



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 six days a week (Tuesday – Saturday, 3pm – 10pm & Sunday, 10am – 10pm) fifty two weeks a year.

Artistic Policy

Norden Farm's artistic programme consists of incoming professional touring and local arts work, and the Gallery programme needs to reflect this mix too. Three or four slots a year are made available to local amateur arts groups, with the rest being filled by individual or groups of artists.

Our policy is to exhibit quality work, usually two dimensional (see notes below), 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 $\frac{3}{4}$ " 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. We have a limited stock of stands and plinths for 3 dimensional work.

One 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 mornings we run various workshops and classes for adults in the Gallery space, which requires all work to be wall mounted. Three dimensional exhibitions can be catered for outside term-time, during December, April and mid June – mid September.

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.

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.

Discounts are available for Groups who are members of MADAC. Please contact us for more information about this.

A 20% non-returnable, non-refundable deposit is required to secure the booking. Payment must be made within 14 days of receipt of invoice. Payment must be made within 14 days of receipt of invoice.

Final balance of payment can be made after the exhibition.

Other arrangements can be made should your work not be for sale.

All payments 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 cash, cheques or credit cards.

At the end of the exhibition, all sales will be reconciled and a cheque sent to you for the sales amount less commission and any remaining hire fee.

Public Events

You may wish to arrange a private view or 'meet the artist' event. 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, which is open Tuesday – Sunday, 10am – 11pm. (10.30pm on Sundays).

Marketing

We include your exhibition in our event brochure for the season. You will be asked to provide a colour image and approximately 50 words to describe your exhibition, including a title, for free inclusion in the brochure when your booking is confirmed.

We currently print 14,000 copies of each season's brochure. These are direct mailed to customers on our database and distributed throughout the region.

We also include information about the exhibition on our website.

In addition, we include information about the current exhibition in our weekly listings email which goes to approx 9000 recipients.

We include details of the current exhibition in other direct mail letters for live events and films taking place over that period when space permits, reminding customers that they can visit the Gallery whilst at the Centre.

Any other marketing you wish to do in then up to you. You may wish to think about having some postcards 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 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.

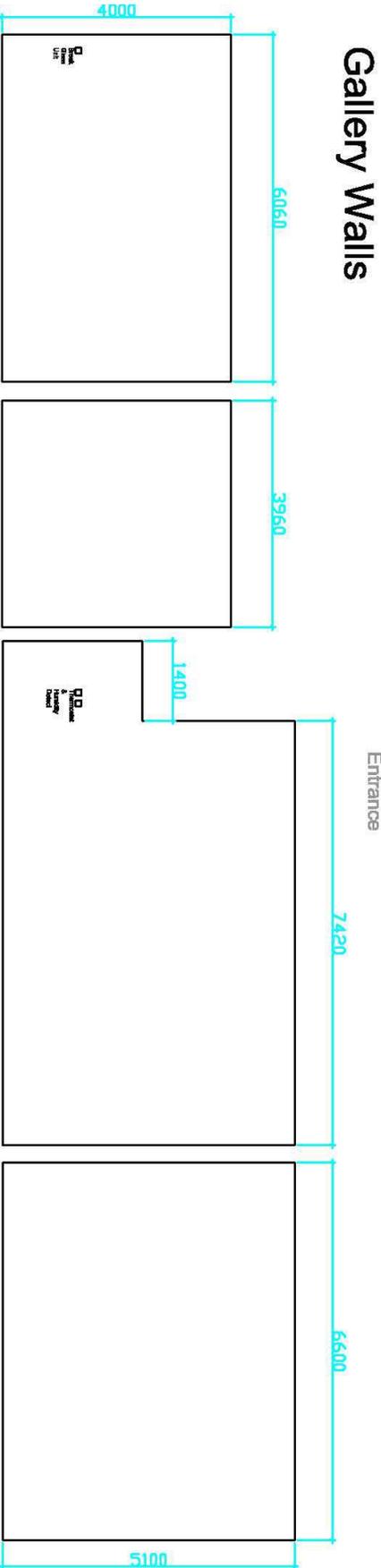
We hope that this information pack answers your questions, but if you do have any further queries, please either write to or email Jane Corry

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

Norden Farm Centre for the Arts

Gallery

NOT TO SCALE



Lift platform: 1200 x 1290
Doorway: 780 x 1950
Max. Loading: 250Kg

Goodie Entrance
2100W x 2200W

LIFT down
to Gallery
Level

Sliding
Door,
Main
Entrance

Stairs DOWN to Gallery

EX. 840V
EX. 840V

7420

5600

5100

6060

3960

4000

1400

4000

4000

4000

