

KUDOS WÖRKSHOPS T2



HOW TO PUT ON AN EXHIBITION

W/LEVENT CAN KAYA
& ABIGAIL MONTGOMERY

FREE | 6:30-7:30PM | THUR 20/06



- Since 1998, Kudos supported by Arc Creative has provided a platform for the next generation of artists, designers, and curators to execute experimental project ideas through exhibitions, public programs and our digital space
 - Kudos Off-site
 - Kudos Digital
 - Kudos Workshops
 - Kudos Shop
 - Kudos Committee
 - Art Start Volunteering

Who is this document for?

- This document is a collection of information from Kudos @ Arc's 2024 workshop 'How to Put on an Exhibition'. It is meant as a preliminary guide on the necessary steps to bring an exhibition to life and it not a comprehensive list. is primarily designed for artists who have never exhibited their work before
- Demystify what the entire process looks like.
- Hopefully be a first stepping stone for you to exhibit with a space like Kudos.

WHAT IS AN
EXHIBITION?



An art exhibition is where artworks are showcased to an audience

WHAT TYPES OF
EXHIBITIONS ARE
THERE?

SOLO EXHIBITION

- One artist showcasing a body of work.
- Specific series drawn together by similar time frame of making.
- Retrospective on years of practice.

GROUP EXHIBITION

- Multiple artists, designers and/or writers come together to put on an exhibition.
- Maybe disciplinary overlaps, conceptual throughlines or friendship brings them together.



CURATED EXHIBITION

- A curator brings together multiple artists, designers and/or writers to put on an exhibition that forms around a curatorial concept.
- Most major galleries work closely with curators to develop shows and determine with artists work will be showcased.



PUBLIC EXHIBITION

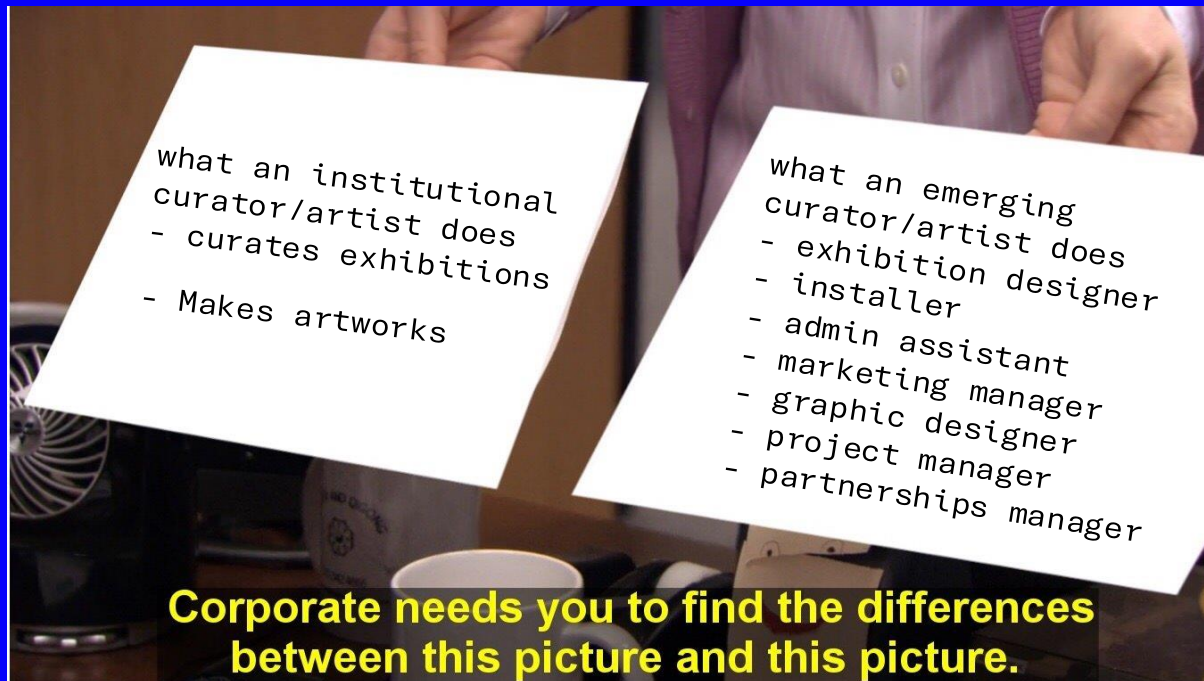
- Art showcased somewhere outside a gallery, often inviting chance encounters with the public.



DIFFERENCE
BETWEEN BIG
INSTITUTIONAL
EXHIBITIONS AND
SMALL EXHIBITIONS

- The role of a curator, artist, designer in large institutions and small institutions can be very different, often at large institutions the curator will be surrounded by a team of people who manage the smaller administrative tasks of exhibitions BUT we are aiming to help you create your first exhibition so as an emerging curator you will do everything.

- On a smaller exhibition level, while you are an emerging curator, artist, organizer of an exhibition, you are often putting on a lot of hats that would be worn by a lot of different people. You are not just a curator or an artist or a designer, you are a:
 - Exhibition designer
 - Installer
 - Administrative assistant
 - Marketing manager
 - Graphic designer
 - Project manager
 - Partnerships manager



WHERE CAN I PUT
ON AN EXHIBITION?

GALLERIES THAT ACCEPT PROPOSALS FOR EXHIBITIONS

- Propose an exhibition to a gallery.
- Your proposal will be reviewed by a board of directors that decide (among other things) what the gallery's exhibition program will include.
- No out-of-pocket expenses
- You might get paid
- More competitive
- These gallery's open proposals once or twice a year.

GALLERIES THAT ACCEPT PROPOSALS FOR EXHIBITIONS



GALLERIES FOR HIRE

- Pay to use a gallery space for an exhibition.
- Pay the gallery for space, sell your art to make the money back.
- Not competitive to secure one of these spaces.
- Here is a list of a few:
 - 1.Luna Studio
 - 2.Comber Street Studios
 - 3.Flow Studios
 - 4.M2 gallery
 - 5.Tap Gallery
 - 6.Studio 551

GALLERIES FOR HIRE

- This cost can be anywhere between \$500 - \$2000 for a week.
- Oftentimes the idea is that you will pay the gallery and then sell your art during the course of the exhibition to cover the cost of rent.

DO IT YOURSELF OPTION

- Scrap traditional white cube gallery spaces and put on an exhibition in an idiosyncratic space.
- No money, no problems
- Garage, in the river, living room, in an alleyway, at the park, options are endless...

DO IT YOURSELF OPTION



Ritual Transmission Agency



Guzzler, a art space in a garage in Naarm



No.23 a DIY gallery project on Gadigal land



'Run Off' a floating exhibition in the 'cooks' river

SOME WISDOM FOR NEWBIES

- Best spaces for your first exhibition are the ones on campus for students (Kudos + AD Space).
- Kudos + AD Space know you might be new to the game so they meet you on your level.
- Curated group exhibitions better than solo shows for emerging artists.

EXHIBITION
APPLICATIONS
NOW OPEN.

MAY TO DEC
SEASON.



AD Space
exhibition
program apps
close 30 June!

KUDOS
OFFSITE
2024/25
APPLICATIONS
OPEN!

Kudos Offsite
exhibition
program apps
close 16 August!

PROPOSAL WRITING 101

A gallery will tell you what it requires
in proposals but most follow this scaffold

i.PROJECT DESCRIPTION,
INSTALLATION , PROPOSED
EXHIBITION

ii.CONCEPT / CURATORIAL VISION

iii.BIO, CV, TELL US ABOUT YOU

iv.DOCUMENTATION/ADDITIONAL
FILES

Some brief tips:

- Boards look through A LOT of applications.
- Keep everything short, concise and accessible.
- Documentation of your work or the proposed exhibition is extremely important.
- Concept is important but not as important as giving the judges of your proposal an indication of what your exhibition will look like.

Soooo... How do you **practically** put on an exhibition?

- Communication (conversations, DMs, emails, phone calls, social media posts)
- Logistics management (timelines and budget)
- Promotion
- Install and de-install
- Public programs and events (opening night + other curated programs)

LOGISTICS + TIMELINES

What does an exhibition timeline look like?

- Every exhibition will have different requirements regarding its timeline depending on its scale and objectives. This is a rough guide for emerging artists, designers and curators who are interested in engaging with a platform like Kudos for an exhibition project. Our project management timeline resembles the following:

2 - 4 MONTHS OUT

- Lock in FINAL artists and artworks
- Choose a title for the exhibition
- Determine what technical requirements are necessary for each artwork (AV, lights, wall hanging methods, etc)
- Determine and communicate days of install, de-install, opening night and exhibition with gallery + creatives.
- Visit the gallery space for a walkthrough.

6 – 18 MONTHS OUT

- Find your space
- Submit a proposal to a gallery
- Organise a space for gallery hire

4 – 6 WEEKS OUT

- Write copy for exhibition
- Design promotional assets (Instagram tile, A3 poster, event banner)
- Finalize artwork details
- Attain artist statements and titles for room sheet.
- Finalize install requirements and determine a floor plan.
- Finalize the making or renting of anything that is needed (e.g. AV, plinths, wall decals)
- Lock in any public programming that will happen during your exhibition

2 - 4 WEEKS OUT

- Announce exhibition on social media
- Put up posters of exhibition
- Send invitations (friends, family, media people)
- Organize catering

1 WEEK (OR LESS) OUT

- Install (usually the 2 days before opening a show)
- Finalize and print room sheet
- Purchase alcohol or other beverages
- Keep promoting!

EXHIBITION PERIOD

- Opening night
- Manage public programming
- Manage artwork sales

1 WEEK AFTER

- Deinstall, make sure all artists take their artworks!

COMMUNICATIONS

How to communicate with these people?

- DMs
 - This is usually the best way to contact artists at an emerging level—we all know this is the way people are sharing and distributing their practices right now.
- Email
 - If an artist or people state an email, this is usually the go.
- Cell phone call
- In person

MAIN THING TO REMEMBER:
NEVER BE AFRAID TO GET IN
CONTACT WITH SOMEONE...
EVER!!!!

- If it's a creative who you want to work with for your exhibition and they say no, they will be flattered by the invitation.
- Service providers want money or opportunities so it's purely transactional.
- If you get rejected by a gallery, you can always ask for advice and feedback from them.

Who are you communicating with to put on an exhibition?

1. Artists and other creatives

- People who are exhibiting their art.
- People who are performing.
- People who are engaging in other public programming (workshop facilitators, speakers).

Who are you communicating with to put on an exhibition?

2. Galleries

- Gallery coordinators
- Installers
- Board of directors

Who are you communicating to put on an exhibition?

3. Service providers

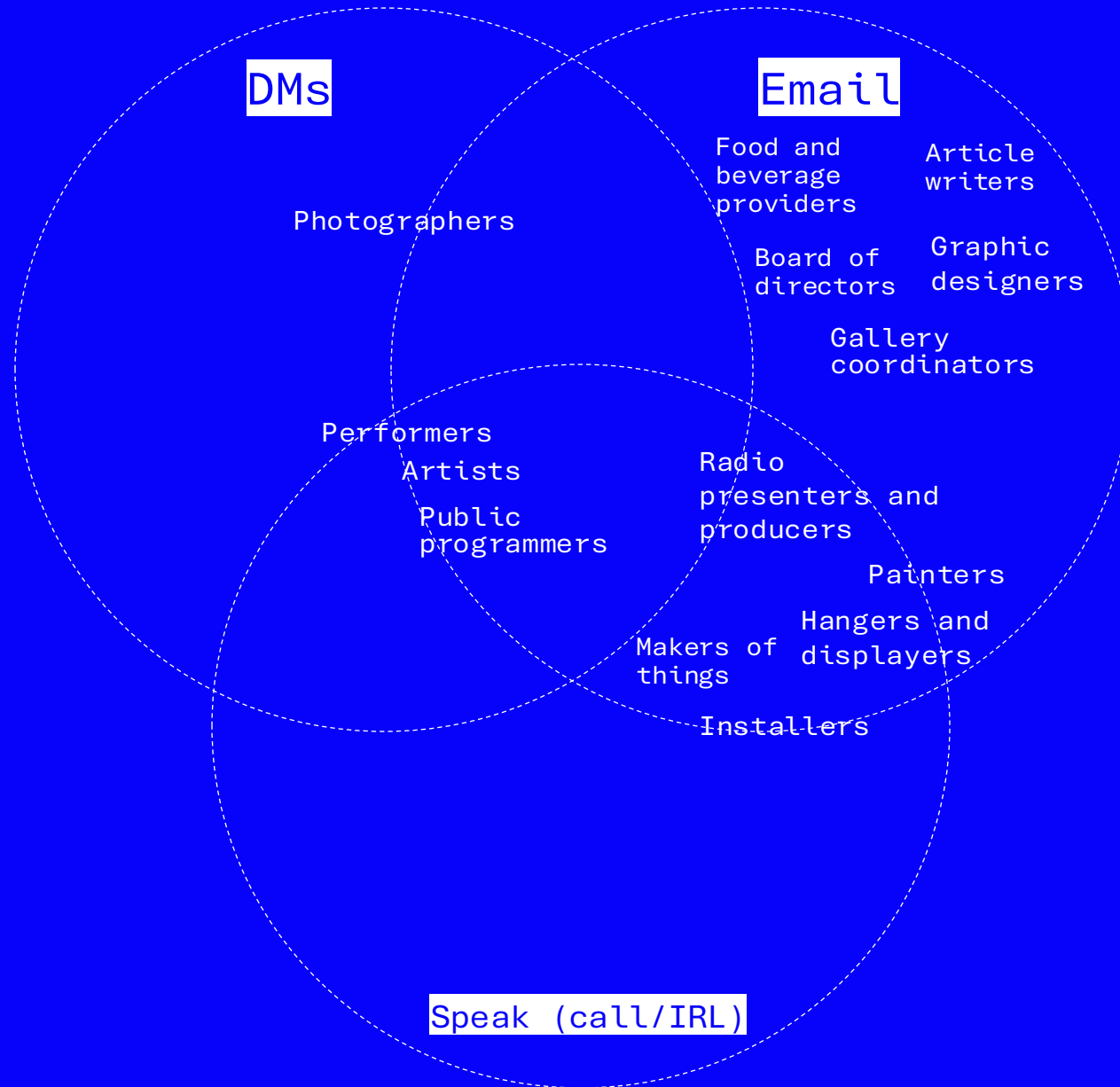
- Printers
- Makers of things (plinths, acrylic boxes, decals, shelves etc.)
- Hangers and displayers
- Framers
- Painters
- Graphic designers
- Photographers
- Food and beverage providers

Who are you communicating to put on an exhibition?

4. Writers and other media

- Radio presenters and producers
- Article writers
- TV media journalists
- Content creators
- Other media like Dither

How are we communicating?



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Some considerations about boundaries and responsibilities and expectations

- Does your gallery provide installation assistance?
- Does your gallery have all the AV and other exhibition pieces you need?
- Is the expectation that the artist provides all of their own audio-visual equipment?
- Is the expectation that the artist will install their own artwork?

Congratulations! You know have the knowledge.

- Please email creative@arc.unsw.edu.au for any additional questions, we hope to see your application come across our inbox.