

## Introduction

ArtWorks is an organisation aimed at supporting and promoting local professional artists by offering them opportunities to display and sell their work. We are based at the ArtWorks Gallery – 16 Chapel Square, Aberdyfi. Our Gallery, which only exhibits the work of ArtWorks members, offers flexible exhibition space that can be ‘booked’ by members each financial year (April – March).

Our philosophy is that of sharing and inclusion – artists who join ArtWorks are part of a team who support each other. Unlike normal commercial galleries, the ArtWorks organisation is not aimed at being a profit making business. Members share in the costs of the gallery, share in the responsibilities and therefore pay a lower commission rate than at other galleries.

We can offer different types of membership – Gallery Artists, who have a permanent display area for the year, and Guest Exhibitors, who can book 4 weekly exhibitions on our guest wall. We also offer long term Showcase Displays for certain complimentary creations such as books, ceramics and jewellery. Our Gallery Artists also share the stewarding commitments, giving them an opportunity to meet and talk with potential customers which benefits both the artists and visitors alike. For this reason, our other exhibitors are also encouraged to spend time in the Gallery.

All ArtWorks members, whether they are displaying in the gallery or not, are also able to utilise our credit card payment facility for gallery, online and private sales. In addition, they are allocated a page on the ArtWorks website to display and promote their work, through which the Gallery is able to conduct on line sales of members’ work on their behalf during Gallery opening hours.

Membership to ArtWorks is free, however in order to ensure all our members have a good opportunity to display their work in our gallery and on the website, our total membership is restricted to a maximum of 30 artists exhibiting at any one time, after which we hold a waiting list for potential new exhibitors.

To maintain the high standard of artwork we display and to ensure that we have a good variety of work in our exhibitions, artists need to apply to join ArtWorks by showing us samples of their work, for us to consider. If successful at this stage, artists may be invited to display initially as a ‘Guest Exhibitor’ for a period of 4 weeks as well as assisting in the stewarding, a valuable way for both us and the artist to gain feedback about their work from the public. They will also benefit from a feature in our newsletter and on our website, launching their preview.

Artists who are offered membership will be able to consider any currently available spaces within the gallery in order to discuss and make decisions on where and when they would like to display their work. Spaces are always allocated on suitability and a first come first served basis, with each space being available for renewing/booking at the end of the financial year.

If you have any questions then please feel free to get in touch.

*Kate*

Kate Coldham, Artworks Director

## Membership & Display Fees

### ArtWorks Membership

Membership is free, but by invitation only. This includes your own website page on the ArtWorks website, inclusion in articles in the regular newsletters in order to promote yourself and your work, telephone sales by the gallery of your work, the option to rent space in the ArtWorks Aberdyfi gallery and access to the credit card facilities for any sales of your work including private sales.

### ArtWorks Aberdyfi Gallery Display:

For Gallery and Showcase Artists, we can offer a variety of walls, corners, shelves and cabinets to accommodate your needs. The rental fees are calculated based on the size of the area the member takes. Fees are payable in advance and are paid by standing order each month.

In addition, our 'Guest Wall' is available to rent for 4 weeks for our Guest Artist members and includes an exhibition launch evening. Prices for these slots are available on application.

Please note that space sizes, locations and design are affected by the layout of the gallery, and therefore it is not always possible for the member to dictate exactly the wall length they require. Our aim is to help you find the best way to promote your work, and so we would be happy to discuss your particular requirements when choosing a display area. This includes the provision by ArtWorks of various fixtures and fittings for display purposes.

### Commission & Charges

Any sale that ArtWorks makes on behalf of an artist is chargeable at 12% commission. This can include sales made in the gallery and sales conducted over the telephone, via email or through the website.

Sales made privately by the artist, even through contacts made at the gallery are not chargeable.

General rule – if it goes through our till, we take 12%.

## Promotion

As well as customers being able to view your work at our Gallery and on our website, ArtWorks sends out a monthly newsletter via email to its list of subscribers. Members are asked to assist in adding names to this list. Subscribers are invited to all ArtWorks previews, held every 4 weeks.

Members may choose to promote their art and art related activities on their display in the Gallery and on our website. This can include courses that they run, their own website or other exhibitions in which they are involved. We will endeavour to also include any news stories submitted by members in our newsletter.

## Opening Hours & Stewarding Commitments

### Gallery Opening:

The Gallery is open 7 days a week all year round (excluding Christmas Day). Opening hours are from 11.00am-5.00pm daily.

It may be possible for telephone credit card sales to be undertaken outside these hours or for members to arrange special opening times of the Gallery for a particular customer or a specific purpose. Please agree any requirements you have with us before making any arrangements.

### Stewarding Commitments:

We try to be as flexible as we can with stewarding, as we understand that our members will have other commitments. It is important, however, that the gallery is open as advertised and so we expect all our members to honour their stewarding requirements fully. Members should also bear in mind that spending time in the gallery is beneficial to both yourself as an artist and to visitors and can ultimately boost your sales.

All Gallery Artists are required to undertake 1 day every 2 weeks in the gallery as the steward. Guest and Showcase Exhibitors, whilst not expected to undertake stewarding, are encouraged to be in the gallery when possible.

In the spirit of our philosophy of support for each other, members are asked to be as flexible in the stewarding arrangements as possible and to also consider helping other members should stewarding commitments become difficult due to unforeseen circumstances.

### Insurance

Whilst we take reasonable care to ensure the safety of your art work from theft or damage, ArtWorks cannot take any responsibility for any art work that you choose to hang in the gallery. The Gallery at Aberdyfi is covered for public liability and basic contents only. Our insurance does NOT cover your art work at its retail value. We strongly advise that you arrange your own specialist art insurance for any items on display or in storage at these premises.

## Contact Details

**Gallery Address:** ArtWorks Aberdyfi, 16 Chapel Square, Aberdyfi, Gwynedd, LL35 0EL

**Gallery Telephone:** 01654 767 127

**Gallery email:** [gallery@artworksaberdyfi.co.uk](mailto:gallery@artworksaberdyfi.co.uk)

**Artworks Director:** Kate Coldham

**Address:** Tan-y-coed Isaf, Brynchrug, Gwynedd LL36 9UP

**Telephone:** 01654 782 639

**Mobile:** 07739 720776

**email:** [kate@artworksaberdyfi.co.uk](mailto:kate@artworksaberdyfi.co.uk)

**Website:** [www.artworksaberdyfi.co.uk](http://www.artworksaberdyfi.co.uk)

## Code of Conduct

### Membership

1. Membership to ArtWorks is by invitation only and acceptance of any application is at the sole discretion of the ArtWorks Directors.
2. Applying artists may be required to undertake a 4 week exhibition 'trial period' as a Guest Exhibitor prior to being offered Gallery Artist membership.
3. Membership is for professional artists only. Decisions on acceptance are based on quality of art, type/style, training, experience and track record. The ArtWorks Director will not enter into any debate over individual applications.
4. ArtWorks will endeavour to ensure that no two members' work constitutes direct competition with each other. Final decisions as to the similarity of different artists' work when considering new members or new work presented by an existing member will be at the discretion of the ArtWorks Director.
5. ArtWorks cannot guarantee display space to any new member seeking to join ArtWorks. Availability will be discussed at the time of joining.
6. Membership is for 1 year. Members may elect to renew their membership at the end of each year. The Artworks Director reserves the right to not renew the membership of any artist at the end of the year.
7. The maximum number of exhibitors (excluding authors) at the gallery is limited to 30 members after which a waiting list will be available.
8. ArtWorks reserve the right to cancel any artist's membership if the code of conduct is not respected.
9. Artists leaving ArtWorks for whatever reason will not be automatically eligible for a refund of any monies paid.

### Display Areas

10. Display areas and exhibition spaces must be booked with the ArtWorks Director and once booked must be paid for in full. Rents are payable in advance by monthly standing order.
11. Artists leaving ArtWorks before the end of a year for whatever reason are liable to pay their rental fee to the end of that year regardless of whether their artwork has been removed. The ArtWorks Director may elect to waive this liability in exceptional circumstances.
12. Display areas are the responsibility of the member who has booked them and may be arranged, subject to Gallery standards, as the artist chooses including displaying promotional materials relating to the member's art.
13. The ArtWorks Director reserves the right to ask members to rearrange their areas and remove items if it is felt that they are not in keeping with the required standard for the Gallery or exhibition.
14. All signage, pricing and profiles displayed in the area should be in keeping with the ArtWorks brand. ArtWorks will provide such items as required.
15. External events and activities not relating to ArtWorks or the artist may not be displayed or advertised without the prior permission of the ArtWorks Director. Any such material will be removed.

16. Members must ensure that they do not spread their display beyond the boundaries of the area they have been given and should not block, obstruct or be otherwise detrimental to other members' display areas. This includes not putting display items on Gallery fixtures such as the seating, stairs or floor.
17. Members must ensure that their displays do not constitute a hazard to visitors and other members, for example by restricting access, creating a trip hazard etc.
18. Members should not rearrange, add to or remove work from other artist's areas unless assisting with a sale or to replenish stock after a sale.
19. Members should supply items for the window display when requested but should not rearrange, add to or remove items from the window unless making a sale.
20. Members may not, without specific permission of the ArtWorks Director, display the work of another artist or advertise on behalf of another artist who is not a member of ArtWorks.
21. Displays must be taken down after closing time on the last day of the financial year unless the member has already booked with the Director to continue into the next year. Arrangements should be made with the ArtWorks Director to gain access to the Gallery for removal of work.
22. New displays may be arranged after closing time on the last day of the preceding financial year or on the first morning of the new financial year. If artists wish to arrange an alternative time to set up their display then they should make these arrangements with the ArtWorks Director.
23. Guest Exhibitors will be required to set up their display during trading on the start day of their exhibition launch and to remove their display on the final day of their exhibition.
24. No nails, pins, screws, sticky tape or tac should be used on the gallery walls, display fixtures or furnishings.
25. Every effort should be made by members to ensure that the walls and furnishings are not damaged. ArtWorks reserves the right to deduct a maintenance charge from artists if the walls and furnishings are not in a reasonable condition at the end of the year or at the end of their exhibition.

## **Stewarding**

26. All members must make themselves available to fulfil their stewarding commitments and provide their availability to the ArtWorks Director in good time to arrange the rota.
27. Stewards must make themselves available for full training in the Gallery /Exhibition processes and complete all stewarding requirements in full.
28. It is the responsibility of members to rearrange stewarding cover with other members should they find themselves unable to fulfil a commitment. Members must not ask or allow non-members to stand in as stewards.
29. Stewards must arrive on time and not leave the Gallery, merchandise or money unattended during their session.
30. Stewards should remember that they are representing ArtWorks and should therefore present and conduct themselves appropriately and in a way that does not bring detriment to ArtWorks or its members.

## General

31. Members should respect their fellow members, their work and their display areas.
32. Members must demonstrate fairness and professionalism at all times when representing ArtWorks.
33. No preferential treatment shall be given to any one member either by the ArtWorks Director or by any member representing ArtWorks. No discrimination based on age, gender, race, religion or disability will be tolerated.
34. Members must not do or say anything that might be detrimental to the sale or promotion of a fellow member's work.
35. Members should not use or share the ArtWorks name, logo or information regarding ArtWorks, including for promotional purposes, with anyone or any organisation without prior consent of the ArtWorks Director.
36. ArtWorks cannot be held liable or responsible for any missing or damaged work or products that any member has left at the Gallery either on display or in storage.
37. ArtWorks does not insure any art work, products or display items owned by its members. It is the responsibility of each member to ensure that they have taken out any insurance cover they need for their work.
38. ArtWorks cannot accept any liability for members' person or property whilst they are in the Gallery and therefore stewards should ensure that they take all necessary and appropriate care whilst working.
39. Any disputes, queries, suggestions or concerns about ArtWorks, its members, the Gallery should be addressed to the ArtWorks Director.
40. Members joining ArtWorks agree to abide by the Code of Conduct. The decision of the ArtWorks director on any matters relating to ArtWorks is final and binding.