

PhotoBath Exhibition – 11th – 24th September 2017

(2 full weeks)

1. Getting Started

1. Setting the Theme

All PhotoBath Open Exhibitions to date have been themed.

The theme isn't only about setting a challenge for contributors to interpret it, but to be an identity for the show, the title on all marketing fliers and posters, to raise the curiosity and interest of the public.

So we are asking PhotoBath members to come up with ideas for what this year's theme/identity should be. Your ideas need to be open and ambiguous to extend the options for interpretation and creativity.

A good theme example perhaps could be: *'Light Awareness'*, *'Time and Space'*, *'Living in the Now'*...etc

A poor theme could be: *'Roads and Bridges'*, *'Parks and Gardens'*, *'Woodland in the Mist'* etc

This isn't to say that members couldn't create fantastic images from a poor theme, but as an identity, they are unlikely to generate much interest from the public.

A list of your ideas will be compiled and decided by majority vote.

2. The Exhibition

2.1 Venue and Scope

We have secured a two week booking at 44AD Artspace, our regular exhibition venue. We assume that the weekly costs will be the same as last year but this will be confirmed.

2.2 Participant Numbers

We are looking to double the number of entries from last year to about 45. We are not setting size limitations (within reason!) but we will require some images to be double mounted on the wall. All hanging decisions to be made by the curating committee.

A 'Private View' will be held at the gallery on an evening during the exhibition, (hopefully on the first night.) Details will be communicated nearer the time.

3. Costs

3.1 Venue

Gallery hire = **£750 for 2 weeks** (£375.00 per week) - to be confirmed

3.2 Marketing cost:

Flyers x 1000, A2 posters x 5, A4 posters x 50 – Budget = £200

3.3 Private View:

Drinks, Food, ice – Budget = £100

Overall budget = £1050.00

3.4 Print sales:

Contributors can price their work as they see fit but bear in mind that 44AD impose a 20% commission and another 10% commission for PhotoBath.

So if a contributor prices a print at £100, £20 goes to 44AD Artspace and £10 to PhotoBath. Contributor receives £70.

In our experience, it is in fact rare to sell a print and there is more chance of selling cards and books during the exhibition. We will endeavour to create a space for displaying cards and books in the gallery.

44AD has full employer and public liabilities insurance but photographers are responsible for insurance of their own work. Neither 44AD or PhotoBath can accept responsibility for loss or damage to artworks.

A 'Private View' will be held at the gallery on an evening during the exhibition, (hopefully on the first night.) Details will be communicated nearer the time.

3.5 Contributor fees

£30 for non-annual subscription PhotoBath members

£20 for annual subscription PhotoBath members

(Annual subscription to PhotoBath = £30)

4. Contributors

4.1 Agreement

By accepting the invitation to take part in this project, you will be need to agree to the following:

- Timely payment of fees
- Timely submission of 3 image (and only 3 images) to the curating committee for selection for every entry before the deadline
- You may be asked to resubmit other images if the committee deems that your entries do not fit with the tone of the work provided by other submissions.
- That you will deliver your final print to the gallery ready for hanging on the date provided
- You grant PhotoBath copyright privileges to use your image for marketing purposes without any payment.
- You will be prepared to offer assistance in marketing distribution if required.
- That you will spare some time to invigilate the exhibition when it is running
- That any print sales during the exhibition will incur a fee of 20% to 44AD and 10%PhotoBath.

4.2 Multiple Entries

It will be permitted for PhotoBath members to contribute more than one image to the show. The fee will reflect the number of their submissions.

3 image options will need to be submitted to the curating committee for every 1 image to be selected.

4.3 What you need to do

Contact us through the admin@photobath.co.uk email address to confirm your interest in taking part.

All contributors will be invited to join a new online 'Dropbox' directory (dropbox.com). By accepting the Dropbox invitation you will be able to upload your images to a private directory that only other contributors and the curating committee can access.

For selection purposes the images should be low-res (72dpi about 800 px along longest edge, or less than 500kb (0.5Mb) jpegs.)

Images need to be labeled with your name and a number (1, 2 and 3) and the expected exhibition print and frame overall size

Please label your files without spaces in the label using hyphens or underscores - e.g. PhilHendy_image1_12"x16".jpg, PhilHendy_image2_12"x16".jpg, PhilHendy_image3_12"x16".jpg

Please email Phil to confirm that you've submitted your images.

If you are unable or unwilling to accept the Dropbox invitation, please email your low res images to Phil and he will upload them.

Deadline for all image submission **Friday June 16th.**

Contributors will need to pay their exhibition contribution by this time. We need all the money in to be able to pay the expenses and please make sure you're payment can be attributed to you so that there's no confusion!

Without all the payments, we may need to cancel the project.

4.4 Distribution and other tasks

Contributors will be asked and expected to provide some assistance in the distribution of flyers and posters in the lead up to the exhibition.

4.5 Invigilation

During the exhibition, we rely on the help and time of PhotoBath members to give a few hours to invigilate the show, answer enquiries and take cash, cheques etc for any sales. We realise it is difficult for some members to be available and with 27 contributors, we shouldn't have any problems but please let us know your availability at this time.

5. Curating committee

5.1 Who they are

If you would like to be considered as part of the curating committee for this exhibition please contact myself or Mick.

We are looking for candidates who have some relative experience in this kind of process. The selection will be solely on independent merit.

5.2 Task of the curating committee

5.2.1 Exhibition

- The curating team will be able to view all the entries on Dropbox for initial consideration and recommendations, bearing in mind that one image needs to be selected from each contributor.
- The curating team will decide how they want to work together to finalise selection and gallery arrangement.
- This can be done through emails perhaps initially and finally in a specially convened meeting to come to final approval.
- We will probably need to have hard copy print outs of all or most of the submissions. Hopefully someone will have access to a printer or we'll be able to collectively print out a few each. Please let me know if you're able to offer or contribute to this service.
- The curating team will decide on whether any specifically requested large print dimensions are acceptable on grounds of available space and/or balance.
- The curating team will also be asked to decide on the one image that will be used for the exhibition promotional poster and flyer that will help capture the identity of the theme and 'PhotoBath'.

5.1.2 Book

In the event that we produce a new book volume of PhotoBath Showcase members, the curating team will be asked to choose 2 images from a selection of 4 submissions by each contributor to the book

- The curating team will also be asked to decide on the one image which will be on the cover of the book (not necessarily from the exhibition selection)
- A member or members of the curating team will also be asked to prepare a written press release that can be put online and sent to local periodicals with selected image/s

Exhibition final selection approval will be communicated to all participants by **July 16th**.

A gallery display plan can be produced.

6. Marketing

6.1 Timeline

Friday July 28th: Artwork design and approval

Friday August 4th: Artwork and printing of posters/flyers need to be with printer by

Friday August 18th: Printed posters and flyers back

PhotoBath members to help distribute all promotional material in Bath and Bristol

7. Exhibition preparation

7.1 Participant Preparation

1. All participants will print and frame their selected piece in preparation for hanging.
2. All participants need to provide a price list and/or information sheet if they want to. Any prints that don't have a price will be considered 'not for sale'.

We may need to consider a dropping off point for framed images to be delivered in advance of transporting to the exhibition venue.

Sunday 10th September: Exhibition hanging.

Monday 11th September: Exhibition opening - private view (PV date to be confirmed)

8. Copyright permission

All copyright of images submitted to any PhotoBath project (in this case, exhibition) remains with the photographer but it is agreed by the photographer that on submitting your images for any PhotoBath project any reproduction of your image is allowed without payment. PhotoBath may print them without incurring any further cost whether on the inside pages or the cover of a PhotoBath publication or used for promotion and marketing of PhotoBath either now or in the future. PhotoBath cannot pass on members image to any third party for reproduction unless it's expressly to promote a PhotoBath project.

9. Payment

You can make a check to 'PhotoBath' or do an online direct transfer

Account name: PhotoBath
Sort code: 08 92 99
Account number: 65783236

If you do pay online please reference your name and whether you're making a payment for the book or the exhibition or both

10. Closing Statement

With our growing reputation to deliver on high quality photography exhibitions, the talent, support and commitment of our growing membership online and off, we're hoping to raise the bar higher and put on our most ambitious group show. The responses to contributors and visitors have been resoundingly positive.

Timeline for PhotoBath Exhibition and Book publication

Date	Exhibition	Book
MARCH		
March 1st	Call for theme suggestions	
March 1st	Invitation to contributors	Invitation to contributors
APRIL		
April 10th	Decision on theme based on meeting vote	
MAY		
May 1st	Dropbox available for submissions	
	Deadline for curating committee nominations	
JUNE		
June 16th	Deadline for Submissions & payment	Deadline for entries + payment
June 23rd	First meeting of curating panel	
JUL		
July 16th	Deadline for selection by curating panel	Deadline for selection by curating panel
July 23rd	Artwork for marketing design approval	
July 30th	Marketing artwork to printer	High res images supplied for design
AUG		
August 14th	Printed posters and flyers ready	
August 26-27th w/end	Distribution of Posters and Fliers	Publication Artwork to printer
SEPT		
September 1st		Publication - delivery to PB
September 11th	Exhibition hanging	
September 12th	Exhibition opens	