

PROPOSAL
GUIDELINES
TO EXHIBIT
2011



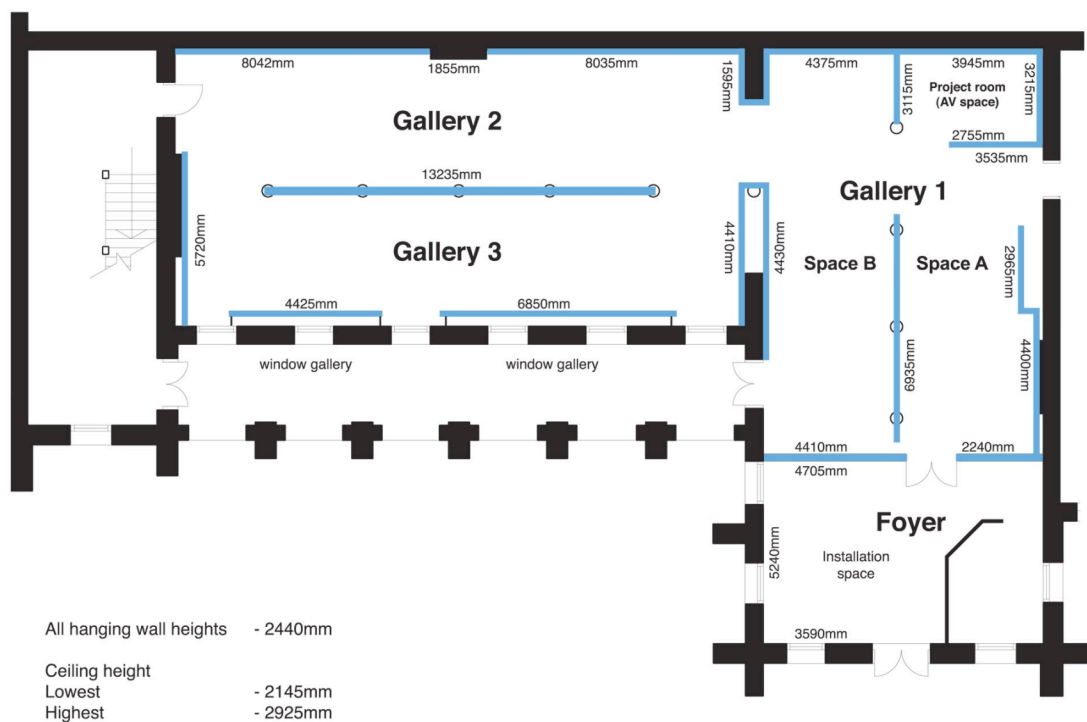
contemporary art space

c3 is a non-profit contemporary art space located within the basement of the historic Abbotsford Convent building. Forming a key element to the Convent's arts, cultural and learning precinct, the gallery presents an innovative and engaging approach to the presentation of contemporary exhibitions across all forms of artistic practice. It also provides professional opportunities and support to artists at all stages of their careers. Situated in an iconic building with a ground level entrance facing heritage gardens and the Yarra River, **c3** offers a unique platform for contemporary community culture.

c3 has attracted over 90,000 visitors since it began operations, from all walks of life. With the structure of three galleries, each with differing intellectual projects, **c3** can exhibit combinations of shows that will stimulate a large and divergent art audience.

The Gallery

c3 operates three main exhibition spaces, a foyer space and a window space gallery offering 24 hour viewing. The curatorial vision encompasses a wide range of art forms, including community-oriented exhibitions, contemporary and experimental art, design, architecture, craft, fashion and performance/sound based works.



Gallery 1

Gallery 1 presents the work of emerging to mid career artists of any age, working in all media of contemporary art based practices.

Gallery 1 is divided into three spaces (Space A, Space B, and a Project Space). The Project Space can be used for smaller exhibits or as an audio/visual room. Any combination of the three spaces can be considered for solo or group shows.

The exhibition program for Gallery 1 supports projects that demonstrate new and innovative approaches towards the production of art and ideas. Proposals to exhibit are welcome from all creative practices, including visual and audiovisual arts, new media, design, craft, fashion, sound art and architecture. Preference is given to those projects that actively engage contemporary creative thought.

Gallery 2

Gallery 2 is a project space formally coordinated by the **c3** committee. Established and emerging artists and curators are encouraged to participate by invitation. The exhibition program will include a divergent and lively representation of artistic and curatorial practices and is considered a platform for the gallery's core practice. Gallery 2 does not take proposals from individual artists but does seek to facilitate interest from curators and organisations.

Gallery 3

Gallery 3 runs a program with a wide, constantly evolving brief. Proposals are welcome from artists working in any media and any type of creative practice. The calendar is developed by a representative committee, and is aimed at encouraging diversity, lively exchange and an expanding dialogue between contemporary creators and the wider community. Gallery 3 is about variety, innovation and melding the traditional and non-traditional, in art-form, approach and audience.

This is a space where contemporary art practice meets the community. It includes a program that encourages the involvement of community arts projects, Convent studio artists and local and regional artists and organisations.

Window Space

This space can be used as part of gallery 3 or for individual artists.

Foyer Space

The foyer space can be used as part of gallery 1 or for individual artists.

Eligibility

c3 accepts proposals from local, interstate and overseas artists, curators, arts collectives, organisations and festivals. Practitioners in any field of creative endeavor are eligible to exhibit, including (but not limited to) visual and audiovisual arts, new media, design, craft, fashion, sound art, performance and architecture.

c3 aims to present a calendar of events that offers a balance of young, emerging and established artists as well as a diversity of age, gender and culture.

Applications to exhibit can be for solo shows or curated group shows. The entire gallery space can only be sought for use by major festivals.

Exhibition Costs

Gallery 1

Space A \$675

Space B \$775

Project space \$475

Gallery 2 \$875

Gallery 3 \$875

Window space \$125

Foyer space \$375

All Prices not including GST

Included in the costs are:

- 3 week exhibition and 1 week in total for install / de-install
- Design and printing of invitations and mail out to media, galleries, curators and institutions
- Email-out to 3000+ on the Convent's electronic database
- Gallery guide listings
- Opening, including drinks
- Staffing of the gallery, including the facilitation of sales.
- Curatorial assistance
- Inclusion in the **c3** archive
- Information panels in each gallery

Artists are responsible for:

- Personal mail-out
- Installation and de-installation of the work (contract staff available for \$30 p/h)
- Sitting of the exhibition on weekends
- Return of the gallery to its original condition
- Insurance of work

Please note:

c3 is a non-profit, non-commercial gallery. All revenue raised from the exhibition fees goes directly to the day to day running of the gallery.

We do not take any commission on sale of work, however we fully support the idea of a sustainable arts practice and, where possible, will facilitate sales between the artist and buyer in a discreet manner.

Proposal Guidelines

Applications must be submitted in the form of a typed, A4 document.

Please do not bind your application, and make sure that it is clear, concise and brief.

c3 accepts proposals from all creative practitioners, working in any medium, but it is important you be familiar with the curatorial vision of each gallery before applying.

Have a look at the documentation of exhibitions on our blog (www.c3artspace.blogspot.com) for further reference.

Proposals can be mailed or hand delivered to the Convent office at:

Providence Building. 1 St Heliers Street, Abbotsford, Victoria, 3067, Australia.

Please note that that **c3** does not accept proposals via email or fax.

What to include:

Page one

- Main contact details including name, phone numbers, address and email
- Project Title
- Preferred gallery and dates
- List of artists if you are applying for a group exhibition

Page two (this section can be a maximum of two pages)

- A clear description of the project and its concepts and aims
- A description of what will be exhibited in the space and how it will be displayed
- A brief outline of your creative practice and how it relates to your proposal
- Any technical requirements

Page three

- Support material list

Support material

Please note that digital images and digital video are the preferred medium but good quality slides or prints are accepted. It is important that the images submitted relate directly to your proposal, either in form or concept. Please also include some recent work if possible.

- Maximum of 20 images
- DVD, audio CD, MPEG, JPEG or AVI are the preferred digital formats
- Please label your support material clearly
- Please include a stamped, self-addressed envelope if you require your support material to be returned.

If you would like to discuss any aspect of your proposal, email Jon Butt at c3@abbotsfordconvent.com.au and include your contact details.

Please mail or deliver your proposal to:

c3 Contemporary Art Space
C/O The Abbotsford Convent Foundation
Providence Building,
1 St Heliers Street,
Abbotsford
Victoria 3067
Australia

c3 contemporary art space is an initiative of the Abbotsford Convent Foundation