

Won Seok Kim at the wheel. Photo by Gary Warner



Promote.

CONTEMPORARY CRAFT

An initiative of
Lake Macquarie City Art Gallery
in consultation with the
contemporary craft sector
and supported by ARTS NSW

LAKE
MACQUARIE CITY
ART
GALLERY

PROMOTE CONTEMPORARY CRAFT IS AN ENTIRELY NEW CONCEPT IN PROMOTIONAL WEBSITES FOR ESTABLISHED CONTEMPORARY CRAFT AND DESIGN PRACTITIONERS. PROMOTE WILL RESULT IN A PROGRAM OF REGIONAL AND NATIONAL EXHIBITIONS AND A SERIES OF PROFESSIONAL DEVELOPMENT OPPORTUNITIES INCLUDING SEMINARS, WORKSHOPS AND TALKS AS WELL AS DEDICATED SHOWCASE DISPLAYS AND RETAIL OPPORTUNITIES IN THE GALLERY AT LAKE MACQUARIE.

promotecraft.com.au

FOR FURTHER DETAILS
CALL (02) 4965 8260
OR EMAIL
artgallery@lakemac.nsw.gov.au

OBJECTIVES & BENEFITS

Through PROMOTE CONTEMPORARY CRAFT, the gallery will:

- ☛ promote regional and metropolitan practitioners to a wider audience
- ☛ strengthen local and statewide cultural infrastructure
- ☛ increase financial opportunities for practitioners
- ☛ provide professional development opportunities for practitioners
- ☛ encourage innovative practice and raise standards through discourse
- ☛ facilitate increased community awareness of contemporary craft through the PROMOTE website, exhibitions and related public and educational programs.

promotecraft.com.au will be a 'one-stop' craft website for curators, researchers, gallerists and buyers. It will promote the work and experience of each practitioner in the fields of exhibitions, production and workshops. The site will be extensively promoted through art and craft publications, networks and galleries.

Subscription fee is \$65 per annum, payable at the beginning of each calendar year. The first subscription year will include all of 2007.

WEBSITE CONSTRUCTION & DESIGN

promotecraft.com.au has been designed by Stephen Goddard and built by Massive Interactive, both highly experienced and award-winning designers for the arts.

The site features search bars which can either search by medium, artist or style. Each practitioner will have up to four pages to include:

- ☛ an introductory page with biographical information, an artist's statement and four images of recent work. It may also feature an image of the practitioner in the studio or the studio itself
- ☛ a short and recent exhibition history
- ☛ a short and recent production, retail or commission history
- ☛ a short and recent workshop, teaching or masterclass history

All information will be edited and uploaded by gallery staff. This will ensure consistency across the website. Each subscriber will be given the opportunity to have his or her information updated on a six-monthly basis.

SELECTION PROCESS

Practitioners will be selected for inclusion on promotecraft.com.au by a reference committee based on the criteria below. The committee will comprise craft curators and professionals, including the Gallery Director of Lake Macquarie City Art Gallery. All practitioners must provide evidence of the following:

- ☛ artistic merit
- ☛ high technical skill
- ☛ a quality practice as evidenced by a detailed history of exhibitions and/or commissions and/or production and/or retail outlets
- ☛ an ongoing and current commitment to professional practice.

The aim of the site is excellence – the decision of the reference committee and gallery is final and the committee or gallery will not enter into any correspondence concerning its decisions. The applicant will be notified by the gallery initially by email or telephone and then by post within a week of the committee meeting. Practitioners may resubmit if unsuccessful after a six-month waiting period.

Successful practitioners will be asked to complete a Copyright Agreement which includes permission to promote the practitioner and reproduce the images on promotecraft.com.au and in promotional material connected with the Promote Contemporary Craft Initiative.

APPLICATION REQUIREMENTS

Please submit the following text on CD in one Microsoft Word document, A4 format text 12pt size Arial or Times Roman. NOTE: The images must be separate jpg files of 72dpi and 6cm on the long side.

- 1 Full name
- 2 Postal address
- 3 Telephone contact
- 4 Email
- 5 Website address (if any)
- 6 Date of birth
- 7 Name of dealer (if any)
- 8 Primary medium
- 9 Ten images of current and recent work with credits for each: artist, title, date, materials, size/s, collection (if any) and photographer (if any). Please nominate four of the preferred images for inclusion on the website.
- 10 A short biography (inc. qualifications) and philosophy/artist statement (no more than 200 words).
- 11 Select current and recent exhibitions (no more than ten in CV format).
- 12 Select current and recent retail outlets, commissions, production work and collections (no more than ten in CV format).
- 13 Select current and recent teaching, workshop/masterclass/tutoring experience (no more than ten in CV format).
- 14 Full CV
- 15 A list of no more than five words to describe your work if someone were to search. We will have a search page for curators who are looking for certain types/styles of work to include in exhibitions/shops and/or commissions etc.

NOTE: CV format must be as follows:

2005 *Swell*, curated by Meryl Ryan and Diana Robson, Lake Macquarie City Art Gallery

2006 *Earth Cry*, curated by Meryl Ryan, Lake Macquarie City Art Gallery

Stories: knowledge, country, spirit and politics, curated by Donna Fernando and Diana Robson, Lake Macquarie City Art Gallery

SEND TO:

Promote Contemporary Craft
c/- Lake Macquarie City Art Gallery
Box 1906 Hunter Region Mail Centre NSW 2310

