

Instructions for exhibitors

Publicity

Publicity materials

The artist is to submit the materials for use in publicity no later than 3 weeks before the start of the exhibition (for the August exhibition by June 15). Publicity materials include:

1. exhibition publicity image in JPEG format with details of the artwork (max 3 MB)
2. text for the invitation press release
3. CV, a brief artist's profile can also be submitted
4. details of sources of grants
5. personal invitation list in digital format (Excel, Word) for max 50 guests.

If the artist does not submit a personal list, they can forward the gallery's invitation to their personal contacts.

Exhibition press release

An invitation press release will be sent out by e-mail from the gallery approximately 2 weeks before the start of the exhibition.

The gallery's publicity list includes the leading museums, collections and editorial offices in the Helsinki Metropolitan Area, plus almost a thousand others (invited guests of the gallery and Association members).

Publicity on social media: Facebook and Instagram

Facebook: an event page will be created for the exhibition before it starts. Reminders about the event will be posted during the exhibition period. An advertisement for the exhibition will also be published on Facebook.

Instagram: several updates about the exhibition will be posted during the exhibition period.

Gallery website

The gallery's website will be updated with exhibition details and images.

Press release materials for the exhibition (press release text and CV)

The gallery will display an exhibition information sheet for clients to read, along with a list of works and a CV.

Hanging, opening and dismantling of the exhibition

Gallery key

The artist can get the gallery key in advance, in the week before the hanging. The key is to be picked up during gallery opening hours. *N.B. To avoid setting off alarms the key must not be used before the agreed time.*

The key is to be returned no later than when leaving the gallery after the exhibition has been dismantled.

Hanging timetable and hanging

Hanging of the exhibition will take place on the Monday before the opening. If you want to bring in works/do the hanging on the Sunday evening, please contact the Exhibition Coordinator well in advance.

The time for the hanging lasts until the Tuesday at 3 pm, after which the opening arrangements will begin.

The gallery can provide basic tools, as well as nails and screws, etc. If special tools or mounting equipment are required for the hanging, the artist is personally to acquire them.

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The artist can personally pay for assistants to help in hanging the exhibition.

Parking/transportation of works

Please note that the gallery does not have its own parking space. Artworks are carried from the main entrance into the gallery. Access is not obstacle-free.

Lights

Gallery staff will adjust the lights in the exhibition space during the hanging.

Sticker tape

The gallery will order a tape sticker for the exhibition. The sticker shows the name of the artist and the dates of the exhibition. The sticker is white and is fixed to the gallery window.

List of works

Staff will number the works in the exhibition. Once the hanging is completed, the artist is to give the Exhibition Coordinator a list of works in the exhibition (including title, year, technique, dimensions and price of each work).

Opening

Openings are usually at 5–7 pm on the Tuesday. The artist decides on any opening refreshments, and personally purchases and pays for them. Gallery staff will take charge of serving the refreshments at the opening. Glasses and serving dishes are available for use in the gallery. If necessary, the artist will acquire serviettes, disposable plates, and other utensils for guests at the opening.

Exhibition photography

A photographer will come to the exhibition to take publicity photos. This will be paid for by the gallery. At the latest after the end of the exhibition, the artist will receive exhibition images for personal use (not for commercial purposes, and the photographer's name must accompany any use of the images). The artist can opt to order additional photographs from the photographer at personal expense.

Dismantling the exhibition

Dismantling of the exhibition will begin at closing time on the last day of the exhibition period (Sunday at 4 pm). The exhibition is to be dismantled by 9 am on the Monday, and the space left in the condition it was in before the artist was given access. When leaving the gallery, be sure to lock the front door. The gallery's Assistant will help with the dismantling until 5 pm. The artist can also personally employ other assistants for the dismantling.

Artwork sales and exhibition accounting

The artist is to give the Exhibition Coordinator the relevant bank account number, VAT rate and Business ID before the exhibition starts. Works are sold in the name of and on behalf of the artist. Exhibition accounts will be drawn up within 4 weeks of the end of the exhibition, unless otherwise agreed, for example, due to after-sales.

Feedback

We gather feedback from artists on their exhibitions via the feedback form on our website:

<https://www.taidegraafikot.fi/palaute/>