



The Nitty Gritty 2018

Apply online at www.artexponelson.co.nz

Art Expo Nelson is a three day art event, now entering its seventh year (31 August - 02 September 2018). The show's purpose is to provide artists from all over New Zealand with an opportunity to profile their creative works in front of art lovers keen to buy them. We help bring the mountain to Mohammed.

The Art Expo Nelson team has strategically grown the Nelson event into one of New Zealand's most prestigious art events. Its national reputation is cemented by fantastic sponsors, a supportive city council and a carefully planned, curated show.

To continue our reputation as presenting premium art at affordable prices, we are increasingly selective of artist quality, medium and subject diversity. Applications open 6 February 2018 via our simple online process at www.artexponelson.co.nz. All artists that apply will be advised of their acceptance within 10 days of receiving their paid application. We regret we cannot accept everyone's artworks for the show. Some artists may be put on a waitlist.

General Wall

This year for the first time, we are introducing a general wall (GW) for exhibiting artists. This wall will suit those artists who may not have enough work to fill their own panels but would still like to have a presence at the show. General wall space is limited and restricted to four pieces of art from one artist. Please note: an artist's works on the GW may not be placed together or concurrently. Size restrictions of artworks (600 mm x 800 mm ready to hang) will apply.

Artist Benefits

Our show remains the most cost effective art sale for artists, with very affordable panel price options and 25% commission including GST. We have consciously avoided holding our three day event near any other New Zealand art shows or other competitive local events. We always present art awards and are again negotiating accommodation and ferry discounts (tba) for visiting artists. Although we always recommend artists attend the show, we can set up and pack down artworks for artists who are unable to attend in person (fees may apply).

Our dedicated, approachable team want our artists to find the Art Expo Nelson experience easy and stress free. We can answer all your questions regarding shipping and hanging artwork, accommodation, art pricing and insurance...but **read on for more details**. Your answers might be there already.

Location

Our venue is the recently upgraded Trafalgar Centre in Nelson. It is a first-class facility that is in easy access of central city via a popular riverside walk. Late August is perfect timing for a getaway to sunny Nelson. At the same time, locals are starting to wake up after hibernating through winter. Our national advertising campaign encourages out of town visitors every year to come buy art at Art Expo Nelson.

We know people are putting money aside to spend at the show and this is backed up by the increase in sales spend per visitor. Make it your artworks they're buying.

Our Lives' Purpose

2018 Objectives:

- To retain and enhance our reputation as the premier South Island art show.
- To showcase New Zealand artists' works in one accessible place to local, national and international visitors over three days.
- We acknowledge many people do not visit art galleries and/or can feel intimidated when they do. We aim to provide a welcoming and relaxed atmosphere for visitors to view and purchase art.
- To actively encourage sales of artists' works.
- To offer interesting and motivating art related activities to maintain our unique point of difference.
- To encourage Art Expo Nelson visitors to further explore the region's galleries, studios and art museums.

2018 Marketing and Communication Plan:

- Art Expo Nelson website and Facebook page, with links and presence on other related social media platforms.
- Local and national newspapers, community newspapers and arts focused publications, such as Art News and Art Zone.
- Industry newsletters, websites, community signage on the main arterial routes in/out of the city.
- Target market magazines, such as Air New Zealand's Kia Ora and Nelson's Wild Tomato.
- Local and national art councils newsletters, societies and groups.
- Email, flyers, posters, billboards and radio network campaigns.
- Artists are advised to have their websites up to date and to regularly use their social media pages before, during and after the event to fully optimise the increased profile during this time.

2018 Dates

- **Tuesday 6 February (Waitangi Day)** artist applications open
- **Thursday 30 August** artists hang their works (day)
- **Thursday 30 August** opening night event
- **Friday 31 August – Sunday 02 September** open to public every day from 10am
- **Sunday 02 September** art pack down 4pm-6pm
- **20 October** all payments to artists complete

Artist Selection Process

1. Artist online applications open 6 February 2018 at www.artexponelson.co.nz
2. Artist selection will be through a comprehensive selection process to ensure a consistent art quality standard
3. Artwork must not have been exhibited at previous Art Expo Nelson shows.
4. Curatorial selection of artists' works will be undertaken by the AEN selection panel to ensure a broad range of styles, subject matter and mediums are on display at all times.
5. The application administration fee payable by all artists is \$20 incl GST (non-refundable). Only artists that have paid the application fee will be considered for selection.

For more information and to apply online
visit www.artexponelson.co.nz

Selected Artists

1. The selection process will be ongoing and all artists will be advised within 10 days of applying whether they have been accepted (subject to payment of the application fee).
2. The invoice for panels will be sent out following selection and will be due for payment on the 20th of the month.
3. Artists may be waitlisted and will be advised of this within 10 days of submitting their application.
4. No artist will be permitted to exhibit if the fee has not been paid in full.
5. All fees are non-refundable.
6. Artwork entered in Art Expo Nelson may be reproduced by Art Expo Nelson for advertising and/or marketing purposes.
7. Artists should bring sufficient artwork to replace sold work (not applicable for General Wall artists).
8. If an artist sells all stocked artwork and their panel is empty, the panel(s) becomes the property of Art Expo Nelson to utilise.
9. All artwork must be an accurate reflection of what is submitted in the application form.
10. Artwork must be the artist's original work and not a copy of another artists work.
11. Display of giclees and prints are to be negotiated with the Art Expo Nelson team prior to the show.
12. All artwork must be individually labelled, signed and be ready to hang/exhibited.
13. Artwork prices are recommended to be between \$100-\$5000 per work. Other pricing structures (e.g. for jewellery and ceramics) must be negotiated with the show's management team.
14. Artists should price all their own work and the price must include GST (if applicable) and commission.
15. Art Expo Nelson will charge commission of 25% (including GST) on all sales. The commission will be deducted from the final payment to the artist. Final payment to artists less commission will occur by 20 October 2018.
16. Art Expo Nelson will act as agent for the artist during the show. Ownership of the artworks remains with the artists until the art is sold.
17. Artists are required to hang their own works.
18. Artists cannot pack up any unsold work on their panels before 4pm on Sunday 2nd September 2018.
19. All unsold artwork and display material must be collected and removed from the venue on Sunday 2nd September 2018, between 4-6 pm. If this is not possible for artists from other regions, alternative arrangements can be made by the artist for a courier company to return artworks, (fee payable by the artist).

20. Pack-down (by the Art Expo Nelson team) of artworks of absent artists will incur an extra minimal charge.
21. On the final day artists should pack down their own panels and remove all screws and hanging equipment from their panels.
22. The artist shall not sublet the exhibition space to another artist.
23. The Art Expo Nelson management team will maintain full curatorial control of the Art Expo Nelson show.
24. If an artist is selected and, on arrival, the standard or subject matter of their work does not satisfy the selection team, then Art Expo Nelson reserves the right to withdraw any or all of the works.
25. In the case of art awards (or prizes), the judges' decisions will be final.
26. Art Expo Nelson and the Trafalgar Centre provide no insurance for artworks and artists are advised to use their own insurance. Artist's insurance will cover work in transit, in storage pending exhibition or awaiting return to the artist from outside of the region. All risks on loss or damage to artist's property, fixtures, fittings and all other property of a similar nature such as personal effects whilst in the exhibition venue must be fully covered by the artist. The artist will indemnify Art Expo Nelson and the Trafalgar Centre in respect of each and every claim and all actions, proceedings, costs, claims and demands in respect thereof. Art Expo Nelson will ensure utmost care and responsibility to avoid all risks.
27. This contract shall be governed by New Zealand law and the parties must consent to the exclusive jurisdiction of the New Zealand courts in all matters regarding it.

*For more information and to apply online
visit www.artexponelson.co.nz*

Art Expo Nelson Price List (excl. gst)

Exhibition Panels (2.4mH x1.2m W)	Standard Price
1 panel*	\$200
2 panels	\$350
3 panels	\$450
4 panels	\$550
General wall*	\$120 (4 pieces maximum)

*The number of 1-panels and General Wall artists are limited. General wall artworks must not exceed 600mm x 800mm in size. Pieces that exceed this size can not be hung.

- Plinth \$40 each
- Easel \$40 each
- Power \$40
- Jewellery Case POA
- Maximum hanging weight for a panel is 10kg.

The price includes:

- Space for your artist bio, business cards and other marketing material on your display panel (not applicable to General Wall artists)
- Blank Art Expo Nelson cards for labelling your artworks
- Art panel name label
- Personalised artist name badge
- Packaging of all your sold art work
- Art Expo Nelson staff actively enticing buyers to view your work (including work in storage)
- Assistance with hanging of your replacement art work as pieces sell
- Discount coffee voucher for onsite cafe

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RADi is a not for profit Incorporated Society.
The RADi objective is to support and promote art in the Nelson Tasman region.