



## OUR MISSION

Off the Kerb nurtures and fosters creative talent. Our mission is to see local artists make a realistic living out of their art practice. We are honoured to have showcased first-time artists who have now achieved full-time and steady careers in their creative practice.

## WHO IS ELIGIBLE TO EXHIBIT

- We seek applications from emerging, mid-career and established visual artists, street artists, performance & new media artists and curators for solo & collaborative projects in all media forms.
- We do not accept undergraduates unless students display exceptional artistic standards. We accept post graduate students.
- Off the Kerb also supports independent launches, pop-ups and forums.
- Off the Kerb accepts proposals for large-scale projects & programs as well as charitable events.

## CRITERIA

- New work that has not already been shown in a Melbourne gallery
- Saleable art that demonstrates a high level of skill and marketability
- Conceptual art that promotes critical debate about contemporary issues and themes
- Art that displays innovation and experimentation in presentation and content
- Ambitious projects that challenge the boundaries of the creative arts

## FEES TO EXHIBIT

Off the Kerb aims to be as affordable as possible for artists and is competitively priced in Melbourne's art scene. All prices are for a **2** week show. **Payment plans** may be arranged to ease financial pressure. Groups are welcome to share each space to share the costs. Please refer to floor plans.

front gallery: \$1150

4.52m x 5.80m

back gallery: \$950

4.52m x 4.50m

upstairs gallery: \$850

4.52m x 3.30m

side gallery: \$850

4.52m x 3.15m

## WHAT IS INCLUDED IN YOUR EXHIBITION FEES

- Gallery Director's curatorial expertise of your show
- Exhibition install technician of your show (in some circumstances, new media or installation art, you will be asked to install your show to your specifications)
- De-install technician to bump out your show
- In-house designing of electronic invitations for the artist
- Electronic invitation mail out to over 10,000 subscribers
- In-house design and distribution of E-catalogue to buyers
- Social media marketing through instagram and facebook channels
- Supply of standard installation devices (nails, screws, hammer, spirit level, tape measure, ladder)
- Plinths x 3
- Ready-made shelves (varying sizes)
- Opening Night drinks (for sale – beer, wine, sparkling wine, soft drink)
- Advertising your exhibition on the Off the Kerb website
- Off the Kerb staff managing and administering your show for the exhibition duration
- Focused sales strategy to patrons and buyers and private viewings
- Packaging of sold art to buyers
- Shipping to interstate or international buyers
- Delivery of art to buyers

## WHAT TO INCLUDE IN YOUR PROPOSAL

1. A brief, clear description of your work you intend to exhibit, including medium. This may include number of works and their dimensions. We are interested in your art and not ostentatious proposal writing!
2. Attach 5 to 8 jpeg images of most recent work or proposed work in progress with accompanying images list. For group show artists 3 to 5 jpeg images of recent works per applicant please. Please ensure jpegs are web friendly (500kb – 1MB each).
3. CV for each applicant, including contact details, email and phone number. If this is your first show, please note this on your CV. First timers are always welcome!
4. For video works, links of proposed work or recent work no more than 5 minutes in duration.
5. Preferred Gallery Space and Month of exhibition (you may provide more than one preference for month and gallery space).

### EMAIL PROPOSALS TO:

Director/ Shini Pararajasingham  
[info@offthekerb.com.au](mailto:info@offthekerb.com.au)

*If you require any assistance in writing your proposal please ring us on 9077 0174 or 0400 530 464 or email [info@offthekerb.com.au](mailto:info@offthekerb.com.au)*

## TERMS & CONDITIONS TO EXHIBIT

1. 30% commission is taken on sale of artwork.
2. A deposit of rental cost is required on successful application / booking of the space. This deposit is Non-Refundable in case the exhibitor cancels or withdraws from their show. The balance of the rental cost is due soon after and prior to the exhibition opening date. Payment plans may be arranged.
3. Payment of gallery hire to be made to **OFF THE KERB** via internet bank transfer BSB 013006 ACC# 490742786 (*please include your name for verification*).
4. Gallery curator and technician will install your show. Our staff are not responsible for damage or loss of artwork when installing your show.
5. Exhibitors are to provide any Special hanging/installation devices on show set up day. We supply, nails, screws, hammers, tape measure, spirit level and ladder.
6. Off the Kerb technician will bump out your show. Exhibitors are responsible for any extra-ordinary bump out – new media/projection/murals.
7. As we do not have secure storage facilities, you cannot store works on site past the show end date.
8. If you have created a wall mural a tailored Terms & Conditions will be provided.
9. Exhibitors are responsible for any extra special catering or special catalogue printing. Off the Kerb prints out pricelists for your show and designed e-catalogue for email out.
10. Exhibition openings are held on Fridays from 6pm to 8pm
11. Interstate/international exhibitors are to cover packing and shipment costs of their artworks to the gallery as well as return shipment costs. Our team will package unsold works to be returned.
12. Off the Kerb does not take responsibility for the insurance of artwork against theft. We insure works against fire and perils damage.