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## FERN STREET GALLERY - EXPRESSION OF INTEREST FOR RESIDENT ARTISTS

# ATTENTION ARTIST!

## IMAGINE THIS:

- ▶ A gallery where the art can breathe, the artist are in control and the art lovers makes it their desired destination.
- ▶ A fine art gallery run by a team of professional artist where you can show and sell your work with little or no commission.
- ▶ A gallery that is breaking down the barriers between artists and collectors and offering a fine art experience with a personal touch.
- ▶ Imagine having a platform where you have direct contact with your buyers and collectors in a professional gallery setting.
- ▶ Imagine being part of a team of professional artist that support each other, lift each other up and are committed to the joint vision of a professional and unique gallery on the South Coast of NSW.

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

### Who we are

Fern Street Gallery is an artist-run fine art gallery located on the South Coast of NSW in the town of Gerringong. It was founded by artists Gitte Backhausen & Kerry Bruce, both professional artists with a great career behind and ahead of them (links to their profiles below). We operate as a professional gallery run by professional artists.

Gerringong is known for it's beautiful beaches, rolling country side and village atmosphere. With its close proximity to Sydney, Gerringong is already popular with day-trippers and holiday makers. Fern Street Gallery is located in a prime retail position in Gerringong's main street close to favoured cafes & weekend markets. We are an important part of the retail community and it will be impossible to miss for locals and visitors to town.

### Who are the artists?

All artists are practising artist with years of experience in their field and exhibitions, art prizes and sales already behind them. This ensures a high standard of art and the opportunity to leverage of each other, bringing a vaster audience and clientele to each artist.

### Our Vision

Fern Street Gallery's vision is to be a professional gallery, run by practicing artists, that becomes a sought after south coast destination for art lovers. We want to keep costs down for artists and provide a professional platform to self-represent, bringing the power back to artists themselves.

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## FERN STREET GALLERY

# EXPRESSION OF INTEREST TO BECOME A RESIDENT ARTIST

### The Artists we seek:

- Established and Exhibiting artists (Having been selected in art prizes is desirable)
- 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 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 within driving distance and are able to represent yourself from our location in Gerringong NSW 2534 (South Coast NSW, the Illawarra)
- You are excited by this opportunity and can't wait to connect with us :o)

### What we offer our Resident Artists:

- Have artworks exhibited and for sale in the Resident Artist section of the gallery at all times
- Artist profile on gallery website.
- 2 weeks of solo exhibitions per year and involved in a total of 4 weeks of group shows per year with the other resident artists.
- No commission during solo exhibitions.
- Competitive commission on other artwork sales on permanent exhibit.
- Access to hire workshop space if you wish to run art workshops for adults.
- 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 your own solo shows (or organise someone to do so)
- Be part of a roster to staff the Resident Artists group exhibitions
- That you are a 'hands-on' person excited to help the team and our gallery.
- Monthly artist fee of \$450+ gst per month (no bond or setup costs)
- A commitment for 12 months.

### How to apply

- Apply by 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.
- No more than 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](mailto:art@fernstreetgallery.com.au) in one email.

We are looking forward to hearing from you.

Kind regards,

Gitte Backhausen & Kerry Bruce  
[www.gittebackhausen.art](http://www.gittebackhausen.art) [www.kerrybruceart.com](http://www.kerrybruceart.com)