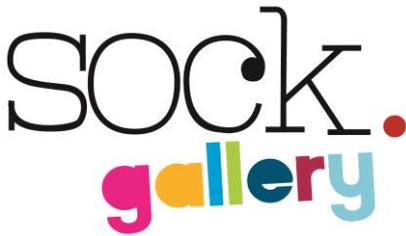


## Information on Exhibiting at



### Welcome to Sock Gallery!

Thank you for considering our gallery for your exhibition. Please read this information before submitting an application form.

Either a single artist or a group of artists can apply to exhibit. Primarily the work should be 2D, wall hung art, but we also have browsers and card stands to facilitate the sale of prints and cards.

The maximum number of 2D wall pieces that can be installed is 40 in the Sock Gallery. However, this will depend on the dimensions of the work, and so the exact number is always confirmed in discussions with Sock Gallery after being contracted.

Sock Gallery is fully accessible and located within the foyer area of Loughborough Town.

The gallery is programmed one to two years in advance. Sock Gallery exhibitions run for six weeks, with a few being for 4 or 5 weeks.

### Ownership of Work

All work exhibited at Sock Gallery is on a sale or return basis, with the artist remaining the owner until the work has been sold to a buyer. Any unsold work will be returned to the artist at the close of the exhibition.

### Applications

All applicants must complete an application form and email it along with 4 images of their work to [sock@charnwood.gov.uk](mailto:sock@charnwood.gov.uk). Images must be 300 dpi so that, should the application be successful, they are suitable for the marketing material produced by Sock Gallery/Loughborough Town Hall. Any applicant who does not have access to the internet can post their completed application form for the attention of Sock Gallery at Loughborough Town Hall (address above), or hand deliver to Loughborough Town Hall's Box Office, with a CD which includes the 4 images of their work.

All applications are considered by a selection panel. The panel meets once every 3 months to consider applications against the following criteria:

- Quality of the work (technical skill)
- Medium used
- Price and retail value
- Presentational suitability

When filling in the application form, please provide as much information as possible, so that the panel can find out about you and your work. Applicants are informed after the panel's meeting, as to whether the application has been successful. Due to the amount of applications received, the panel is

unfortunately unable to provide individual feedback to unsuccessful applicants. Nor is there opportunity for appeals against decisions made.

### **Fees and Charges**

There is a commission fee of 30% on all items sold during the exhibition. Within one month of the close of the exhibition, the artist will receive payment from Charnwood Borough Council as well as a breakdown of finances showing all sales and the commission taken. Payment is made by BACS.

Please note that Sock Gallery calculates the commission fee based on the RETAIL PRICE that you provide with your inventory. So, for example, a piece being sold at the Gallery for £100 would result in a payment of £70 to the artist. Please work out your retail price based on this calculation.

### **Exhibition Install/Dismantle**

#### **Install**

Sock Gallery will:

- Ensure the space is fully prepared in time for the agreed date of install
- Provide all equipment and tools required
- Produce exhibition tags for each piece, matching the inventory\* information

Artist/s will:

- Attach mirror plates to all wall pieces.
- Provide suitable persons to assist with the install, ideally someone who can use a drill. Installs are a two person job.
- Allow all day from 9am until 5pm to install
- Take all packaging off site
- Only leave behind work that is secured to the walls, Loughborough Town Hall has no storage space for additional pieces

*\*The inventory will be signed by both parties on completion of the install*

#### **Dismantle**

Sock Gallery will:

- Compile the inventory\* showing sales and collection dates
- Contact all buyers and organise collection of all sold pieces

Artist/s will:

- Remove all exhibition pieces from the walls
- Provide any packaging required when collecting work

*\*The inventory will be signed by both parties on completion of the dismantle*

#### **Marketing**

Exhibitions are featured in the relevant Sock Gallery brochure. Exhibitions are also publicised within the busy Loughborough Town Hall building itself and online in the Sock Gallery area of Loughborough Town Hall's website: [http://www.loughboroughtownhall.co.uk/sock\\_home](http://www.loughboroughtownhall.co.uk/sock_home). We also use social media to let people know what is happening in our galleries.



Please search for Sock Loughborough and like us/share our posts



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Sock Gallery look forward to hearing from you soon!