

ATTENTION ARTIST! **IMAGINE THIS:**

- ▶ **A beautiful art gallery where you can show and sell your work with little or no commission - whilst still having time to create and build your career.**
- ▶ **Having direct contact with your buyers and collectors in a professional gallery setting.**
- ▶ **A gallery where the art can breathe, the artist are in control and the art lovers make it their desired destination.**
- ▶ **A gallery that allows the artist and collectors connect offering a fine art experience with a personal touch.**
- ▶ **Being part of a team of committed artists that support each other and lift each other up.**

FERN STREET GALLERY *THE SOUTH COAST DESTINATION FOR ART LOVERS*

Who we are

Fern Street Gallery is an award-winning artist-run gallery located on the South Coast of NSW in the town of Gerringong. Gerringong is known for beautiful beaches, rolling country side and a village atmosphere. With its close proximity to Sydney, Gerringong is popular with day-trippers and holiday makers. Fern Street Gallery is located in the prime retail position in Gerringong's main street, close to favoured cafes & weekend markets. We are an important part of the retail community and are impossible to miss for locals and visitors to town. The gallery won Gold in the Regional Tourism Awards in 2019 for the best new tourism business in our region and the gallery has a great reputation with both locals and visitors.

The gallery opened in October 2018 by two dedicated artists with an already established career and a bright future ahead. It was founded on the vision to create a professional gallery where artist can self-represent, whilst giving art lovers and collectors a personal experience, connecting them directly to the creators.

The model on which the gallery is run, allows the artists plenty of time to create and build their careers although the gallery is artist-run. Our Resident Artists have artwork displayed at the gallery on a permanent basis (as well as a profile on our website, also included in other opportunities and proposals for projects etc) yet only sit the gallery during their own solo exhibitions (2 weeks per year) and a limited number of days during Resident Artist's group exhibitions. The rest of the time your artwork is still exhibited and promoted, giving you the best option for sales to a broader audience.

In mid 2020 Fern Street Gallery expanded to have premises in Wollongong at the Foyer at Mantra Hotel. This collaboration is part of an ongoing agreement to exhibit art (only by the Resident Artists) in their newly renovated foyer area, which is equal to the size of our Gerringong location. This is an added bonus to Resident

Artists and is included in the fees. There will be a 3 monthly change of exhibition, which the team is part of hanging and promoting. However, there will be no need for sitting this location, this is managed by the Mantra Staff and the Fern Street Gallery Director.

Who are the Resident Artists?

All artists are practising artist with vast experience in their field with a number of exhibitions, art prizes and sales already behind them. This ensures a high standard of art and the opportunity to leverage off each other, bringing a vaster audience and clientele to each artist. We may offer a spot to an early career artist if their work is of high standards and we see a true commitment to their career practice and a great fit with the gallery and Resident Artist team.

Our Vision

Fern Street Gallery's vision is to provide artists with the support and premises to self-represent. We want to help artists increase their audience, keep costs down and self-empowerment up.

We wish to connect art collectors directly with the creators, offering a more personal art gallery experience.

EXPRESSION OF INTEREST TO BECOME A RESIDENT ARTIST

We invite you to apply to become a part of Fern Street Gallery as a one of our select Team of Resident Artists.

The Artists we seek:

- Your work is always professionally presented and you take pride in high standards in your work, your artist brand and communication with clients and affiliates.
- You have prior exhibition experience and a consistent art practice
- if you are an early career artist with limited experience but amazing art, get in contact to have a chat, we are open to supporting early career artists as well
- You are excited about working as a team and believe in lifting each other up as artists and in contributing to the communities which you are part of.
- You are able to represent yourself from our location in Gerringong NSW 2534 (South Coast NSW) (You will need to participate in monthly exhibition change-overs in the Resident Artist's section etc).
- You are excited by this opportunity and can't wait to connect with us.

What we offer our resident artists:

- Permanently represented by the gallery with original artworks in our Resident Artist Gallery at all times.
- Artist profile on gallery website.
- 2 weeks of solo exhibitions per year and involved in a minimum 4 weeks of group exhibitions per year with the other Resident Artists.
- No commission during solo exhibitions.
- Access to workshop space (upon agreement)
- Part of a team of committed artists supporting each other in art together.
- A professional gallery to meet your clients

What we expect of our resident artists

- Committed to supporting the joint vision of the gallery and fellow artists in a professional manner
- Staff own solo shows
- Be part of a roster to staff the Resident Artist's group exhibitions
- That you are a 'hands-on' person excited to help the team and our gallery.
- Monthly artist fee of \$510 per month (no bond. Setup cost only \$150)
- A commitment for 12 months

How to apply

- Send an email application highlighting why you are interested and would be a great fit for Fern Street Gallery.
- A brief history of your experience and career highlights, including your CV and link to website/social media.
- 6 jpeg images that represent your current work and direction
- Please email your Expression of Interest to become a Resident Artist to art@fernstreetgallery.com.au

You are more than welcome to give us a call should you have any questions, we are always happy to have a chat.

Reply now and let's explore this great opportunity with you to become part of the Fern Street Gallery team - putting you in control of your art journey amongst a dedicated team of supportive likeminded artists.

We are looking forward to hearing from you.

In Art Together with You,

Kerry Bruce

0418 463 207

FERN STREET GALLERY - The South Coast Destination for Art Lovers

2/131 Fern Street Gerringong NSW 2534 - www.fernstreetgallery.com.au

art@fernstreetgallery.com.au - @fernstreetgallery



SYDNEY SURROUNDS SOUTH AND SOUTHERN NSW

GOLD 2019
New Tourism Business