

# BENALLA ART GALLERY

## GALLERY SHOP

### Exhibition Application

---

## ABOUT BENALLA ART GALLERY

Housed in an iconic architectural building and set among beautiful botanical gardens, the Benalla Art Gallery offers an unforgettable experience of art. The Gallery forms the foundation of Benalla's artistic and creative culture, with thousands of people attending workshops, artist talks, exhibition openings and other Gallery events every year.

---

## ABOUT THE GALLERY SHOP

The Gallery Shop is located at the entry to Benalla Art Gallery, and welcomes tens of thousands of visitors each year. The Gallery Shop stocks a great range of art products, books, lifestyle and homeware items.

In 2022, Benalla Art Gallery is introducing a program of monthly Gallery Shop feature exhibitions. These exhibitions will be displayed in two glass display cabinets, and will be programmed from applications received. Benalla Art Gallery will prioritise applications by artists and craftspeople hailing from or residing in north east Victoria in order to further promote and support local and regional creative practices.

---

## BENEFITS TO EXHIBITING IN THE GALLERY SHOP

There are a number of benefits to exhibiting in the Gallery Shop for local and regional artists, including the opportunity to earn revenue from sales, and promotion through the Benalla Art Gallery website, monthly e-news, dedicated media release, and social media channels.

---

## HOW TO APPLY

Applicants are required to complete the attached application form, and return via email to:

**SUBJECT: Benalla Art Gallery Shop Exhibition Application**

[gallery@benalla.vic.gov.au](mailto:gallery@benalla.vic.gov.au)

Each Gallery Shop Exhibition application is reviewed by our Exhibitions Advisory Committee in consultation with our Administration and Customer Relations Officer.

Applications will be assessed on quality, price, demographic appeal and value to wider Benalla Art Gallery programming. The Committee will meet twice per year to assess submissions. Applicants will be notified by email as to the outcome of the review process and the month their works would be displayed in the Gallery Shop. All accepted applicants will be provided a Gallery Shop Exhibition Agreement. Please note the Benalla Art Gallery presents works in Gallery Shop exhibitions on a consignment basis only.

---

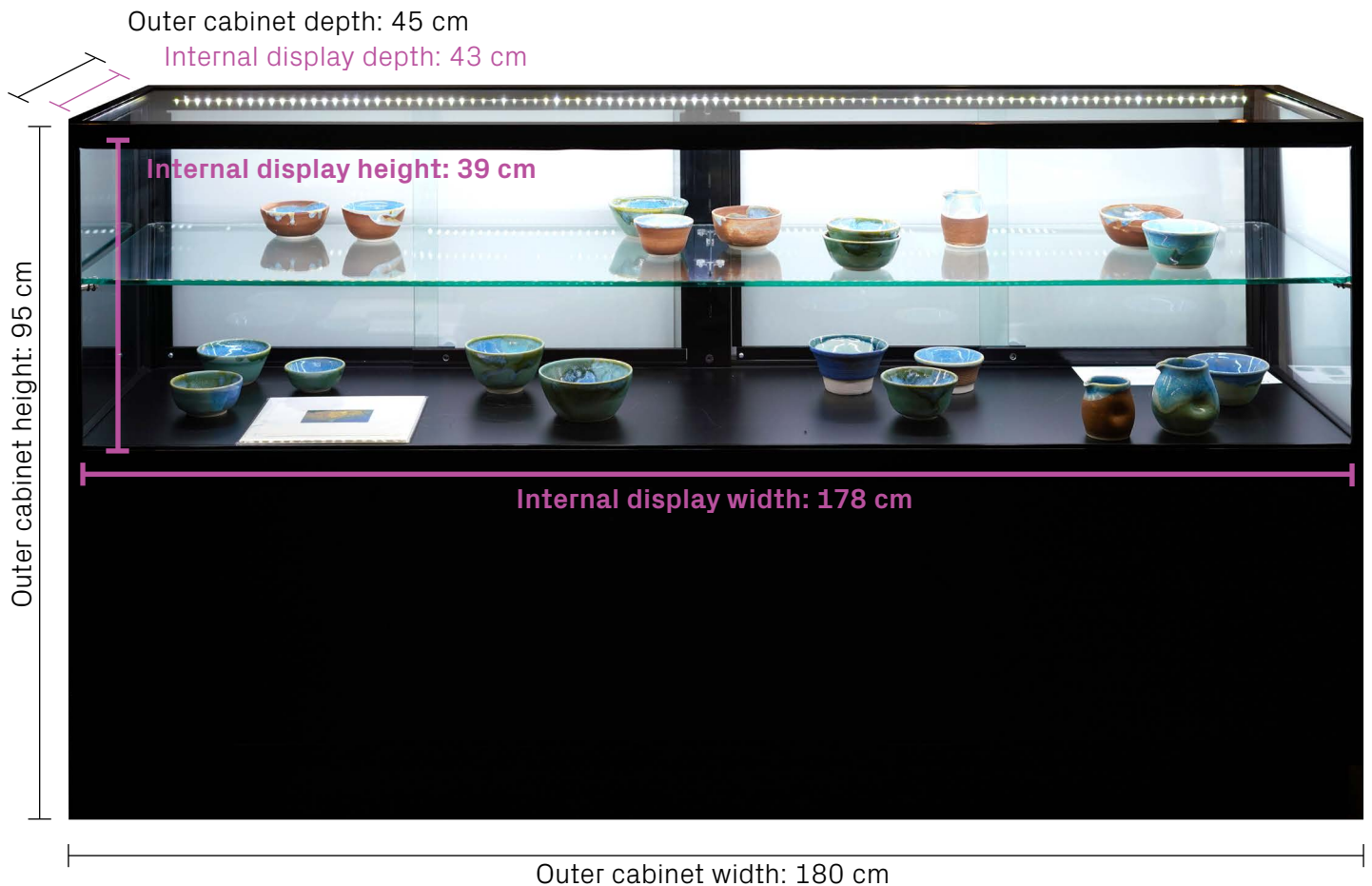
For more information about the gallery, phone or email Benalla Art Gallery:  
T 03 5760 2619 or [gallery@benalla.vic.gov.au](mailto:gallery@benalla.vic.gov.au)

# BENALLA ART GALLERY SHOP

## Exhibition Display Space

Monthly feature exhibitions within the Benalla Art Gallery Shop will be fully contained within two glass display cabinets. The display cabinets are most suited to small wares, including but not limited to jewellery, ceramics, small sculpture, textiles, and prints.

Each cabinet has LED strip lighting and an adjustable middle shelf. Dimensions of each cabinet are as below:





# BENALLA ART GALLERY SHOP

## Exhibition Application Form

### CONTACT DETAILS

Name:

Business Name (if applicable):

Phone:

Mobile:

Address:

Email:

ABN:

Are you registered for GST:    Yes                      No

---

### EXHIBITION PROPOSAL

Artist Biography (200 word max):

Exhibition Statement - please provide a brief description of the range of items you propose to present in the Gallery Shop (200 word max):



# **BENALLA ART GALLERY SHOP**

## **Exhibition Application Form**

Images - Please provide 3-5 images of your proposed works with full credit lines, as below. If you are proposing to exhibit new work that has not yet been produced, please clearly note that the images provided are indicative only.

Artist Name

Artwork title Year of Production

Medium

Size (height x width x depth in cm)

Price (inclusive of GST if applicable and 30% Gallery commission)

Edition number if applicable

Further Information - Please provide links to your website and/or professional Facebook page:

---

I understand that this is an application only and that a signed Gallery Shop Exhibition Agreement is required to confirm the exhibition.

Signed:

Date: