



Exhibiting in the Gallery at Norden Farm Centre for the Arts

Norden Farm Centre for the Arts, Altwood Road, Maidenhead SL6 4PF

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General Information

Norden Farm's Gallery is a modern exhibition space, sunk halfway below ground level with both natural light and black out options. It provides a balcony 'viewing' area plus stairs and a lift to the basement gallery area. Entry to the Gallery is free of charge.

The Gallery is open four days a week (Tuesday – Saturday). Opening Times are 5pm – 10pm Tuesday – Saturday.

Artistic Policy

Our policy is to exhibit quality work, two dimensional and to offer our visitors a wide variety of work to view. Large, bold, contemporary work is best suited to the space, but smaller work can also be hung effectively.

Norden Farm is particularly keen to exhibit work by artists based locally/regionally, and also to support new and emerging artists. Many artists have held their first ever exhibition at Norden Farm, and we are always pleased to help recent graduates looking to start their artistic career.

Facilities

The Gallery walls are ¾" plywood faced with plasterboard. Work can be hung by a variety of means, but mirror plates are recommended assuming the work is suitable.

There is power available at regular points around the Gallery, and a small store room which has hot/cold water.

Half a day is usually set aside for the get in and we will provide a technician with high level access equipment to help with the hanging process for a maximum of 4 hours for an individual show. Group exhibitions must designate a single curator who will work with the technicians to put up the work.

We ask all our artists to plan their exhibition in advance; to arrange to transport their work to and from the Centre, and wherever possible, to attach hanging devices in advance. This enables the get in to run smoothly.

Exhibitors must contact the technical manager to arrange the specific details of their get in and out.

Likewise, a morning is set aside for the get out and a technician and access equipment is provided.

Lighting in the Gallery is limited but the technician will be available to focus the lights once the exhibition has been hung.

During the weekday, we run various events including meetings and courses which requires all work to be wall mounted.

The exhibitors also have use of the 'glass link'. This is a space visible to all visitors to Norden Farm and provides a great 'teaser' or advert for the exhibition. There is room for 3 large pieces, so do consider making use of this when you are planning your exhibition.

We also run outdoor markets and there is the potential for exhibitors to sell their work there too while their show is on.

In terms of sales, we encourage artists to have a range of differently priced works available and to have high quality prints available to order to maximise sales.

Insurance

Please note the Gallery is not permanently invigilated, although our Duty Managers will regularly check the space. If you wish to insure your work against theft or damage, you must arrange this yourself.

Norden Farm has its own Public Liability insurance which covers the Gallery.

Exhibition Costs

Exhibitions are booked into the Gallery for a fee of £200 + VAT per week, plus 5% commission + VAT on any work sold - with a minimum exhibition length of 2 weeks.

This fee includes technician's time to help you put up and take out the exhibition for a maximum of 4 hours. Group exhibitions incur an £80 + VAT charge for a second technician.

Higher commission only exhibitions are sometimes available. These are dependent on the work itself and sales records for the work in other contexts.

Payment for the hire of the space is required before the exhibition can be confirmed. Settlements for percentage of hires will be arranged after the close of the exhibition.

Exhibitions that do not feature work for sale incur additional hire costs to compensate the lack of percentage commission on sales.

All sales for work in the exhibition are processed via the Centre's Box Office, which is open from 10am – 8pm Tuesday – Saturday, and from 2pm – 8pm on Sundays. Payments can be made by credit card or electronic

At the end of the exhibition, all sales will be reconciled, and a payment sent to you for the sales amount less commission.

Public Events

We strongly recommend you book in a a private view or 'meet the artist' event for your show as this is where maximum sales are made. Any catering needs to be ordered via our Café Bar. For a quote for your event, please contact 01628 682 566 or catering@nordenfarm.org.

Alternatively, you can direct your guests to purchase their own food and drink from the Centre's Café Bar.

Marketing

We include your exhibition on our website. You provide a colour image and approximately 50 words to describe your exhibition, including a title, which is then edited by our marketing department.

In addition, we include information about the current exhibition in our weekly listings email which goes to approximately 9,000 recipients.

We also promote the show through our social channels.

Any other marketing you wish to do is then up to you. You may wish to think about having some postcards, posters or leaflets printed to advertise your work in general, or this exhibition in particular. (Full colour A6 postcards can be printed for as little as £125 for 5,000).

Please note we have limited poster space within the Centre and can only display a poster during the exhibition.

Submitting your work

If you are interested in exhibiting at Norden Farm, please email links to your work, an artist's statement and copy about your proposed show to:

jane.corry@nordenfarm.org

Jane Corry, Chief Executive & Artistic Director, Norden Farm Centre for the Arts,
Altwood Road, Maidenhead SL6 4PF

If you haven't been here before, please do visit the Gallery prior to submitting your work, to ensure it is suitable.

We are usually programmed approximately eight – ten months ahead. Programming happens in cycles over a number of weeks to fit around the

seasons, so please don't expect an instant response. Your information will be kept until we either decide it's not suitable or we have something to offer you.

We hope that this information pack answers your questions, but if you do have any further queries, please either write to or email Jane Corry

Thank you for your interest in Norden Farm's Gallery.

Gallery

Gallery Walls



