

FERN STREET GALLERY

Gallery hire for visiting artists

Location: 2/131 Fern Street, Gerringong NSW 2534

Fern Street Gallery is a fine art gallery, run by artists, for artists. We are passionate about opening our doors to both established and emerging artists wanting to showcase their work in our beautiful coastal town community.

Gerringong is known for beautiful beaches, rolling country side and village atmosphere. Just two hours south of Sydney, Gerringong is a popular destination for day-trips and holiday makers. Fern Street Gallery is positioned on the main street, right in the heart of Gerringong which is also home to favoured local cafes and weekend markets. We are set to become an important part of both the retail and social community — a must see for both locals and visitors to town.

Fern Street Gallery hires out our front of house gallery equip with a professionally fitted hanging system, inclusive of all wires and hooks. Our space on offer holds approximately 14 linear meters of hanging space, against a neutral white backdrop allowing your work to bring a unique personality to our niche space. Exhibiting artists will also feature in our street facing front window (approximately 1.2m hanging space) — prime real estate for onlookers and passersby.

As an exhibiting artists, you are responsible for promoting your exhibition and working in our space for the duration of your show. Our gallery is also home to a number of resident artists who take part in a permanent display showcasing their unique talents. During your time as a visiting artist, you have the opportunity to earn 10% commission if you are to sell one of their original artworks on display.

How to submit your application

To submit your interest in hiring our gallery space, please send your completed submission form (attached) via email to our gallery Director Kerry Bruce at art@fernstreetgallery.com.au

Details:

Exhibitions are booked for a period of two weeks (a select few dates are available for a one week show), allowing you time to connect with our community and with your art collectors. Exhibiting and hiring our space for two weeks is \$1100.00 and one week is \$695 with a 25% commission rate on all sales after gst and credit card fees.

As a visiting artist, you are responsible for working your exhibition, which involves being present in our gallery space for the duration of your exhibition and keeping the gallery at a high professional standard. You will receive a more detailed guideline in the lead up to your exhibition dates.

Fern Street Gallery exhibitions will be run (at a minimum) in alignment with our official opening times:
Thursdays - Sundays: 10am – 4pm

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As a visiting artist, you may wish to extend our opening times / days or host a launch event — we encourage your commitment and dedication to do so. Please discuss any extensions with the gallery Director prior to your exhibition as we will use our social platforms to further communicate this to our extended audience.

Exhibition time periods are run Monday to Sunday within a two week period. Install / bump in will fall on the first Sunday evening from 6pm (the Sunday evening prior to your opening on the Monday) to be completely set up by Monday prior to 9am of your exhibiting time period — Bump out and pack down will then fall on your last Sunday evening after 4pm — our expectation is that the Gallery be left clean and clear by 6pm on your last Sunday ready for the next artist to arrive for their set up. (alternatively you may decide to set up on the Monday morning prior to 9am ready to open the Gallery doors at 10am for our visitors that are still in town after their weekend on the South Coast.

We provide you with all the tools and materials to successfully run your own exhibition, including our professional hanging system, hooks, credit card facilities, invoicing material, promotion of your exhibition through our social channels and support for yourself as a visiting artist.

In order to get the most out of your time with us at Fern Street Gallery, we encourage you to also promote your exhibition to rally interest and build momentum for your opening launch. Please send us a hard copy of your invitations in the month prior to your exhibition and we will promote your upcoming sitting within our gallery space. If you require assistance with design for launch material, we can connect you to our gallery designer or alternatively, if you wish to design your own promotional material, we will provide you with our branded template, logo and guidelines on how to use our brand.

All sales, of your work, during your time at Fern Street Gallery will be deposited into your bank account at the end of the month following your exhibition. We encourage you to price your work accordingly to allow for our 25% commission on all sales plus credit card fees apply for all credit card sales (3%) - gst is charged only on the commission component of your sale. We will ask for your banking details to keep on file for the duration of your exhibiting period.

Successful applicants:

Once we receive your expression of interest, we will be in touch to confirm your place in our gallery space and further secure your preferred / available exhibition dates and times. In order to lock in your two week showing period, we will require a 50% deposit within the first 7 days of confirmation.

We look forward to welcoming you into our space as we strive to build a thriving community of like-minded creatives. We want your experience with Fern Street Gallery to be a warm, welcoming and enjoyable experience. Please do not hesitate to be in touch if we can further assist you on your path to becoming a visiting artist within our gallery space.

Kerry Bruce
Director at Fern Street Gallery
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



