



*The Carre  
Gallery*

**EXHIBITORS' MANUAL**

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## Introduction

Welcome and thank you for choosing to exhibit at the Carre Gallery.

This guide has been produced to help new exhibitors and to explain how the gallery operates.

Most of the things that you need will be either on or in the desk or in the first-floor studio; the studio is where you will find the hanging rods and hooks that **must** be used to hang your works – no nails or screws please!

On the desk you will find the Day Book which is used to record visitor times and numbers as well as any observations and incidents; please feel free to have a look through it to familiarise yourself with the contents.

Please don't be afraid to engage with and talk to the visitors; we like to give the impression of friendliness and inclusivity. Please feel free to show or to hand out any leaflets or other information that you think will be of interest to them.

At the top of the stairs to the right is the kitchen in which you will find supplies and equipment for making yourself a drink. Please help yourself; if they are running low then please feel free to call at the office next door and ask Pat or Richard to replenish them. The upstairs landing is where you will find the WCs too.

**Please be careful on the stairs – particularly when descending them as they are very steep.**

There will be quiet times during the week. You will find a small collection of art books in the Candlesby room and Wi-Fi available for your use – the login details are in the Day Book.

The small white box in the corner opposite the desk is a dehumidifier. If it's silent then it probably needs emptying by pulling the water reservoir out from the front (carefully; it can splash) and emptying it. That's usually done outside. It would help if you could attend to this, but if you don't feel confident feel free to contact a member of the management team or call next door and ask for Richard or Pat to come and do it.

If the rooms feel too cold (or too hot) then there are thermostat controls on the radiator and an air conditioning unit in the Candlesbury Room.

## Arranging Your Exhibition

Key requirements for a successful exhibition are a carefully designed display and proper publicity.



Put simply, no one will have a chance to appreciate your work if they don't know when and where you will be exhibiting. To help with this, we provide wall plans to help you plan your display and templates for posters and invitations that you can alter and print yourself. The wall plans help you select the best location for small and large exhibits and can also be helpful in arranging grouping by size, theme or medium. Just use them as a general guide as you are bound to make some changes and adjustments when hanging.

Posters can be displayed in Sleaford and our volunteers can help with this. Most important of all are invitations and, circumstances permitting, a preview or private viewing. Our exhibitors usually arrange for these to take place early on a Monday evening. The gallery has a stock of glasses for exhibitors' use. Your invitation list will no doubt include friends and relatives but also think of others and particularly those who might be persuaded to start collecting your work. For example, business and trade contacts, your professional advisors and 'friends of friends'.

New exhibitions are also featured on the gallery website and your own use of social media can be extremely effective. Sponsorship is also worth considering, particularly if your work has a theme that can be associated with a local business.

Our volunteers may (at their discretion) be able to help with advice on hanging and help with invigilating.

All of this needs planning well in advance. We suggest sending invitations and press releases two weeks ahead of the exhibition. Posters need distributing at least a week ahead.

## **PRESS RELEASES**

For local publicity, the Sleaford Standard and Sleaford Target are generally receptive to a well-drafted press release submitted by email and supported by a photograph of the artist. An 'announcement' of your exhibition (as above) is worth following up with a report on the exhibition or preview evening. Whilst there is no guarantee that publications will print your press release, successful publicity of this type does, in time, increase the chances of an exhibitor securing a following of patrons and collectors.

Essentials for a press release are:

- 1) 'PRESS RELEASE' title and date
- 2) Subject title
- 3) Release date (if appropriate)
- 4) Full contact information
- 5) Statement

## **PRIVATE/PREVIEW EVENINGS**

Private and Preview evenings, when permissible, are best held on a Monday evening from 6.00pm. Invitations need to include:

- 1) Title
- 2) Exhibitor's name(s)
- 3) Venue address
- 4) Time (from – to)

An RSVP can be helpful but not essential.

The template that we provide includes a location map including car parking information.

Glasses are available in the kitchen together with other basic catering equipment. Please clean after use and leave everything as you found it. Breakages can be reported to Pat or Richard.

#### **WEBSITE BLOG**

We would like to announce your exhibition on the gallery website. Please email the title, a brief description and (ideally) a photograph of the artist or an exhibit to Richard Hodgson ([crh@hbllp.co.uk](mailto:crh@hbllp.co.uk)).

For examples of past entries visit the 'Exhibitions' and 'Archive' pages on:

**WWW.CARREGALLERY.CO.UK**

## Wall Plans

Please note that the following are occupied by permanent exhibits and not available for exhibition use:

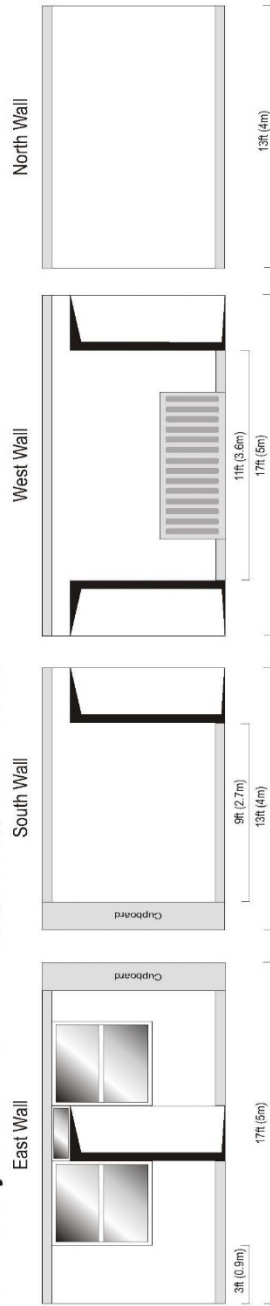
- 1) The left hand side of the window (viewed from inside) in Somersby.
- 2) The right hand side of the window (viewed from inside) in Bainton
- 3) The chimney breast in Candlesby

Ric1

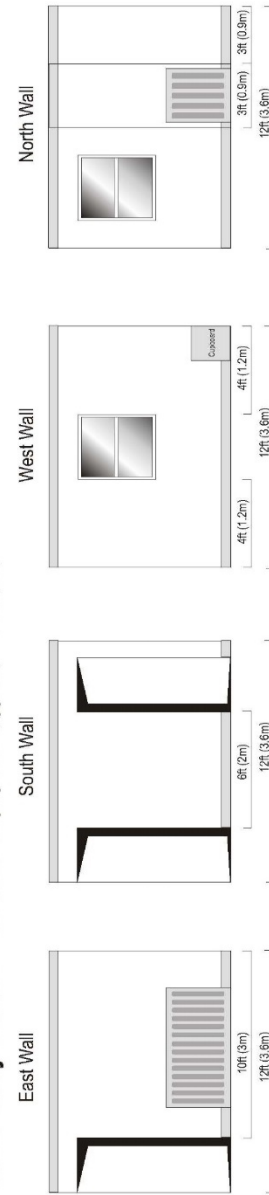
# Carre Gallery

Total Linear Display Area = 108ft

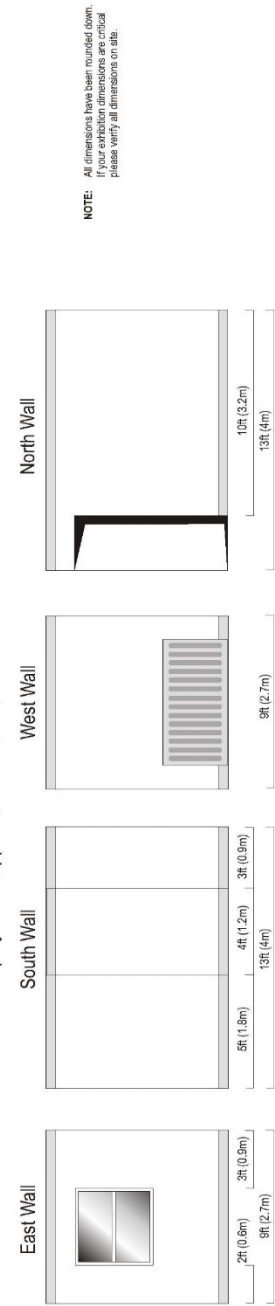
**Somersby Room** - Total Linear Display Area (approx.) = 37ft (11m)



**Candlesby Room** - Total Linear Display Area (approx.) = 31ft (9m)



**Bainton Room** - Total Linear Display Area (approx.) = 39ft (12m)



**NOTE:** All dimensions have been rounded down. Please verify all dimensions on site.

## **The Permanent Exhibits**

In mid-2019, the Trustees of the charity that maintains and manages the gallery made the decision to celebrate Charles Shannon, a local artist whose works hang in some of the most famous galleries around the world and yet is almost unknown in his home town. The late Christopher Micklethwaite had managed to collect swathes of information about Charles Shannon including letters, samples of his work and much more. After many hours of work by both Christopher Hodgson, a trustee, and by Natasha Collins, an art graduate and volunteer, this information has been collated into several folios whilst a permanent display of some of Mr Shannon's works and information boards were installed in mid-2021. These folios are for any who are interested to peruse but are never to be taken from the premises.

As the gallery is the perfect "jumping-off" point for the Sleaford Heritage Trail, the brainchild of two of the Trustees, there is also a permanent display detailing the story of the trail and its path around Sleaford. There is also a display detailing some of the history of 29 Carre Street, where the gallery is housed. It gives a fascinating insight into Sleaford and complements the Heritage Trail.

These permanent displays are intended to draw in visitors from near and far, hence the permanence of them, but have been designed with sensitivity to our exhibitors in mind; they won't intrude or overwhelm any exhibitions but will (hopefully) entice visitors in and thereby bolster the number of people seeing your work and in so doing improve your sales.

**DO NOT ATTEMPT TO MOVE OR REMOVE THE PERMANENT EXHIBITIONS**

# losing TOUCH

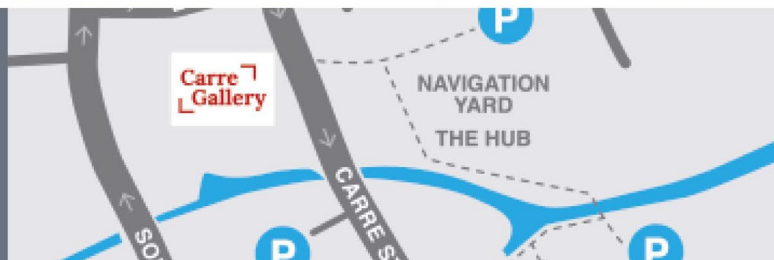
Carre   
Gallery

Exhibition by Ellie Benton  
Mon 19th Oct - Sat 31st Oct



28 Carre Street,  
Sleaford, Lincs,  
NG34 7TR

Charity No: 06580744



## Poster Template

(Available from [www.carregallery.co.uk/forexhibitors](http://www.carregallery.co.uk/forexhibitors))

Carre  
Gallery

# Exhibition Title Here

Delete this and replace with exhibition dates, the exhibition title, an image, exhibition description and opening hours (normally 10am to 1pm and 2pm to 4.30pm)



28/29 Carre Street, Sleaford,  
Lincolnshire NG34 7TR  
[www.carregallery.co.uk](http://www.carregallery.co.uk)

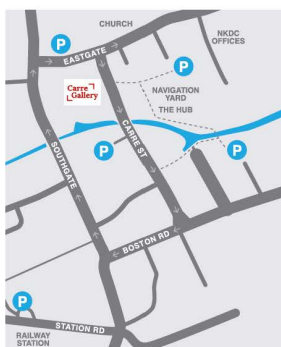
## Invitation Template

(Available from [www.carregallery.co.uk/forexhibitors](http://www.carregallery.co.uk/forexhibitors))

Carre  
Gallery

## Exhibition Title Here

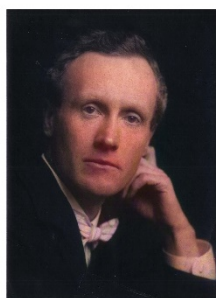
Delete this and replace with exhibition dates, the exhibition title, an image, exhibition description and opening hours (normally 10am to 1pm and 2pm to 4.30pm)



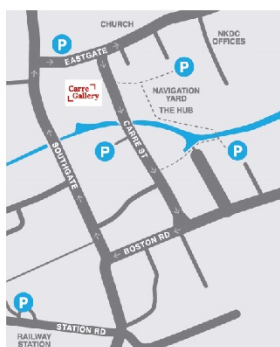
28/29 Carre Street, Sleaford,  
Lincolnshire NG34 7TR  
[www.carregallery.co.uk](http://www.carregallery.co.uk)

Carre  
Gallery

## Charles Shannon - A Review



March 1st - 15th 2021,  
10am - 4pm Monday to  
Saturday, Sunday by  
appointment.



28/29 Carre Street, Sleaford,  
Lincolnshire NG34 7TR  
[www.carregallery.co.uk](http://www.carregallery.co.uk)



## Carre Gallery Booking Form

Exhibitor Details:

Name:	
Address:	
Telephone:	e-mail:
Description of Exhibits and Media:	
Display Period:	
Artist's Biography (for use in publicity material):	

### Hire Fee

The hire fee is £110 for the first week and £90 per week thereafter (£200 for 2 weeks). Please send your cheque, made payable to: **Sleaford Gallery Arts Trust Ltd.**, when returning both copies of this countersigned contract.

**IMPORTANT:** Bookings for joint exhibitions are accepted at the sole discretion of the Sleaford Gallery Arts Trust Ltd. Terms by agreement.

### Booking Responsibility

The exhibitor is responsible for supervision and security for the period of the booking and for leaving the premises in a clean and tidy condition on vacating.

### Insurance

The Sleaford Gallery Arts Trust Ltd., has Public Liability Insurance, but is unable to insure individual art work. All reasonable care will be taken by the Gallery for the safety of the work whilst on the premises. Any work exhibited without insurance must be at the exhibitor(s) own risk. The Sleaford Gallery Arts Trust Ltd., cannot accept responsibility for any loss or damage whatsoever.

Have you arranged your own insurance of your art works?

Yes

No

(please tick as appropriate)

# Carre Gallery

## Open Exhibition Entry Form

Exhibition Title	
	Fee per Entry £

Artist Name	
Address	
Email	
Phone No.	
* I give consent to my details being passed on to prospective customers if required <input type="checkbox"/> yes <input type="checkbox"/> no	

Title of Work			
Medium		Sale Price	£
Date Deposited		Date Sold /Returned	

Title of Work			
Medium		Sale Price	£
Date Deposited		Date Sold /Returned	

Title of Work			
Medium		Sale Price	£
Date Deposited		Date Sold /Returned	

Title of Work			
Medium		Sale Price	£
Date Deposited		Date Sold /Returned	

Title of Work			
Medium		Sale Price	£
Date Deposited		Date Sold /Returned	

**Notes:**

- Each piece submitted will be charged at the appropriate entry fee
- Work must be ready for hanging/display
- Work will be rotated/displayed at the gallery's discretion for 14 days minimum
- Submission of work does not guarantee selection
- A commission of 25% will be charged on ALL sales
- Artists may remove their work at any time
- We endeavour to take good care of your work whilst it is in the gallery but cannot be held responsible for any damage howsoever caused

**By signing this form you accept to comply with our terms and conditions – see overleaf**

White Copy – Gallery  
Yellow Copy – Exhibitor

<b>Exhibitor's Signature</b>	
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# Carre Gallery – Mixed Exhibitions

## TERMS AND CONDITIONS

### ARTWORK

All artwork must be for sale and presented ready for display with good quality fixings in place (including hanging wire where applicable). Please label artwork with artist's name, title of work, media and sale price.

### GALLERY DISPLAY

The Gallery has an adjustable hanging system and does not permit works to be screwed or nailed to the walls.

### ACCEPTANCE OF WORK

Submission of work does not guarantee selection for display. If work is not selected for exhibition the artist will be advised accordingly.

### HANGING FEE AND SALE COMMISSION

An administration fee of £5 per work to be paid on delivery of the work to the gallery. On sale of work a commission of 25% will be deducted from the sale price with the balance paid to the artist.

### VAT

The Sleaford Gallery Arts Trust Limited is not registered for VAT and all sales are exempt from VAT.

### DISPLAY AND COLLECTION

Items will be displayed for a minimum of 14 days by selection at the gallery's discretion. Please note that if the work is not displayed in any particular exhibition this may be due to space limitations. If the work is not suitable for hanging in the gallery the artist will be advised accordingly.

The gallery will contact artists in respect of unsold/unapproved work to arrange collection. Gallery requests for collection may be made in writing, by telephone or by email. Please be aware that storage facilities are very limited so prompt collection would be appreciated.

### INSURANCE

All exhibits are held and/or displayed at the exhibitor's own risk. Whilst all reasonable care will be exercised in handling exhibits the gallery cannot accept liability for loss or damage howsoever caused. Packaging may be supplied by the artist to provide protection in storage; please label any packaging accordingly.

### REMOVAL OF WORK

Artists may remove their work at any time. When collecting work please be prepared to show identity to the invigilator if requested.

## **Contact Information**

Office: Sleaford Gallery Arts Trust, 28 Carre Street, Sleaford, Lincolnshire, NG34 7TR

Telephone: 01529 415056 (office)      07922 426251 (Richard Hodgson Mobile)

Email: [info@carregallery.co.uk](mailto:info@carregallery.co.uk)

Sleaford Gallery Arts Trust is a company limited by guarantee, registered in England No. 06580744 and Registered Charity No. 1134590.

## **Trustees and Management**

Chairman	E Double BEM
Acting Chairman	C J Hodgson FRSA
Directors	S A H Fotheringham BA
	S A Haigh Dip A
	C R Hodgson
Management Team	Mrs P M Espin (Hon. Secretary)
	Mr A J Espin (Hon Treasurer)
	Mr Richard Hodgson
	Mr James Pell (Social media)
	Mr N Porteus (Photography)

Please note that everyone involved in the operation of Carre Gallery is a volunteer. There is no paid executive. Attendance/availability is therefore at the personal discretion of everyone involved. Application for voluntary roles, including Trustee directorships are always welcome. If interested, please email with your contact details in the first instance.