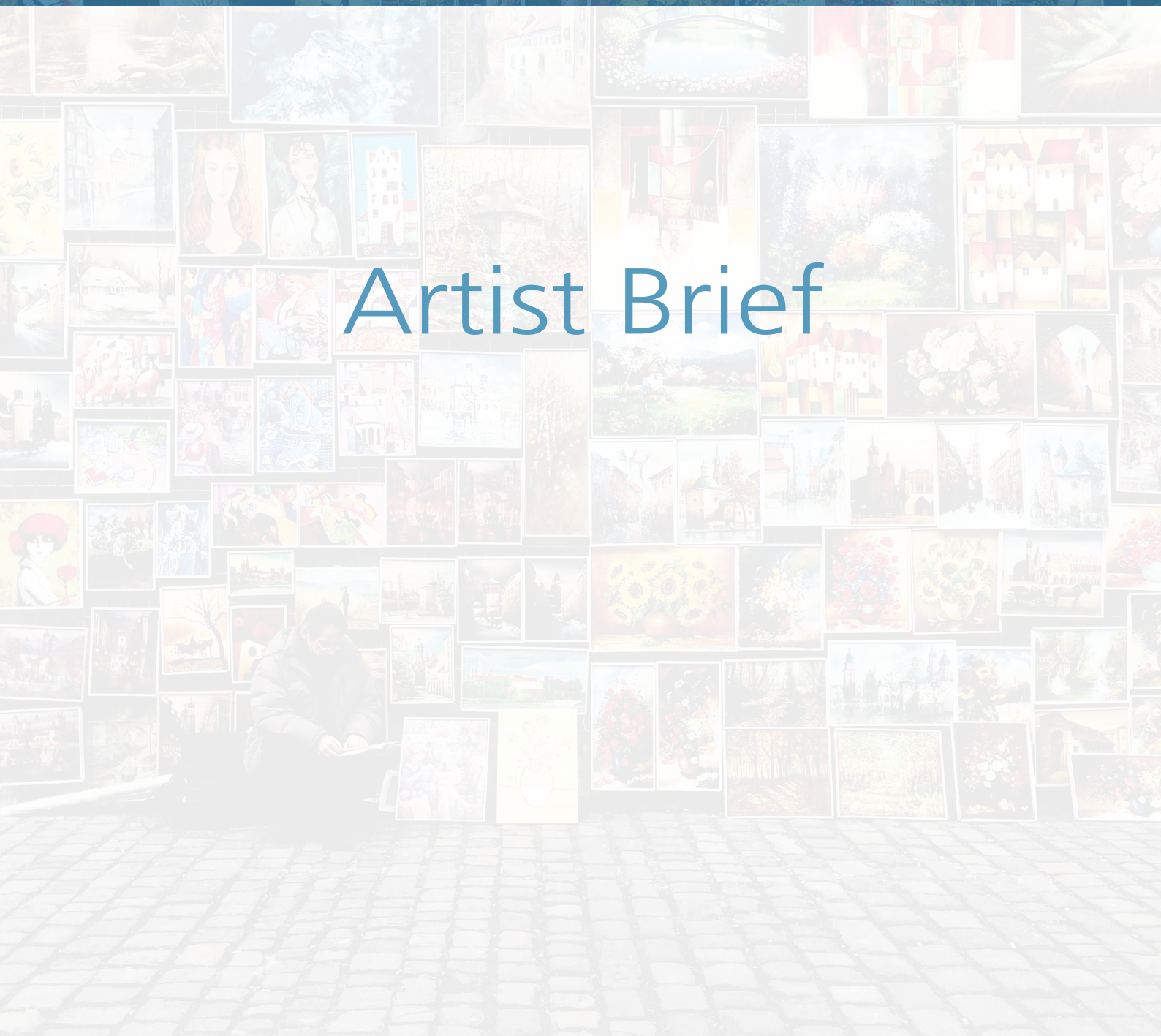




Art @ The Boulevard

Artist Brief



How does the Art @ The Boulevard process work?

Submissions are open to all artists over 16 years of age, working in two dimensional media (including photography and digital art). Please complete the attached Application and return together with images of your work.

What is the selection process?

The Town of Cambridge will review submitted works to select artists for display at the Boulevard Centre, located on the lower level of Cambridge Library, adjacent to Floreat Forum Shopping Centre.

Selected artists will have their works displayed for two months. There is a possibility this timeframe will be extended (depending on number of applications received). Works will be selected to represent a wide variety of styles and media from artists at different stages of their creative career. Selection will be based on suitability for public viewing plus the date the application was received. Local artists are strongly encouraged to apply.

Quantity of work

There are a variety of hanging and display spaces available. Please refer attached layout of display area to better understand the number and sizes of artwork we can accommodate.

Two-dimensional artwork

- **Area A and B** - 1.6m (h) x 2.6m (w) (measurement from picture rail to floor) background wall grey fabric
- **Area C and D** - 2.7m (h) x 2.6m (w) (measurement from picture rail to floor) background wall grey fabric
- **Area E and F** - 1.8m* (h) x 1.5m (w) (measurement from picture rail to top of cabinet) background wall grey fabric
- **Area G & H** - 3.15m+ (h) x 2.6m (w) (measurement from picture rail to floor) background wall white

+ wall is 3.5m wide (an open door to the main hall prohibits the entire wall being used)

The Town of Cambridge will provide the display material required for each hanging space (eg. picture rail and associated hooks and wires). All artwork must be submitted with appropriate framing and hanging devices attached for their weight and dimensions.

Images of your work

- It is preferred that images of work be submitted in digital format (JPEG or GIF only).
- Image resolution to be a minimum 600 dpi.
- Orient all images properly (top of image up).
- Slide shows, flash files, psp files, etc will not be accepted.
- Printed images, at least 15cm x 10cm in dimension, will be accepted.

- If submitting printed images, CD or thumbdrive, please provide a stamped, self addressed envelope if you wish to have your CD, thumbdrive or images returned.
- Include with images - your name and contact details, plus the title, media and dimensions of each piece

Sale or return – how does it work?

- If selected, the Town will display artwork on your behalf.
- For enquiries about your artwork, your details will be provided to the person making the enquiry so they can contact you directly. If available a business card, with your contact details, can be placed at the service desk.
- It is preferable all artwork, including purchased pieces, remain hanging until the exhibition finishes. Alternatively, in consultation with the Town, a replacement piece (if deemed appropriate) may be hung in its place.
- Notification of sale must be communicated to the Town, so a sold sticker can be placed on the sold artwork.
- If works are sold, collection must be by the artist for delivery to the buyer.
- Please note, we cannot guarantee sales.
- The artwork remains legally yours until it is sold.
- The Town of Cambridge offers this service free of charge and does not collect commission on the sale of artwork.

How long will you keep my work for?

We will keep your work for two months, after which you will need to collect any unsold works on the day your exhibition closes.

What if I need my work back before then?

We request you not to remove artwork until the end of the two months. However, in exceptional circumstances we may be able to return your work before the end of your exhibit. In this case, if deemed appropriate, a replacement piece may be submitted for display.

How do I get my work back?

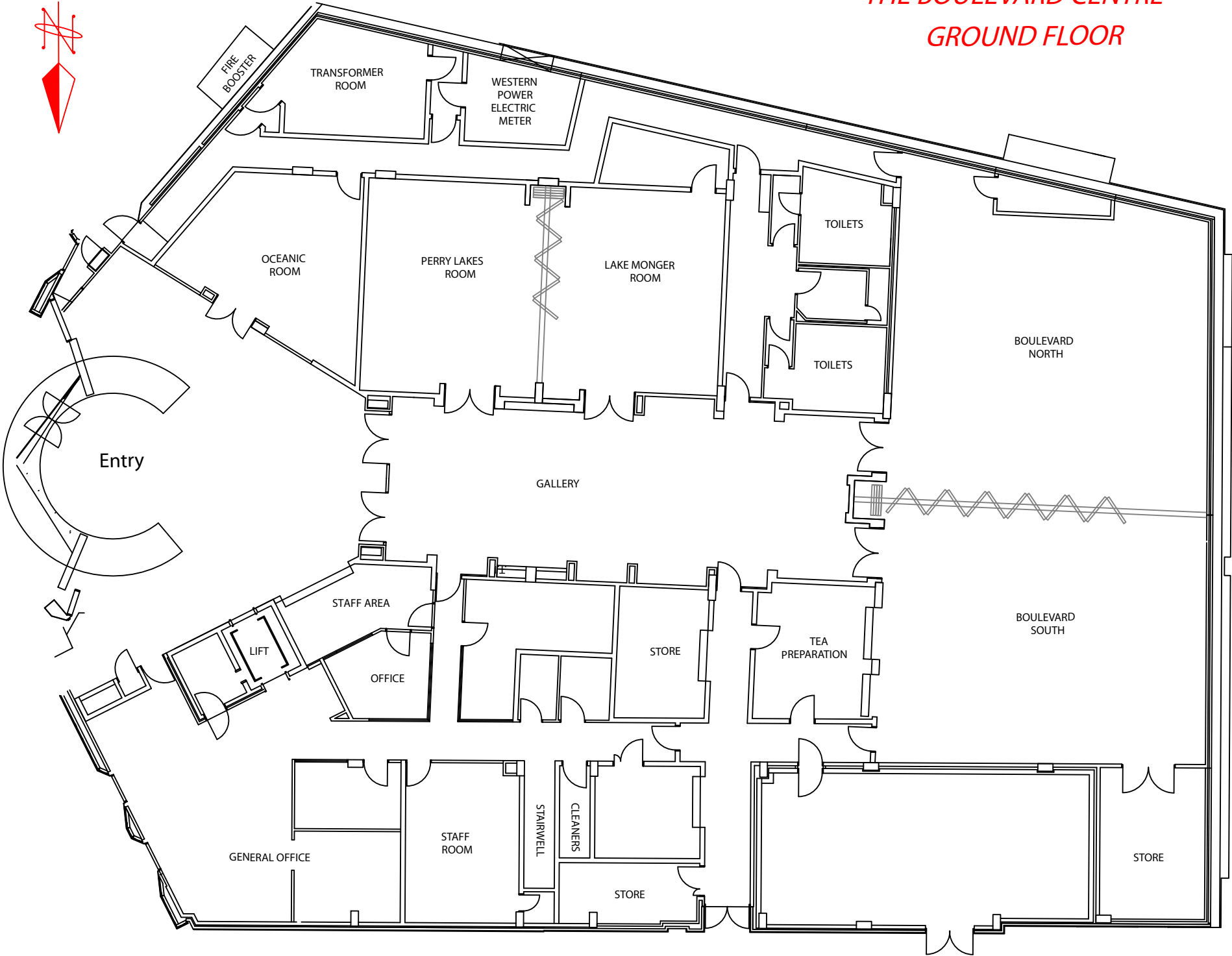
- Artwork must be collected on the day your exhibition ends. It cannot be stored at The Boulevard Centre
- Artwork must be collected during normal opening hours, unless otherwise agreed. Photo ID will be required on collection of all works, sold or unsold.
- The artist is responsible for any postage/courier charges if we need to deliver/post goods to you.

Is my work insured?

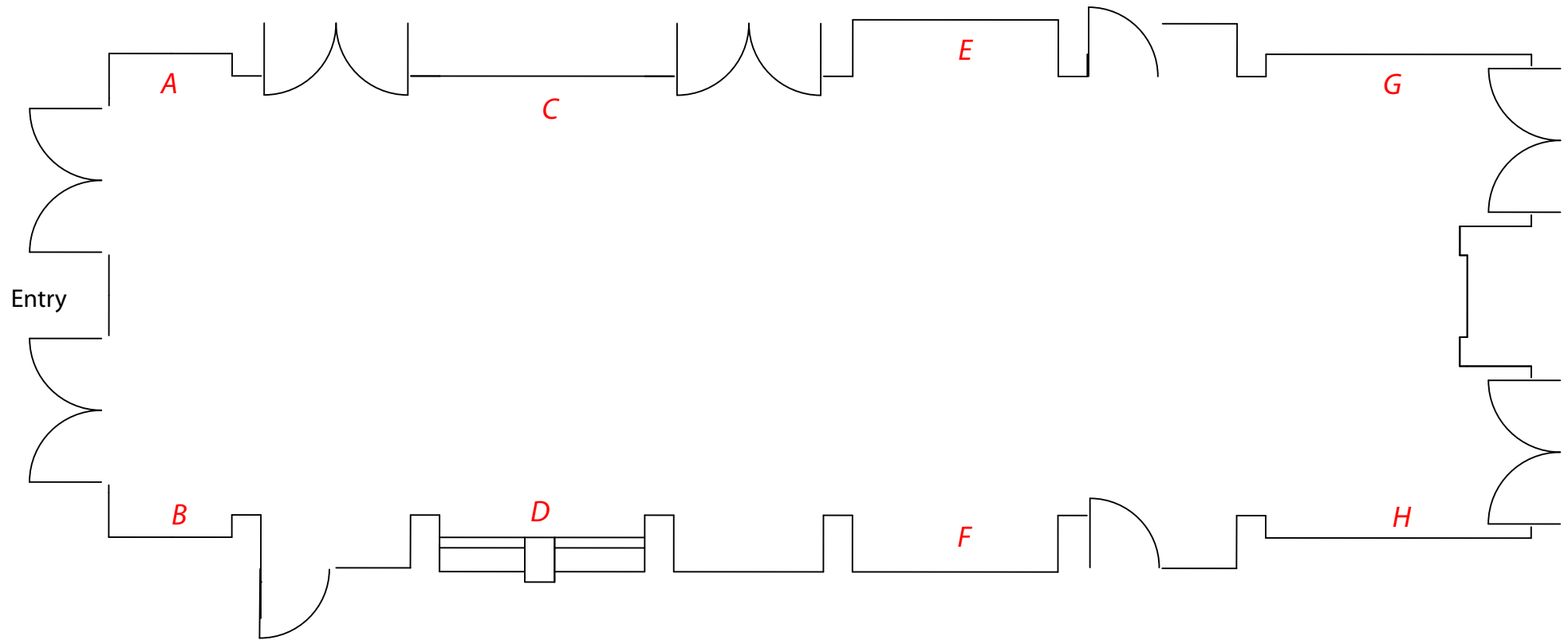
Yes. Although the artwork is legally yours until sold, if necessary we can lodge an insurance claim while the works are in our care. You need to provide full details of each piece:

1. Your name
2. Your contact details
3. Title of each piece
4. Price of each piece (inc GST)

*THE BOULEVARD CENTRE
GROUND FLOOR*



*The Boulevard Centre
Gallery*



hanging spaces