

INFORMATION FOR EXHIBITING ARTISANS

Exhibition Promotion

The Cost for your exhibition includes the following promotion by The Churn Room:

- Design and printing of 1,000 x A6 postcards using supplied images of artworks to promote the exhibition. The Churn Room will keep 250 for distribution to customers in-store, with the remainder for the Exhibiting Artisan to pick up and distribute
- Exhibition Page on The Churn Room website
- Email out to The Churn Room subscribers detailing the exhibition prior to opening
- Reel on The Churn Room Facebook and Instagram pages, showing the installation of the exhibition and announcing that it's open
- 2 x Static social media posts with tags to the artists during the exhibition
- The Churn Room will provide a JPEG of the postcard, as well as the static social media posts for the Exhibiting Artisan to send out to their contacts and social networks
- Online catalogue of exhibited artwork, displayed on The Churn Room website throughout the exhibition and for one (1) month after it closes
(Exhibiting Artisan to supply named, high quality images of each artwork)

We encourage Exhibiting Artisans to promote their own exhibition by:

- Distributing the remaining flyers to encourage visitors to their exhibition
- Promoting the artworks being exhibited on their own social pages
- Tagging/Collaborating with @TheChurnRoom on their social posts
- Emailing friends/family/colleagues/other contacts prior to the exhibition to invite them to visit and see their artwork



Exhibition Opening Event *(optional)*

The Churn Room offers Exhibiting Artisans an opening event for their exhibition

Cost: \$250

Date/Time:

- Friday evening, from 6:00-8:00pm
- OR
- Saturday afternoon, from 3:00-5:00pm

Includes

- RSVP event page on The Churn Room website
- Email out to The Churn Room subscribers inviting them to the opening event
- Facebook event, and boosting of the event post
- Instagram post with details of opening event, with collaboration tag request to Artist so that the post is shown to their followers as well
- Attendance by The Churn Room's managing artisans, with short speech welcoming guests and introducing the Exhibiting Artisan, and the opportunity for the artisan to make a short speech about their exhibition.

Opening Event Catering *(optional)*

Cost: \$200 *(up to 50 guests)*

- Glass of sparkling white wine on arrival, cold drinks (non-alcoholic) throughout the opening event, and gourmet grazing platter

You are always welcome to arrange your own catering - set up, service, and clean up of food/drink would then be the responsibility of the Exhibiting Artisan.



thechurnroom.com.au

OPEN Wed to Sun 9am-2pm

Shop 5, 38 Williams St, Dayboro, QLD 4521

admin@thechurnroom.com.au

ABN 32 654 816 529 ACN 654 816 529 The Churn Room Pty Ltd is registered for GST



INFORMATION FOR EXHIBITING ARTISANS

The Churn Room offers Exhibiting Artisans a choice of 2 spaces, and 3 exhibition formats

MEZZANINE GALLERY

3 Weeks: \$1350

4 Day Pop-up: \$550

About the Space

- Approx 75m² space with high ceilings and natural light which can accommodate both 2D and 3D artworks
- Use of the furnishings already in the space to create atmosphere/functional displays.
- Non traditional wall surfaces and rustic/original industrial features encourage a different connection with artwork
- Less formal than a standard "white wall" gallery helps artwork to feel at home

Inclusions

- Promotion as outlined on the following page
- Potential to host a workshop in our workshop area (located in the Mezzanine), Self Managed bookings: \$0 per participant
Bookings managed by The Churn Room: \$5 per participant *(covers booking fees)*

Considerations

- The Mezzanine is accessed via stairs, and is therefore not suitable for mobility impaired persons
- While there is no air conditioning in this historic building, we do have a number of fans to assist with airflow during the warmer months
- Our Workshop space is located within the Mezzanine.
During your exhibition our Teaching Artisans may be hosting a workshop as well. We find that the combination of completed artwork, and people creating artwork is an experience visitors to The Churn Room enjoy, and tends to benefit both the Exhibiting and the Teaching Artisans. You will be advised if any workshops are being held during your exhibition.

THE LITTLE ROOM

2 Weeks: \$660

About the Space

- Approx 12m² space that was once the butter factory cold room
- Rendered concrete walls and recycled iron ceiling.
- Use of 2 dimensional work hanging system and 3 dimensional display areas, to allow for flexibility to suit your purpose

Inclusions

- Promotion as outlined on the following page
- Potential to host a workshop in our workshop area (located in the Mezzanine), at a discounted rate of \$15 per participant (subject to availability)

Considerations

- The Little Room is small and intimate. It is perfect for a number of smaller works, or a curated selection of larger works that need to be seen up close to be appreciated.
- The Little Room is accessed from the ground floor of The Churn Room, however it is narrow and may not be suitable for wheel chair/mobility scooter access.

Key Details

Commission on Artwork Sales:

30%

Deposit:

\$250 *(required to confirm exhibition booking, with balance payable 7 days prior to bump in)*

Bump in:

3-5pm on the Wednesday

(day before exhibition opens)

Bump out:

3-5pm on the Sunday

(day the exhibition closes)

Unless otherwise pre-arranged with The Churn Room

Artisan involvement during the exhibition

Exhibiting Artisans are encouraged to spend as much time as possible – at least 50% of the opening hours throughout the exhibition – in The Churn Room during their exhibition.

Our experience is that visitors become more connected and engaged with artwork when they can connect with the artist, resulting in a more successful exhibition.

The Churn Room enables Exhibiting Artisans to take advantage of various opportunities to engage with visitors such as: holding Artist Talks, offering demonstrations, hosting workshops (as arranged with The Churn Room in advance), working creatively in the gallery space or at the Hot Desk, and generally conversing with visitors about their art practice.

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