



## Featured Artist Submission Guidelines

With every exhibition comes the opportunity for members to apply for the coveted role of 'Featured Artist'. This reserved space in our new gallery will be very popular as it provides the featured artist with a highly prominent 5 metres of hanging wall where you can display up to 12 artworks of any format, size and arrangement that you wish. It's your work so it's up to you how you want them to look, but remember that they will all be for sale so don't overcrowd them.

Submissions to be the 'Featured Artist' will be called for and chosen at random for each of our exhibitions.

This is your checklist for applying to be the next 'Featured Artist'. Being the featured artist will not only be a great addition to your CV but will also provide you with a great sales platform. You will also get your own page on the Art West web site as the 'Featured Artist'. Check out our current "Featured Artist at:

<https://www.artwestcommunitygallery.org.au/featured-artist>

## Requirements, Benefits and Tips

- Participating Fee is \$100 for 8 weeks of prime exposure
- You have a great chance of selection, as the artist is chosen at random from all submissions
- You only need to apply once as your application will carry over to the next exhibition
- You'll get 5 metres of dedicated wall space to display your art
- You can display up to 12 artworks in any format and size (6 tapes and 12 hooks)
- Consider displaying different sizes and price points. Let them breathe, don't overcrowd
- Bump In will be at the usual bump in date for your chosen exhibition
- Feature your best work front and centre. Make it a rockstar by giving it some space
- Tell a story with your work. You have the prime Gallery spot so be thought provoking
- Make sure your work is consistent, i.e. have a common theme or style
- You'll get your own page on the Art West web site with your images and BIO/CV
- Artwork to be self hung unless a detailed plan is provided to AWCG hanging team
- All artwork must be for sale and the AWCG commission of 20% applies
- Artwork labels will be produced for you (usual didactics required)
- Artist BIO or CV will be printed and displayed (artist to supply BIO/CV, see guidelines)
- Artist Statement will be printed and displayed (artist to supply AS, see guidelines)
- Applications close 30 days before the exhibition opening date
- No requirement to man your space full time as Art West members will be your sales force
- Usual Roster requirements apply. Roster duty gives great insight into your works acceptance
- Your artworks will be in full view whenever the Mount Ommaney Centre is open
- Featured exposure on Art West Facebook and Instagram pages
- You will be able to hang new artwork when an artwork is sold (have a few extras ready)

# Biography Prompts

1. Where are you from?  
The bio can trace your geography from your birth to the present day
2. How did you become interested in art?
3. What kind of formal (and/or informal) training do you have?
4. How has your career developed?
5. What is your primary subject matter? Why?
6. What techniques do you employ?
7. What is your style?
8. Are you involved in any arts or charitable organisations?
9. What notable awards have you won?
10. What or who has been your motivation or inspiration?
11. What have others (the more notable the source the better) said about your work?
12. What do your followers or collectors feel and say about your work?

# Basic Outline For Your CV

ARTIST NAME

Phone number | email address | website url | physical address (if wanted)

Education: List any formal training you've had as an artist or possibly include your art business experience, art courses you've completed. i.e. Name of School, Degree/Level Achieved, Year achieved  
N.B. Skip this section if you don't have enough info (I put relevant business info in my CV)

Exhibitions: List any Solo exhibitions in their own section first followed by any group shows.  
i.e. Year, Gallery, Title of Show, Location. (Don't forget to add Art West CG or One Table to Group Exhibitions)

Collections: If you have any works in collections then list them here  
i.e. Name of piece, Name of collection/institution, Location, Date acquired

Publications: List any publications you've been featured in. i.e. 'Title of Article', Publication, Issue, Date

Awards: Starting from the most recent, list any awards you have won.  
i.e. Title of award, First/second place (if applicable), Organisation/Gallery, Year

Affiliations or Memberships: i.e. Member of The Following Organisations: i.e.  
Art West Community Gallery, Joined 2018  
Tiny Painting Group, Founding Member, 2008

Footer: List any galleries that represent you.  
i.e. Currently represented by XYZ Gallery, Location, website or phone number (hint - Art West CG)

# How To Write Your Artist Statement

Your Artist Statement will be read by visitors and potential buyers to the gallery so write so that they will understand what you are saying about yourself and your art. Your artist statement is not the description of a particular work, instead it should outline the ideas and methods contained in all of your art.

Whilst your artist statement for the Art West web site and Gallery has to be 50 words or less, as Featured Artist it is best to make it between 150 to 200 words.

Your artist statement should be a HOW, WHAT, and WHY describing your art so write with the idea that the reader can understand your art without the need to physically see the art.

**HOW:** Refers to how you create your art. Give indications as to your artistic process, how you make the marks, what colors you use or what tools are integral to creating the works.

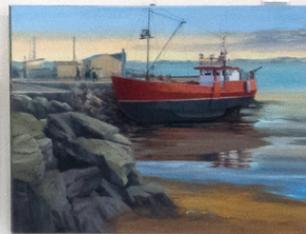
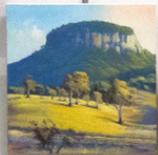
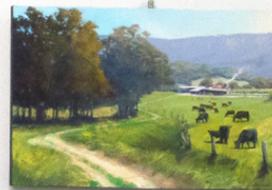
**WHAT:** Flowing on from the how, describe the content or subject of your works.  
Are they landscapes, abstracts, imaginative or figurative?

**WHY:** Does your life influence your work or are other influences behind the meanings of your work? Why do you use certain symbols or styles in your work?

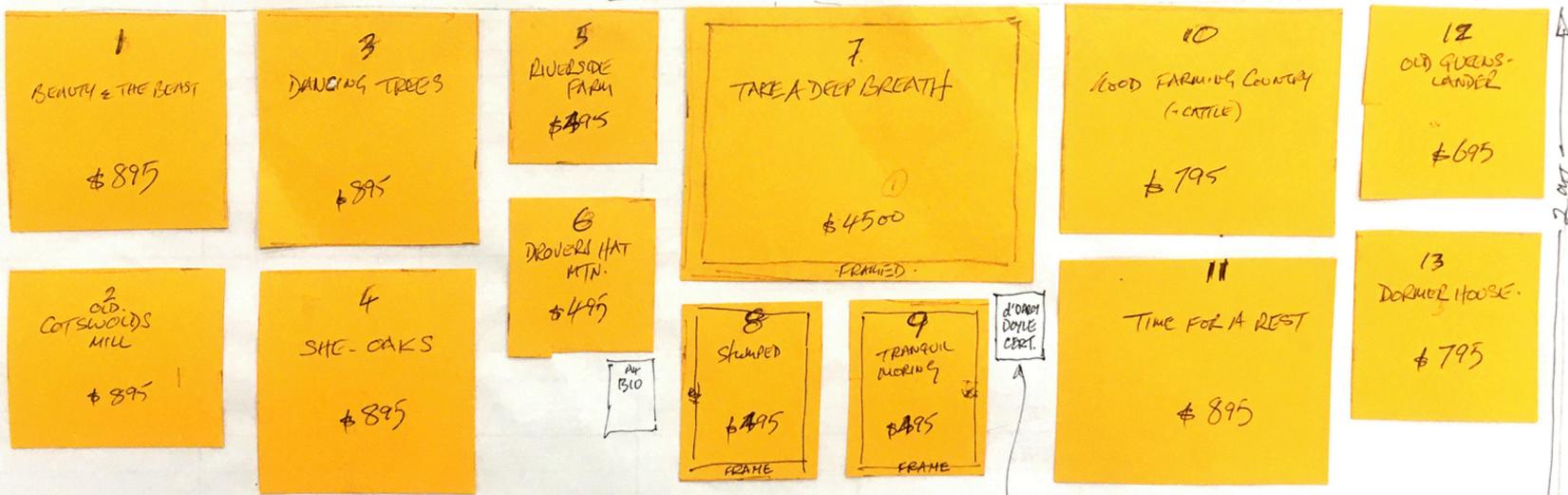
Write in the first person so that it's a genuine description of your ideals and artwork.

Our first 'Featured Artist', coinciding with exhibition #20 is David Ladley who is a founding member and has volunteered tirelessly. David provided a plan for how he wanted his artworks to display and the following image is the resulting hanging by the hanging team.

## Featured Artist



This is the plan that David drew for how he wanted to display his artworks, which made it much easier for the hanging team in his absence.



**David Ladley**  
 5 Le Mans Drive, Mermaid Waters, Qld 4218  
 Phone on 5575 1186  
 Mob 0419 729 145  
 email: davidladley@hotmail.com  
 See more paintings at web: davidladleyart.com

Original oil paintings - New painting commissions welcome

3m  
HEIGHT

5000mm

2000mm Hanging track with 3 tapes plus 6 hooks

2000mm Hanging track with 3 tapes plus 6 hooks

250mm

# Featured Artist

3000mm



This is an example as to how you can hang your works. Remember to make a scale drawing like this before hand!

5000mm

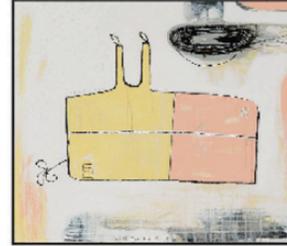
2000mm Hanging track with 3 tapes plus 6 hooks

2000mm Hanging track with 3 tapes plus 6 hooks

250mm

## Featured Artist

3000mm



This is another example as to how you can hang your works. Be careful when hanging smaller works so that they fit the 6 tapes provided.