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Guidelines for delivering NZMA National Exhibitions

Venue

The venue for a national NZMA exhibition should, by preference, offer the following:

A Destination that

- is easily accessed within New Zealand
- offers excellent air fare pricing packages and
- a range of accommodation options

A Venue that

- has a reputation as a thriving public art gallery with amenities
- has plenty of foot traffic
- has professional staff able to curate the exhibition including design, lighting, wall preparation, labelling and hanging
- provides clear gallery guidelines including their conditions for hanging and display which can be included in the 'NZMA Exhibition Conditions of Entry'
- has Gallery staff or volunteers in attendance during all opening hours
- can offer additional space and facilities for running associated workshops and
- a space for a Symposium suitable for a public audience of at least 70 people
- provides exhibition promotional opportunities eg website
- provides a storage facility for holding wrapping
- provides facilities for works to be unwrapped and repackaged for return.
- has easy parking

Contract

- Negotiate a contract and read carefully. It avoids unpleasant surprises.
(eg. In 2015 we discovered that the NZ String Quartet were paying big money to hire the spine for a performance and that took precedence over our exhibition. We were asked to postpone the exhibition opening)

Date

As far as possible the Exhibition should be held in the alternative year to the MAANZ exhibition to accommodate members who wish to exhibit in both exhibitions. However this need not be binding. The timing of the Exhibition will also be determined to a large extent by the Gallery's programming calendar.

Setting a Date

- Where the choice exists, experience shows that September/October works well scheduled for a minimum of 4 weeks.
- Including the school holidays within the Exhibition timeframe will have the advantage of encouraging a bigger public audience involving families and allow youth involvement.
- Check calendar for other events in the area that might impact on visitors and accommodation or other mosaic art groups with planned exhibitions.
- Check that the gallery also has a clear schedule over the Opening Weekend of the Exhibition

Theme

It has not been the practise for NZMA National Exhibitions to set a theme since 2012. The decision to do this has been based on feedback from exhibitors who felt that setting a theme compromised their creativity and enthusiasm and willingness to participate. Artists like to tell their own stories and not be constrained by an imposed theme.

However from time to time this could be debated with the final decision made by the NZMA Inc National Committee.

Judging

It is advisable to begin planning for judging at the earliest possible time

- Make plans for engaging judges 18 months out from the Exhibition to ensure they can schedule the event into their calendar.
- There will be two judges minimum. One of the judges at least, must be a mosaic artist of national or international repute.
- Airfares, accommodation and per diem for judge(s) to be included in annual budget.
- Judges will be asked to forward a biography and any material suitable for promotional purposes and agree to its use. They should also be briefed on the history, purpose and growth of NZMA.
- The judge(s) must be provided with a full schedule of the exhibition events highlighting their involvement.
- The judge(s) will be provided with the NZMA Judging criteria and be invited to comment on whether they find this acceptable. The NZMA National Committee retains the right to make agreed changes. See section on Criteria.
- The judge(s) will be provided with the list of Award Categories with a descriptor for each.
- Judging will be 'blind'. See definition of blind at end of this section.
- Committee members will be eligible to enter the exhibition provided there is no discussion with judges or comment on any of their work prior to judging.
- Feedback will be required for the winners showing how each work met the judging criteria.
- Judges will be asked to be available to exhibitors to talk about or critique work where asked to do so.
- The judge(s) will be asked to produce a written report for the NZMA national committee which clarifies their view of the exhibition and includes comments on winning works with reference to the judging criteria.
- Judges will be expected to offer a presentation for the Symposium .
(*The Symposium is about **Telling Stories** about mosaics which would also engage a public audience.*)
- Judges(s) being asked to offer a workshop and require an associated fee, should be discussed by the national committee for each exhibition.
- The national committee and judges should acknowledge the agreement with a written contract

Blind Judging

Blind judging should be carried out in such as a way that a judge cannot tell who has submitted the work.

No member of NZMA Inc including the National Committee or unpacking group is to discuss with judges or comment on any work in any way prior to judging.

It is suggested that to assist this process, exhibitors must provide a sealed envelope containing their **Name** and the **Title** of their work. The envelope must be attached securely to a D ring on the reverse of the work using a punched hole and string so that it can easily be removed by the Pātaka curator to aid accurate placement of the wall plaque

Criteria

Judging criteria will be determined by the national committee and may change from time to time. The criteria will be made available to exhibitors and be available on the NZMA website. Judges will be expected to make decisions based on the criteria.

As of 2020 the criteria is set out as:

NZMA National Exhibition Judging criteria

Mosaics in each category will be assessed according to 3 key criteria:

the artist's voice, workmanship and innovation.

- 1 The artist's voice should be distinctive, engaging and original, with evidence that the concept behind the work has been well conceived and developed.
- 2 The work should be well executed; that is crafted with competence.
- 3 The work should be innovative. It should be adventurous and ***potentially*** even experimental in terms of what a mosaic could be.

Assessments using these criteria will enable the judges to select those works that have the greatest ***overall and lasting impact***.

Award Categories

Categories that have become 'embedded' into the NZMA national exhibition should be maintained. The decision to do so is one that the national committee must confirm for each exhibition before the call for entries. However other suggestions and opportunities should always be welcomed.

- Embedded Awards are:
 - Best Overall
 - 2D Wall Hanging
 - 3D Free Standing
 - Youth Under 18 years at 1 January of *exhibition year*
 - Margaret Coupe Award given for *personality, observation and storytelling*
 - Reflections of New Zealand Award - *Kiwi Style works telling stories that are distinctly New Zealand.*
 - Pasifika Award
 - Opening Night Peer Award (optional). Exhibitors vote for the work that appeals.
 - Public Choice (optional)
- It should be part of NZMA philosophy to recognise as many exhibitors as possible with commendations

Exhibitors are not required to enter any specific category other than to state whether they are eligible for the Youth Award.

Funding

- Records of previous budgets and successful bids for funding to be available for reference and guidance
- National committee to agree on a budget for an exhibition with that decision based on current level of funds available in the NZMA Inc account and on anticipated costing of the event. The National Committee to prepare the Budget for the exhibition along with a clear funding plan.
- National committee to agree who prepares any funding application
- National committee to decide what happens to surplus funds
- National Committee to decide on cost of exhibit entry
- The NZMA national committee will be responsible for engaging a professional photographer to photograph the exhibited works and for payment of this and set the guidelines for the quality of work required.

Exhibitor Data

This is collected on the Entry Form and collected in such a way that the data can be easily reformatted to create further reports such as exhibit lists for the Gallery, the catalogue, workshop lists etc

Data to collected

- Name, address, phone contact, email address
- New exhibitor
- Age if eligible for youth
- Exhibit(s): Title, category 2D or 3D, size, take home price
- Agreement to the Exhibition Conditions of Entry

Conditions of Entry

Conditions of entry will be posted on the NZMA website and made available to all members. These may change from time to time and will always incorporate specific Gallery requirements. The conditions of entry should accompany the Entry Form and be signed off as 'agreed to' by the exhibitor.

The conditions should include:

- Information on weight and size restrictions and required hanging mechanism.
- Explanation of how 3D work is to be configured so that both the public and the artwork are kept safe in accordance with Gallery guidelines.
- Advice on acceptable packing/packaging methods and a statement that damaged artwork will not be displayed.
- Where work is subject to a selection process the associated criteria needs to be clearly presented.
- The number of permitted entries
- A statement about the need for originality. Eg .” *All entries submitted must be the original work of the artist. Mosaic copies of other artwork will not be permitted.*”
- A statement that the work must not have been exhibited previously and also have been created in the period since the previous exhibition.
- Date for exhibits to arrive at the Gallery and gallery contact person
- Each exhibit to be clearly identified on the reverse of the exhibit
- Return address to be included with return courier ticket.
- A statement of Gallery Commission
- A statement confirming that entries must be the original work of the artist and that mosaic copies of other artwork will not be permitted. Work must have been made since the previous exhibition and not have been exhibited prior to the current exhibition.

Conditions of Entry documents most recently used should be made available to the organising committee.

Consider Eligibility

Any financial member of NZMA Inc is eligible to enter.

Archival Recording

The national committee will ensure that a sustainable system of recording information about the exhibition is maintained. This should include all entrant data as recorded on the entry form, all category winners, judges' report, sales,

The exhibition summary report and record of all materials including all promotional material including photographic records should be kept in a safe location with a duplicate copy kept elsewhere.

The report to include:

- Location, dates, venue and theme (if any)
- How many exhibited and how many exhibits per category
- Full participant list: names contact details if new, number of exhibits per person, name of the exhibits, category of work and other info required on entry form describing the art work.
- Entry fee
- Outline of Symposium and Speakers and outline of Workshops and presenters
- Judges and Judges' report
- Award categories and prizes
- Winners in each category
- Catalogue
- Exhibit photographs,
- Contact details of professionals engaged by the national committee for each exhibition eg. Designer, photographer
- How many attended the exhibition
- Financial statement showing income (categories to include sponsorship funding, advertising income, exhibit income, workshop income and all other income) and expenditure (categories to include any venue and catering costs, judges fees and administration fees related to transport, miscellaneous items, and promotion)

Sale of Work

- The Gallery will specify their commission which will change from time to time. Exhibitors need to be aware of this and be asked to state what they expect to retain on the sale of their work and recognise that this will be less than the listed price.
- Exhibitors will be informed of the gallery commission
- Public request for contact details of any artist should be provided to the patron by the Gallery without the charge of a finder's fee.

Promotion

- Having a well- chosen name for the exhibition can be a boon with promotion of the event and helps capture public excitement
- Employ a professional artist to design a logo/banner which is used on all exhibition material This should be signed off by the national committee.
- Printed promotional material to include posters, information sheets, invitations, certificate, catalogue cover etc
- Other promotion opportunities: the NZMA website, NZMA Facebook page, Gallery website,
- Use of other media (newspapers, TV, radio) as opportunity presents
- The national committee to engage a professional photographer to photograph all exhibits and events
- A facebook page should be established specifically for the National Exhibition to ensure maximum publicity. This Page to be a public group.

Opening Night

The Opening Night has several components to consider: an invited audience, a formal opening, the Award ceremony and refreshment

- Need to create a special invitation and compile as wide a reach of invited audience as possible
- Appoint an MC and brief on sponsorship acknowledgement
- Organise the Opening Speaker as early as possible to accommodate their schedule
- Provide background material to the speaker
- Design certificates: see Promotion, professional designer
- Plan refreshment and service as finance permits

Scheduled Events

In designing the Exhibition the national committee should take into account the successes of previous exhibitions but be open to new ideas and opportunities. The committee should be clear as the **purpose** of each scheduled activity. It is also important that there is a clear understanding with the gallery about the critical people involved, timings and equipment.

Events:

- The Opening and Award Ceremony with invited audience
- The Symposium which is about **Telling Stories** in which 25 minute stories are selected to entertain a public audience
- Workshops for exhibitors as learning opportunities
- Tours of local spaces to view mosaic public art

Speakers

- All presenters should be fully briefed regarding expectations, likely audience size, schedule and timing. They will provide a synopsis of their presentation, a list of their requirements and anything they expect participants to bring. Symposium speakers must provide their presentations on a USB stick in time to ensure it works on the audio visual equipment
- The national committee will decide on any payment or acknowledgement for workshop presenters.

Establishing clear lines of communication with the Gallery

- One designated committee member liaises with the Gallery contact person
- The Gallery should be supplied with an account of the exhibition scheduled events and a contact person for each. See appended document *Gallery Issues and Relationship*

Sponsors

The national committee should take responsibility for ensuring that all sponsors are appropriately acknowledged.

Merchandisers

The possibility of inviting merchandisers would need to be negotiated with the gallery at the outset. If permitted the national committee will liaise with those wishing to take part and agree conditions of display