



### Gallery Hire Information & Terms 2023

The Station Gallery offers three spaces for hire, each with their own special features:

- **The Mezzanine Gallery** – our light filled first floor exhibition space has the benefit of being visible from the ground floor and sharing in the atmosphere of the centre of the building, whilst also having its own sense of stillness. Original stone walls alongside light, plastered walls and proximity to the Victorian ironwork ceiling make for a stunning visual impact on the mezzanine level.
- **The Platform Gallery** – with the distinctive stone floor of the original station platform, The Platform Gallery is the hub of The Station which provides an inviting welcome for visitors to our unique venue. The wall space consists of original stone walls, and some smooth plastered areas.
- **The Artisan Gallery** – a bright, modern ground floor space in the newest part of the building, benefitting from both natural light and spotlights. With smooth, light walls and a tranquil atmosphere, The Artisan Gallery offers an adaptable space.

Each gallery space can also benefit from a maximum of 2 display cabinets and 2 print browsers, alongside the plentiful hanging space.

#### Pricing

	2-week hire	4-week hire
The Mezzanine Gallery	£450	£800
The Platform Gallery	£350	£600
The Artisan Gallery	£175	£300
+10% commission charged on all sales		

#### **Additional services:**

##### ***£150 per service, must be booked a minimum of 8 weeks in advance***

**Preview Evening** – The Station can host a preview event for you and your guests between 6 – 8pm on the first evening of your exhibition (i.e., Thursday), subject to availability. A member of The Station team will be on hand to assist you with meeting your guests, serving light refreshments (if required), and processing sales. Refreshment packages are available from The Station Café | Bar if you do not wish to provide your own.

**Installation Assistance** – A member of The Station team will provide general advice and instruction on the gallery hanging system upon your arrival. If you require further assistance, e.g., the physical hanging of artwork, this can be provided if pre-booked only, for a maximum of 3 hours.



### **Application Advice**

We welcome applications from amateur and professional artists alike. The application process is not intended to discourage non-professional artists from applying – it is simply to ensure the best variety and experience for our artists and visitors. We have included some guidance here should it be a process you are unfamiliar with.

**Artist statement** – a short paragraph or two describing what you do and why you do it, and perhaps even how you do it if you have a unique process. [Click here](#) to see an excellent step-by-step guide to creating your artist statement.

**Title of exhibition** – if you do not know the final title at this stage, please provide a working title to give a feel for the exhibition you are planning. The title of an exhibition is the first ‘marketing hook’. Consider the audience you are hoping to reach, and how your title will attract them. Arnold Lehman, director of the Brooklyn Museum, cites the example of “Who Shot Rock” – a show that originated in Brooklyn and travelled the world: “The exhibition is about the photographers who brought rock and roll to the public’s attention between the period from the 1950s almost to the present,” he says. “We decided that ‘Who Shot Rock’ by itself wasn’t going to provide enough information. We decided we needed more and came up with ‘Who Shot Rock & Roll: A Photographic History, 1955 to the Present.’”

**One line summary** – an expansion on the title, but still requiring concision and impact to entice potential visitors to find out more.

**Summary text** – this is intended to articulate the main idea of the exhibition, and why an audience may find it important or interesting. It should follow on from the title, giving a further indication of what to expect from the exhibition. What does this body of work communicate or showcase? What inspirations or traditions guided or influenced this work? Don’t assume your audience will understand ‘art speak’ – try to balance making the text accessible without ‘dumbing down’.

*An example:*

Title – Trading Station: How hot drinks shape our lives

One line summary – Exploring the changing social use of tea, coffee, and hot chocolate.

Summary text – Hot drinks, once expensive luxuries for the few, have enriched our lives, promoted the exchange of ideas, and influenced the design of our homes. *Trading Station* traces the history of how these drinks arrived in the UK, revealing their global histories, connections to slavery and colonisation and contemporary ethical issues. Spanning four centuries and ranging from silver, porcelain, glass, fashion, lighting, prints and painting, this showcase of exquisite and utilitarian objects asks probing questions and uncovers hidden histories.



## **Marketing**

Marketing of the exhibition is primarily the responsibility of the Artist.

Exhibition details will be added to The Station website and social media channels and given sufficient notice will be submitted to local 'what's on' publications. The official start date of your exhibition will be listed as a Friday, and the end date as the final Tuesday – this is to ensure that visitors do not arrive to view on the days you are installing or removing your exhibition.

Preliminary marketing materials will be taken from the information you provide at the time of applying but can be altered at a later stage if required. High quality images are of utmost importance – The Station reserves the right to edit or omit submitted photographs should they fail to meet the required standard.

[Click here](#) to see a useful guide to photographing artwork.

[Click here](#) to see a useful guide to photographing artwork with your phone.

## **Installation**

Work is to be installed on your start date (a Thursday) between 9am – 3pm. Removal of work is on the final Wednesday of your booking, between 9am – 3pm. Exceeding these periods may incur a surcharge of £50. No storage is available at The Station.

All hanging pieces must be fitted with D-rings for safety and for compatibility with the hanging system.

Title cards are to be provided by the Artist, detailing the artist's name, title of the piece, the medium, and the price. Further advice will be provided upon booking.

Please note – the temporary A frame used in The Platform Gallery during 2022 is no longer available.

## **Payments**

The stated fees are non-negotiable. A 20% non-refundable deposit is due upon booking (if your application is accepted), and payable within 7 days of invoice. Your booking is not confirmed until your deposit and booking form are received. Provisional bookings will not be held beyond the 7-day terms. The full final balance is required no later than 8 weeks prior to an exhibition.

## **Cancellation Policy**

Cancellations made 16 weeks or more prior to the exhibition start date will not be charged more than the 20% non-refundable deposit. Cancellations made between 8 to 16 weeks prior to the exhibition start date will be charged 50% of the outstanding hire fee. Cancellations made within 8 weeks of the exhibition start date will be charged 100% of the outstanding hire fee.



### **Insurance**

The Station will not be held liable for any loss or damage to exhibition pieces. Insurance – including for public liability – is the responsibility of the artist.

### **Sales and Commission**

Due to a high proportion of our visitors being tourists, The Station does not offer a 'red dot' sales system. All exhibition pieces **must** be available for the customer to take home at the time of purchase. A maximum of one showcase 'not for sale' piece is permitted per exhibition, but all other pieces **must** be available for immediate sale to visitors.

The contents of the exhibition are only to be sold via The Station Shop for the duration of the exhibition. Private sales of exhibition pieces are not permitted. All sales are subject to 10% commission. The proceeds of any sales, minus 10% commission, will be paid to the Artist via bank transfer within 21 days of the exhibition end. The Artist is responsible for any associated taxes.

The Station will provide the Artist with a simple Microsoft Excel sheet to complete with art titles and prices. You will also be provided with a one page facing sheet to complete with sales details to assist The Station Shop in selling your work. Both completed documents must be returned (in the format you are provided them in) to the Gallery Manager no later than 14 days prior to the start of the exhibition.

### **Discretion**

Bookings are accepted or declined at the discretion of the Gallery Manager.

As The Station is a public space for visitors of all ages, the Gallery Manager retains the right to refuse exhibition pieces should they be deemed unsuitable for our audience.

Although all efforts will be made to ensure all exhibition spaces remain in full view, The Station reserves the right to obscure work for short periods of time to allow for events/building maintenance.