

**Queen Elizabeth Park Community and Cultural Centre
Main Gallery
Purpose and Procedures (November 2018)**

PURPOSE

The exhibition program for the **Main Gallery** at Queen Elizabeth Park Community and Cultural Centre (QEPCCC) has the following purposes:

- To continually showcase to the public, creative work that is important to the QEPCCC community. Priority for exhibitions will be to exhibit professional artwork by local artists in the areas of fine art, craft, performance art and digital arts, which range in content from historical to contemporary themes. Exhibitions may also include works by national and international artists and exhibitions proposed by curators.
- To provide a combination of gallery rentals and exhibitions organized by town staff including partnerships with Art Organization Group Members. Group Members are non-profit organizations that are CORE members of QEPCCC. A list of Group Members is available at oakville.ca.

EXHIBITIONS PRIORITY AND SCHEDULING

1. The Cultural Coordinator will collect and prepare all applications for QEPCCC Main Gallery exhibitions, and review all qualified and complete proposals with the Exhibitions Review Committee. The Cultural Coordinator will notify all applicants of the results of the committee.
2. Exhibitions will include 60 per cent to 75 per cent gallery rentals and 25 per cent to 40 per cent exhibitions coordinated by Town staff. Exhibitions may feature solo or group exhibitions by professional artists, travelling exhibitions and special collections.
3. The preferred duration of group and solo shows will be a minimum of 3 weeks. The Exhibitions Review Committee will consider longer exhibition requests.
4. Installation and dismantling of exhibitions at the QEPCCC will be scheduled with the artist or group/curator and the Cultural Coordinator. Installation maximum is three days and dismantling maximum is three days. Artists are responsible for installing their own shows, but Town staff is available to assist with logistics.
5. Opening receptions to be scheduled with advance notice with the Cultural Coordinator and must abide by all town policies and the procedures including the Municipal alcohol policy. These are outlined in the Exhibition Agreement that the exhibitor will receive upon acceptance of a show.

APPLICATION PROCEDURE

6. Application submission requires the completion of an application form, images of artwork, a written proposal outlining details of the exhibition and an artist's Curriculum Vitae.

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7. After confirmation of the exhibition scheduling, exhibitors will consult with the Cultural Coordinator at all stages of exhibition planning and will accept the responsibility for organizing and holding the exhibition in consultation with town staff.
8. Rental rates are for a minimum of three-week periods and will be based on the rates approved by Council and published in the annual Recreation and Culture Rates and Fees document.
9. A permit will be prepared by town staff and a third of the total rental fee will be required as a deposit within 30 days of exhibition offer. The Exhibitions Review Committee will consider longer exhibition requests and the price will be adjusted accordingly as per posted fees.
10. Final payment is due 4 months prior to installation date. Gallery exhibitions are final only when the full payment has been received
11. When an exhibition is approved for a rental date less than four months, the full rental fee will be due within seven days of exhibition offer.

RESPONSIBILITIES

12. The Cultural Coordinator will forward an Exhibitor Agreement Form/Contract and Planning Outline to each exhibitor to read and sign. A meeting with all scheduled exhibitors will be made by town staff to discuss exhibition installation and invitation design. Meetings between the exhibitor and town staff occur as needed.
13. A list of all available pedestals and plexi glass cases can be requested from the Cultural Coordinator. Two moveable walls are available in the exhibition space.
14. At least one month prior to the installation, exhibitors will meet with the Cultural Coordinator to review the original proposal. If following the meeting there are any proposed changes which town staff considers substantial, they must be submitted in writing to the Cultural Coordinator for approval. At this meeting exhibitors will also be made aware of installation/dismantling deadlines and the requirement to return the Gallery to standards set by town staff. In cases where extraordinary assistance is required to return the gallery to proper standards, the exhibitors will be required to meet any extra wage or material costs incurred by the town, and will sign an agreement to this effect.
15. Where there are changes to the initial proposal, they must be provided in writing in advance of meeting with the Cultural Coordinator. The Cultural Coordinator is the final judge of whether a written explanation of the exhibition change is necessary and whether pictorial documentation is also required.

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ISSUES RESOLUTION

16. For each exhibition an ad hoc subcommittee of the Exhibitions Review Committee, called the Gallery Exhibitions Advisory Committee, will be comprised of Cultural Coordinator, Culture Supervisor, Senior Manager Cultural Services, QEPCCC Manager, an Art Group Member representative. This Committee will consider in the first instance the resolution of any controversy arising out of exhibition planning or installation on such matters as safety, suitability for display or unauthorized modification of the original proposal, such as the removal or addition of artwork, etc. This committee will provide a recommendation to the Director Recreation and Culture.

17. Where exhibitors fail to follow the procedures established for authorizing changes to an exhibition from the form in which it was originally approved, the Cultural Coordinator may cancel or close the exhibition.

INSURANCE

18. All artwork accepted for exhibition will be covered by the town's insurance. The Cultural Coordinator will advise exhibitors in advance of the opening of an exhibition if there are any items or components in the exhibition not covered by insurance.

SALES

19. Artwork may be available for sale with prices listed on the labels. All sold artwork must remain on exhibition for the duration of the show. All sales of artwork are coordinated by the artist or community group. Town staff does not manage the sales of artwork.

GALLERY AS PUBLIC SPACE

20. All exhibitions are to be open to the public for the minimum times: weekdays noon to 7 p.m. and weekends noon to 5 p.m. An exhibitor may choose to open their exhibition for longer periods of time but no longer than the open hours of QEPCCC.

21. Security cameras monitor the gallery. However, it is the responsibility of the exhibitor to make arrangements for gallery attendants in the space, otherwise the gallery will be opened without an attendant and work on view will be at risk.

22. If at any time during the exhibition period the Cultural Coordinator decides that the exhibition space should be monitored for any reason, it will be the responsibility of the exhibitor(s) to make the necessary arrangements. Town staff will not coordinate gallery attendants.

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PUBLIC RELATIONS

23. The Cultural Coordinator will post information about exhibitions on the town website. Exhibitors wishing to send additional information material concerning their exhibitions can do so, on their own initiative using their own resources.

24. All labels and wall text will be prepared by town staff as per materials provided two weeks in advance of installation.

THE EXHIBITIONS REVIEW COMMITTEE

25. The Exhibitions Review Committee shall consist of the Cultural Coordinator, Culture Supervisor, a facility Manager, Oakville Museum curator, Oakville Arts Council representative and at least three members from the local art community.

26. The responsibilities of the Exhibitions Review Committee remain to:

- advise those administering the Main Gallery exhibition program;
- inform the other members about the exhibition programs;
- jury artist proposals as needed;

27. All members of the committee are voting members. Meetings are called and the agenda is set by the culture staff. Meetings are chaired by culture staff.

OTHER

28. The terms of this procedure will be reviewed annually.

MAP OF MAIN GALLERY

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