



**THE STUDIO**  
ART GALLERY



## TERMS AND CONDITIONS

### WHO CAN EXHIBIT AT THE GALLERY?

- The Studio Art Gallery, (hereafter abbreviated as TSAG), has made an exhibition space available to independent artists, artist collectives and emerging artists.
- The 4 winners of our annual Winter Life Group Exhibition each receive as a prize, 14 days free of charge, towards a solo exhibition.
- Art societies and associations are also welcome to submit proposals for their group exhibitions and will be considered for reduced rates.

### HOW TO SUBMIT AN EXHIBITION PROPOSAL

- A written proposal for a solo or group exhibition must be submitted via email to [admin@studioartgallery.co.za](mailto:admin@studioartgallery.co.za).
- The proposal must include the following:
- The title of the exhibition.
- Suggested date and time for the opening event.
- A clear synopsis/artist statement about your exhibition, with no more than 300 words.
- A short exhibition summary description with a maximum of 50 words.
- Proposed dates and times for any other activities such as a walkabout, demonstrations, talks, etc. that may be of interest.
- A minimum of 5 images of the artworks that will be on the show. Please include artwork titles, mediums and sizes (also the weight and edition number for sculptures). The copyright of all images submitted remains the property of the artists.
- Images must be in JPEG format only and must be up to pixel height/width of 2000x2000 with a preferred 300dpi and a maximum of 3MB each in size.

- Proposals should be submitted timeously to avoid disappointment; approval will depend on director's discretion and availability of space. Please check the TSAG's Exhibitions Calendar.
- TSAG strives to maintain high quality and tasteful exhibitions, therefore reserving the right to refuse any exhibits or specific artworks we feel are unsuitable.
- TSAG's directors will consider the proposal and written correspondence regarding outcomes of applications will be emailed whether accepted or not.
- Upon a successful application, the terms & conditions laid out in this document must be signed and initialled on each page, returned and adhered to.
- We encourage all artists who are interested to familiarise themselves with the gallery space before submitting their proposals.

### **GALLERY CHARGE, PAYMENTS & GALLERY COMMISSION**

- Please note that these rates are only valid until 31 December 2020
- In season gallery charge – 01 November to 30 April – R 7 500 per week.
- Out of season gallery charge – 01 May to 31 October – R 5 500 per week.
- A 10% pensioners discount off the gallery charge is made available for artists 65 years or older.
- The first day of the exhibition always falls on a Thursday and the last day of the exhibition always falls on a Wednesday.
- The artist decides on the length of the exhibition, however, it may not be shorter than two weeks (14 days).
- A 50% non-refundable deposit on the full gallery charge secures the booking. The remaining 50% is due the last day of the month preceding the exhibition.
- TSAG is currently not VAT registered.
- In the event that a late booking is confirmed less than four weeks prior to the agreed exhibition date, the full gallery charge will be payable on booking.
- In the event that payment deadlines are not met, TSAG has sole discretion to cancel the exhibition.
- TSAG reserves the right to charge commission, 35% out of season and 40% in season, on all sales. The artist will be paid out the total sales amount less TSAG's sales commission.
- TSAG staff will handle all sales and the artist will be paid the agreed amount within 7 working days after his/her exhibition.

- Please note that rates are subject to annual escalation.

EFT payments must be made to:

FNB: The Studio Art Gallery,

Account number: 627 5384 5307,

Branch Code: 260300,

Reference: Initials & Surname

Proof of Payment: admin@studioartgallery.co.za

### **INSURANCE & LIABILITY**

- TSAG may provide insurance for artworks which includes theft or malicious damage. This will not include insurance cover for mobile phones, laptops and other personal items.
- The provided exhibition insurance will only cover the 'artist's price' and not the retail price of each artwork.
- In order to qualify for exhibition insurance cover, a full detailed inventory of all artworks on exhibition needs to be submitted no less than two weeks prior to the opening of the exhibition.
- In the case of a claim, the excess of R 2 500 is for the artist's account. This is applicable for each artwork claimed by the artist.
- TSAG shall not be liable for any loss or damage to artworks whether or not caused by their negligence.
- The artist is free to take out additional cover should they so wish at their own cost.

### **TSAG's MARKETING**

- The artist will be entitled to an exhibition listing on TSAG's website and an inclusion in the newsletter one month prior to the opening date.
- By submitting digital images the artists agree, on an irrevocable basis, that TSAG may reproduce any exhibited artwork, free of charge, for the purpose of marketing and promotion.
- TSAG reserves the right to advertise the exhibition's information and images via Twitter, Instagram, Facebook posts and any other appropriate advertising platforms as it deems fit.
- The artist may provide TSAG with pamphlets or invitations for the exhibition that can be kept on the front counter, 2 - 4 weeks prior to the opening event.

- The artist may also provide TSAG with a colour poster 80cm by 60cm for the 'Exhibitions Box' to the right of the main entrance. This will be installed for the duration of the exhibition.
- NB. Besides all our efforts, each artist also has the responsibility to self-promote. It's important for each artist to know how to promote their own artwork online, brand themselves, and know why they create what they do. Artists need to communicate these things both visually and verbally with us so that we can, in turn, engage clients when they are admiring their work.

## THE EXHIBITION SET UP

- The exhibition space measures approximately 35 m<sup>2</sup>, please see floorplan.
- All artworks, plinths, display cases, etc must arrive at 9 am on the setup day and brought into the gallery through the service passage.
- TSAG's curator will assist the artist in setting up the exhibition ensuring good visibility of all artworks.
- The art will be curated and hung professionally on the first day of the exhibition and removed by the artist in the same manner on the last day.
- No crating or packaging material may be stored at TSAG.
- A moveable spot/track lighting rig to illuminate artworks is available; however, all lighting may only be adjusted by TSAG staff. Nothing may be attached to the lighting rig.
- No nails may be knocked into any walls or gallery screens.
- All artworks must be supplied to TSAG in perfect condition and exhibition ready with an adequate hanging system (hooks and wire).
- An additional charge of R60 per artwork will be charged for each artwork that does not have appropriate 'hooks and wire' for hanging.
- TSAG reserves the right to not exhibit artwork TSAG considers inappropriate. This includes, but is not limited to, artwork depicting sexual acts, pornographic content, racism, offensive to religious beliefs, supports extreme political views or denigrates older or disabled people.
- Artists must provide their own plinths and display cases for sculpture and ceramic or glass wares; these must be well made and neatly painted.
- A digital template will be provided by TSAG for the exhibition labels, which the artist must fill it in and print labels on 300g white gloss paper.
- No signage may be put on the glass shopfront without written permission from TSAG's directors.

- No artwork may be stored at TSAG after the exhibition period is over.

### **OPENING OR EXHIBITION RELATED EVENTS**

- An opening event is strongly encouraged but optional.
- 'Walk a-bouts', demonstrations or talks hosted by the artist may also be arranged during the exhibition period.
- TSAG has available 40 juice glasses, 60 wine glasses, 1 ice bucket, 1 wine cooler and 6 glass/water jugs. Ice is not included and a breakage fee will be charged.
- If there is catering then a cleanup fee of R250 will be charged to the artists for the washing of dishes and gallery floors.
- Additional evening events after 6 pm can be arranged at an additional cost of R150 per hour.
- Any person who exhibits at TSAG is expected to behave in a reasonable and responsible manner ensuring that associates and friends do the same. No physical or verbal abuse towards staff will be tolerated.
- TSAG reserves the right to close an exhibition prior to the closing date due to ongoing inappropriate behaviour with no refund.
- TSAG space is to be kept well-presented and clean at all times.
- It is the artist's responsibility to bring a camera or organize a photographer for the opening event.
- It is the artist's responsibility to organize a guest speaker for the opening event. Preferably someone who knows the artist well and is familiar with their work.
- The artist may provide a CD of preferred background music for the opening event.

### **WHAT DOES THE GALLERY CHARGE INCLUDE?**

- Casual staff's 5% sales commission and the Tour guide operator's incentive 10% sales commission.
- Card Machine charges.
- TSAG will provide professional client services and easy payment options for clients.
- Exhibition branding and design assistance.

- TSAG will be open from 9 am to 6 pm, 7 days a week, which is more than 60 hours per week when artwork can be viewed.
- TSAG will manage all insurance, shipping and crating of sold artworks for clients if required and will be for the purchasing client's account.
- TSAG's curator will assist in setting up the exhibition and adjusting the lighting.
- Exhibition insurance cover. See 'Insurance & Liability' above.

### **WHAT DOES THE GALLERY CHARGE NOT INCLUDE**

- All transportation, packaging and insurance of artworks to and from TSAG.
- Printing of decals, labels, publicity material, posters, invites/pamphlets, etc.
- Hooks and wires on the back of artworks.
- Photographer for the opening event.
- The hire of plinths, display cases, audiovisual equipment, etc.
- Catering, wine, extra wine glasses, musicians, photographers, etc.
- R150 opening event clean-up fee.

### AGREEMENT

I, \_\_\_\_\_, the artist, warrants that all information supplied to TSAG in my Exhibitions Proposal is accurate, and up to date. I agree with and will abide by TSAG Terms and Conditions, as laid out in the above document. I give TSAG permission to use images of my artwork for marketing and promotion purposes only, including TSAG's website and various social media platforms.

Signed at \_\_\_\_\_, this day \_\_\_\_\_ of \_\_\_\_\_ (month)  
of \_\_\_\_\_ (year)

\_\_\_\_\_  
THE ARTIST

\_\_\_\_\_  
TSAG DIRECTOR

\_\_\_\_\_  
WITNESS 1

\_\_\_\_\_  
WITNESS 2

Please initial each page and email to back admin@studioartgallery.co.a