, screen-based works and performance art.

Dimensions: Floor 1.8sqm | Height 2.7m | Display wall width 1.8m

Centre Gallery

The largest of the three spaces with direct access from King St, it features modular wall partitions, track lighting and full AV capacity.

Dimensions: Floor 30sqm | Height 3.6m | Linear Wall Space 25m

Project(ion) Gallery

This space is dedicated to video art, installations, digital media and other artworks requiring a light-limited space for full effect. It features track lighting, full AV capacity with digital projector and variable projection screen.

Dimensions: Floor 12sqm | Height 3m | Linear Wall Space 12m

Please note that the Ground Floor is available for exhibitions only in its entirety.

Gallery 4.5

A new space for 2012, Gallery 4.5 is intended to exhibit solo shows from new and emerging artists, as well as smaller shows for established artists. Located upstairs, the renovated space is bright and peaceful - perfect for quiet contemplation. For solo shows we also offer virtual galleries on our website to promote sales.

Dimensions: Floor 17.5sqm | Height 3.3m | Linear Wall Space 13.6m

Starewell Gallery

One of ATVP's more dynamic exhibition spaces, the Starewell Gallery extends the length of the stairs leading to Gallery 4.5. Perfect for small-scale works, or site-specific installations - the gallery wraps visitors in the exhibition as they move through the space.

Dimensions: Height variable | Linear Wall Space 13.8m

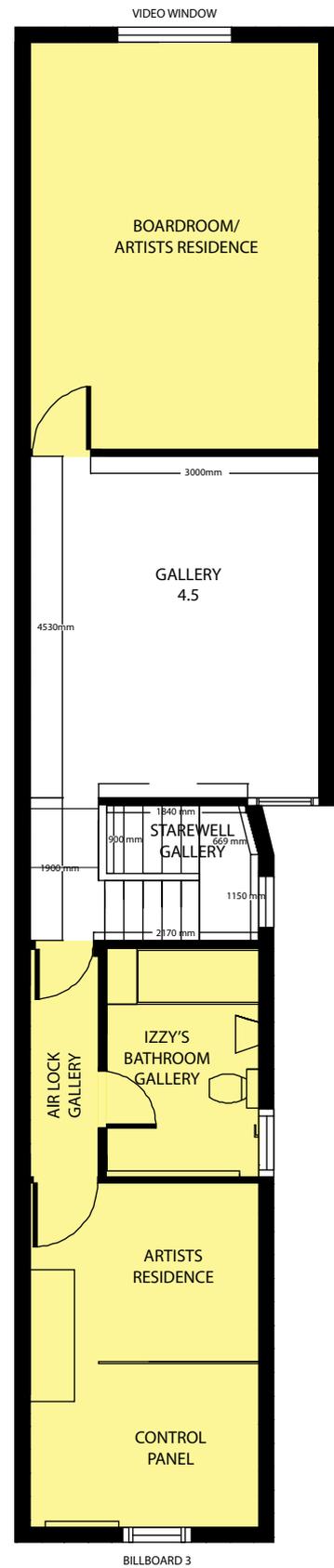
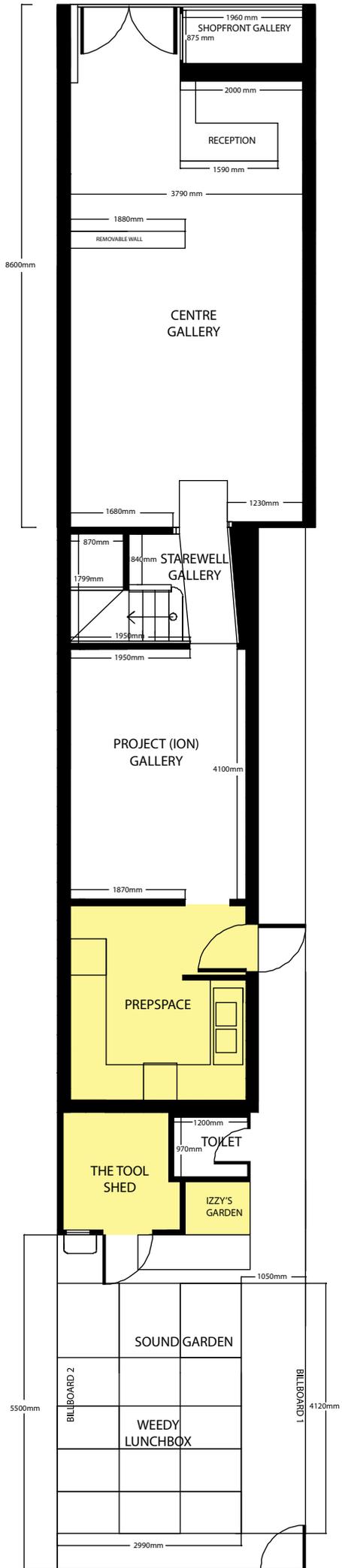
Sound Garden

The Sound Garden is an outdoor space established for the 2012 season – featuring a rotating roster of experimental and contemporary sound art. Located on the ground level in the sunny rear courtyard, tracks are played over an immersive 2-channel stereo audio system. Two large panels available for visual works run the length of the courtyard.

Video Window

Established for the 2012 season, the Video Window projects video works across King St from the upstairs shopfront window. Showcasing a wide range of artists and practices, the Window beams art out into the heart of Newtown. Works are viewed from the street, on the side opposite to the gallery.

PLEASE SEE OVERLEAF FOR A DETAILED FLOOR PLAN OF THE GALLERY SPACES.



- Area not for use
- Walls/ Void

Exhibiting at ATPV

Our Commitment

ATVP is committed to providing a professional gallery experience with strong community engagement. We are dedicated to working with artists and curators to realise their vision and to develop their skills over the course of the exhibition process, which should be a collaborative and supportive journey. We insist that artists get rewarded for their creative effort and value for the expense in showing their work.

Technical and Creative Support

- The gallery directors and other gallery volunteers tend the exhibition for the exhibition period.
- A gallery-coordinated opening launch during the first week of the exhibition (usually a Thursday evening). ATPV brings the beverages and some dips, artists are asked to bring along a plate to share with their guests.
- Your installation and demount coordinated and installed by the gallery - you don't have to install your own artwork/s but are expected to participate in the install and assist with tasks to prepare the exhibition for opening.
- AV equipment for use in the exhibition (depending on artists needs and what is available - please discuss with the gallery).
- Insurance cover (limited, please consult gallery, any additional cover is the artist's responsibility).
- Exhibition labels, informative text, introductory text, and/or room sheet, designed, printed and mounted by the gallery (at ATPVs discretion).
- An invitation to participate in artists' talks and other related public programs for groups attending the gallery.
- A commitment from the gallery to engage in your artwork.
- Inclusion in publications documenting the exhibitions and events at the gallery.
- Opening hours and a location that provides an opportunity for a vast and diverse audience to see your artwork. We are open to the public 32 hours per week (Thurs - Sun, 10am - 6pm).

Exposure & Promotion

- ATPV averages more than 1000 visitors per month coming through the doors.

- Electronic invitations sent to all members of the ATPV emailing list. This is a list of more than 2000 email subscribers and close to 2000 Facebook members.
- Up to 500 full-colour (and electronic) invitations designed and printed by the gallery. Artists will be provided with an amount of invitations to distribute while ATPV organises your exhibition.
- Documentation of your exhibition and related events on the ATPV website which currently attracts over 5000 visitors per month.
- Electronic listings on Marrickville Art Post, Art Gallery Guide, Art Almanac and Trouble magazine (Australia wide distribution) and other internet art related forums and social media networks.
- Monthly advertisement in Art Gallery Guide and monthly listing in Art Gallery Guide, Art Almanac and Trouble magazine.
- A media release written by the gallery and sent to media outlets.

Financial Support

Thanks to renewed annual funding through the Visual Arts and Craft Strategy and the NSW Government through Arts NSW, ATPV is proud to offer significant financial support for several shows in 2012. ATPV will heavily subsidise up to four Spotlight on Local Artists (SoLA) shows and four Emerging Curator Mentorship Program (ECMP) shows (see website for details). Participants will be expected to contribute a nominal fee. Please indicate on the proposal form if you would like to be considered for this support under either the SoLA or ECMP program.

Exhibition Fees

Gallery Space	Exhibition Fee (4 weeks)
Ground Floor	\$2800
Gallery 4.5	\$800
Starewell Gallery	\$400
Sound Garden	\$200
Video Window	\$300
Total Gallery	\$4000 (\$500 discount)