

**MUSEUM**  
STRATHROY-CARADOC

*Discover Our Story!*



## **Public Art Exhibition Policy**

## **1. Background and Purpose**

With the removal of the Strathroy Art Space in 34 Frank St. during the 2020-21 renovations, Museum Strathroy-Caradoc (MSC) seeks to develop a new system to offer exhibition space to encourage art exhibitions that are both engaging and locally significant. We welcome artists who wish to develop exhibitions at the MSC, the cultural centre of the community.

The purposes of the Art Exhibitions include, but are not limited to:

- Giving artists public exposure through a shared exhibition space;
- Promoting the understanding, appreciation and enjoyment of art in the community;
- Stimulating interest in the visual arts.

## **2. Art Exhibitions Availability and Duration of Exhibitions**

Art Exhibitions will be scheduled throughout the year at the discretion of the MSC staff. Exhibitions run for a minimum of one month, unless agreed upon between MSC staff and the Artist. Due to the high profile location and museum exhibit schedule, a maximum of two Exhibitions a year will be available.

The proposals for Exhibitions will be brought to the Museum Advisory Committee for review, after which artists will be chosen and notified. Upon notification, the Artist has 14 days to accept the offer, after which MSC may rescind the offer.

MSC staff are responsible for the day-to-day administration of the Public Art Exhibitions.

## **3. Guidelines for Public Art Exhibitions Showings**

This policy establishes the responsibilities, privileges and guidelines of both the Museum and the partner group/individual in the development of art exhibitions.

The Museum will:

- Work with artists to accommodate their needs based on the availability of MSC;
- Issue press releases and public service announcements advertising the art exhibition;
- Provide their supply of hanging equipment in the form of track and chains, as well as available display cases and easels.

The Artist will:

- Cover the cost of expenses incurred on his or her behalf in the development of the art exhibition;
- Take responsibility for installation and removal of the exhibition on an agreed-upon dates;
- Be prepared with the tools and equipment for installation (scissors, tape, etc.);
- Receive appropriate credit for the exhibition;
- Adequately fill all gallery space.

Museum Staff will not:

- Provide extra staffing to accommodate exhibit installation;
- Provide storage for works before or after the exhibit date.

#### **4. Exhibit Content**

Due to the public nature of the MSC, there are certain content areas that may require additional review for acceptability, by example: nudity, religious, political or violent subject matters. Municipal management staff/Museum Advisory Committee reserves the right to make a determination regarding the content.

#### **5. Sale of Works Displayed / Commission**

All purchases are to be handled by the MSC Staff through the POS system. A 10% commission is collected on pieces sold while on display at the MSC. One lump sum equalling the total of the sales, minus the 10% commission will be paid to the artist/group within 30 days of the last day of the exhibit.

All commissions are directed to the Strathroy Art Gallery Trust Fund and are used to purchase works by local artists to add to the permanent collection, and to enhance and maintain the art exhibit space.

#### **6. Fee for Space**

Fees are applied for the use of the space on a monthly basis, see fee schedule for more information. A 50% non-refundable deposit is collected at the time of acceptance of offer and the remaining 50% is collected on the first day of exhibition.

This fee for space will apply to all bookings effective January 1, 2023 onward.

Exemptions to Fee:

Fee exemptions will be in place for the following:

- Classes of students from local elementary and secondary schools.

#### **7. Advertising, Promotions and Events**

The Museum will issue press releases and public service announcements advertising the art exhibition in the weeks leading up to the show's start. Any additional advertising and promotion may be done by the guest curator or artist, at his or her own cost. Artists are also encouraged to host an official opening to promote their exhibition; the timing of the event is to be scheduled in advance with Museum staff. These events are the sole responsibility of the Artist (includes set up, tear down and clean up). Alcohol be permitted in accordance with the Municipal Alcohol Policy.

## **8. Obligations Regarding Security and Insurance**

While 34 Frank is equipped with a security system and monitored by video surveillance, each artist understands that they are utilizing this public display space at their own risk. It is up to the discretion of each artist to secure insurance for their show to protect against theft, damage or an unforeseen circumstance. The Municipality will not be held responsible for damages that may occur, and a waiver must be signed releasing the Municipality from any such obligations before an art exhibition proceeds.

## **9. Review**

The Museum Strathroy-Caradoc *Public Art Exhibition Policy* is approved by the Museum Strathroy-Caradoc Advisory Committee.

The *Public Art Exhibition Policy* will be reviewed as required with input from the local arts community on a regular basis, or at any time that changes are deemed necessary. The Director/Curator, in conjunction with the professional staff, conducts the review. The revised version is submitted to the Museum Strathroy-Caradoc Advisory Committee for approval.

This *Public Art Exhibition Policy* may not be altered without the consent of the Museum Strathroy-Caradoc Advisory Committee.

Created: January 2023

Revised: April 2023

Last approved

Museum Advisory Committee Meeting

Date: April 18, 2023

Municipality of Strathroy-Caradoc Council Meeting

Date: July 4, 2023

Moved by Councillor Pelkman and Deputy Mayor McGuire: THAT: the following Minutes be received and filed and further that Council concurs with the Committees' recommendations: Museum Advisory Committee Minutes April 18, 2023. Carried.