



## EXHIBITION KIT 2021

Thank you for your interest in exhibiting at P.O.M.E.!

P.O.M.E. is an accessible and equal opportunity venue that celebrates the magnificent while creating a respectful and supportive environment for all artistic endeavours. P.O.M.E. puts emphasise on artists and artisans who are innovative and underrepresented in their industries. There is no place like P.O.M.E. and we look forward to hearing from you!



P.O.M.E acknowledges the Wurundjeri people as the true sovereigns, caretakers and custodians of the land now known as The City of Yarra where P.O.M.E. resides. We acknowledge the Wurundjeri's continuous connection to the country, extending back for tens of thousands of years. We also acknowledge the many other Aboriginal and Torres Strait Islander peoples who make up the local community today, and pay our respects to all Elders past, present and future.

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## About this kit

This P.O.M.E. Exhibition Kit outlines basic information regarding your applications to exhibit with us, responsibilities, and information relevant to your exhibition. It is divided into four sections:

- submission guidelines
- before the exhibition
- during the exhibition
- after the exhibition

Please refer to this document when applying and planning your exhibition.

## Location

P.O.M.E. is centrally located in the heart of Melbourne at 267 Swan street, Richmond.

We are easily accessible by the 70 tram and Richmond, East Richmond, and Burnley train stations.

## Contact Details

Should you have any questions do not hesitate contacting P.O.M.E. Gallery Curators via email.

### CONTACT

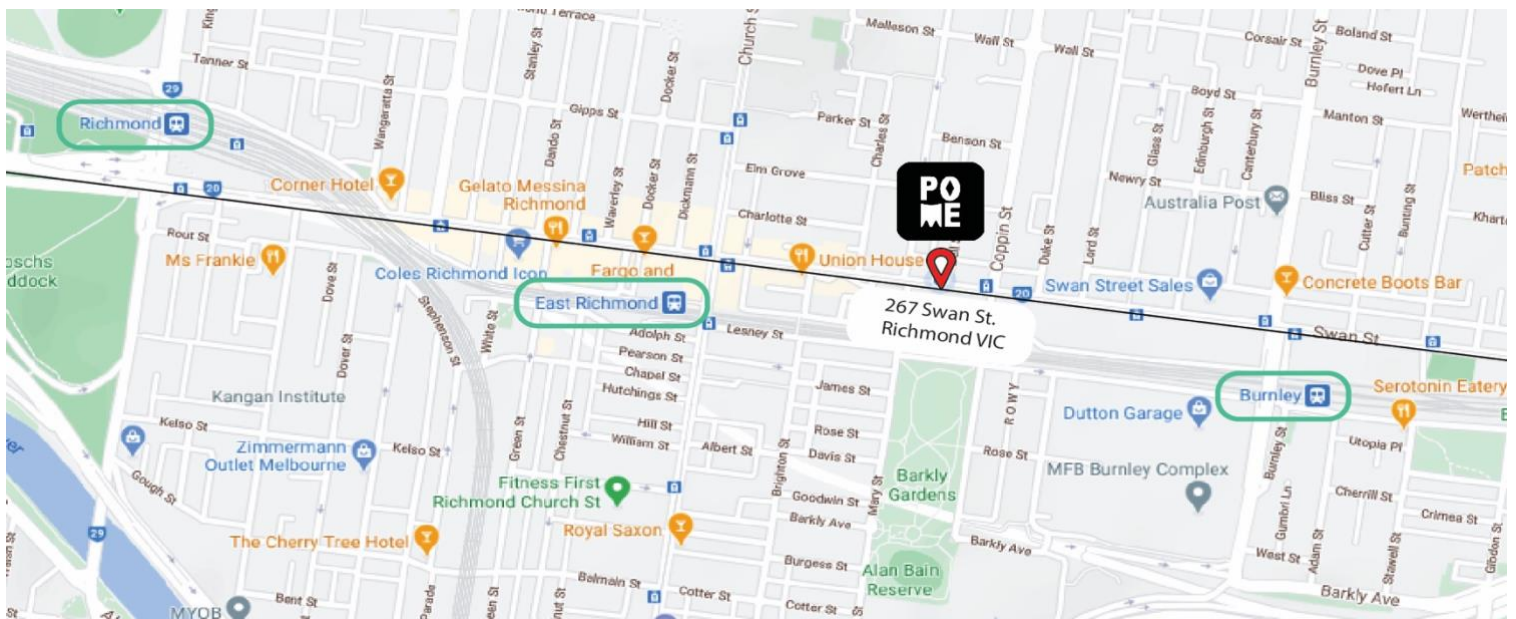
Sidney Shaw at [info@bernzerk-pome.com.au](mailto:info@bernzerk-pome.com.au)

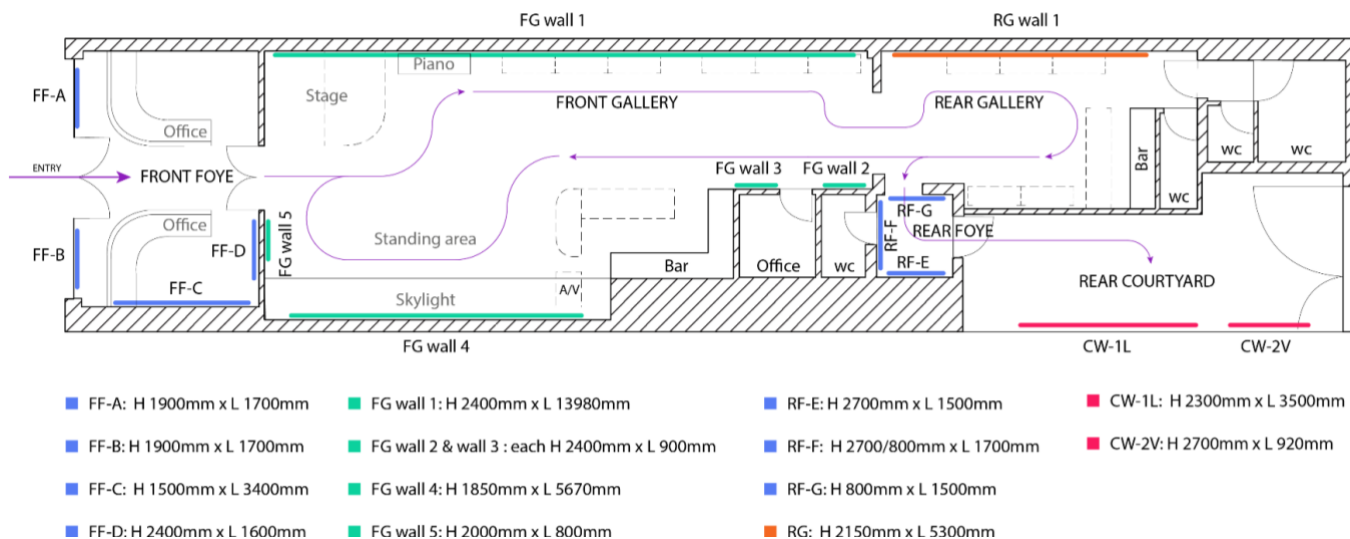
### P.O.M.E.

W: [bernzerk-pome.com.au](http://bernzerk-pome.com.au)

Instagram: @pome.bernzerk

Facebook: pome.bernzerk





## Floorplan

We have two exhibition spaces available. Both Front and Rear Galleries feature their own adjustable bar set up which can be moved around the space to suit the vision.

The Gallery walls are white painted concrete and floors are painted concrete.

Door clearance is H 2.5 x L 1.7m. If you would like to showcase a larger piece(s) please let us know as there is room to showcase in the rear courtyard.

### FRONT GALLERY

Front Gallery measures 2.4m in height.

There are two primary (FG walls 1 and 4) and three additional wall spaces (2, 3 and 5) for artwork exhibit.

Wall 1 (to the left of entrance) is H 2.4 x L 13.9m.

Walls 2 and 3 are located around the bar and measure H 2.4 x L 0.9m.

Wall 4 (to the right of entrance) is H 1.8 x L 5.7m.

Wall 5 (to the right of entrance) is H 2 x L 0.8m.

This space has a skylight over Wall 4 which is concealed by a red velvet soundproof curtain which may be lifted if required. This space has professional spot lighting installed on each wall.

The stage measures W 1.9 x L 3m and has two levels each measuring 1.5m in length.

### REAR GALLERY

This space is available upon request and has one main wall measuring H 2.1 x L 5.3m. This space has natural lighting as well as professional spot lighting on the wall.

### FRONT FOYE

The Front Foye has two window displays (FF – A, B) measuring H 1.9 x L 1.7m which use the same Slimline hanging system. Additionally, two wall spaces (FF-C, D) are available for artwork display measuring H 1.5 x L 3.4m and H 2.4 x L 1.6m respectively.

### REAR FOYE

The Rear Foye leads into the courtyard area and features three wall spaces for artwork display.

Please see the Gallery floorplan below for more details.

### REAR COURTYARD

We have two art display walls for paste ups or vinyl prints in the rear courtyard area. P.O.M.E. will invite artists to create and install paste up works every 2-3 months. If you wish to apply, please use our Expression of interest form online. For more details on how to apply read the Submission guidelines section of this kit.

Note the following measurements:

wall CW – 1L is landscape in format and measures H 2300 x W 3500mm

wall CW – 2V is vertical and measures H 2700 x W 920mm.

## SUBMISSION GUIDELINES

### General information

P.O.M.E. is a global multi arts venue, meaning our broadcast quality, multi streaming 24/7 Arts Channel will be viewed by international audience members as well as local and interstate viewers. This allows your work to reach a much larger population and garner more interest worldwide.

P.O.M.E. encourages applications in all formats, whether it be a solo or collaborative project, shorter performance or public program series, or solo single gallery projects.

Exhibition periods run in two-week blocks. Extensions or one-off performances can be considered upon request.

Upon a successful application, P.O.M.E. organises a meeting with the artist(s) to provide a tour of the space, an introduction to our technical equipment and systems in place. If you have any special instructions for hanging, sound technology, cinema screen, stage use etc please let that be known when submitting your application.

Please note that all live performing artists including musical performances will be required to have up to date *Public Liability Insurance*.

- As part of our continued effort to support local and international artists all successful applicants will receive:
- A free public exhibition in one of our gallery spaces (please note there is a refundable damage deposit fee of \$750)
- Onsite technical assistance for your installation
- A customised social media and promotional strategy personalised for you and your work
- Support with grant applications for exhibition funding

- Curatorial and professional development advice
- Assistance connecting exhibiting artists with writers and other creatives

Our multi-talented creative staff at P.O.M.E. will be delighted to assist in the preparation of your project or application. Please forward your questions via [art@bernzerk-pome.com.au](mailto:art@bernzerk-pome.com.au) for general enquiries and one of our staff members will get back to you.

### Application process

#### HOW TO APPLY

We accept applications submitted using our Expressions of Interest (EOI) form.

#### SUPPORT MATERIAL GUIDE

The information in this guide is designed to assist you with your online application via our EOI form. Please read prior to submission.

In the application process you will be asked to provide the following:

- A CV for each participating artist (Pdf.)
- A Portfolio showcasing your work (Pdf.)
- An Exhibition proposal describing the concept and logistics of your project (Pdf.)
- If you are providing sound/video, please include any links to an external hosting site such as Soundcloud or Vimeo to your documents. Please include a list or description of your linked support material and access codes if applicable.
- Please restrict sound/video content to 10 minutes in total.

Please ensure you indicate whether the material is part of your proposed project or examples of past work.

Please ensure all files uploaded including image and sound files are saved with your name in the file name, for example:

Lastname\_Firstname\_EOI\_MEDIUM\_YEAR.pdf

LastName\_Firstname\_Proposal\_MEDIUM\_YEAR.pdf

LastName\_Firstname\_Portfolio\_YEAR.pdf

LastName\_Firstname\_CV\_YEAR.pdf

LastName\_Firstname\_Image\_01.jpg

**Please do not upload zipped files.**

## BEFORE THE EXHIBITION

### What we need:

Please Email [arts@bernzerk-pome.com.au](mailto:arts@bernzerk-pome.com.au) with all the information listed below so we can start your exhibition and marketing process.

Please make sure any written documentation is in PDF form.

- Artist Statement
- An Exhibition Statement
- Artist Bio
- A high-resolution photograph of the artist(s)
- High resolution photographs (audio/video clips etc.) of all works in the Exhibition (visual artworks must be photographed without frames, true to colour and in high quality)
- List of works including title, medium, dimensions and pricing
- List of limited-edition prints and other items you would like to provide for sale including number of editions, pricing and dimensions

Additional information to add if possible:

- Documented process (landscape video, photography, and written form)
- Provide a mailing list for inclusion in the gallery's mail-out database
- Provide additional images or short films such as work-in-progress, in-studio, and installation images for use on social media

As noted in your personalised Artist Agreement, each Artist will need to be available to deliver and pick up works during the agreed time frames and be present for all scheduled experiences such as the exhibition/ performance times and Q&A sessions.

In the lead up to the Exhibition opening P.O.M.E. will organise:

- artist interview
- written media release
- e-invite campaign
- artist page on P.O.M.E. Gallery website
- printed materials such as a poster and invitations
- A room sheet with list of works and prices

The following will be arranged by the artist(s) and P.O.M.E. before the exhibition/performance period:

- artwork delivery with clearly marked artworks
- delivery of any items for sale; please make sure limited-edition prints, music albums etc are signed and numbered

## Exhibition content

P.O.M.E. takes every effort to ensure that all work is displayed in a manner that is fair and accessible to the public, enables access for all persons and is sympathetic to the works context.

If you believe your work may be deemed offensive or controversial, and/or is for mature audiences, and/or has potential to cause adverse health effects to people with epilepsy please discuss with the Gallery management team.

## Accessibility + Inclusivity

P.O.M.E. aims to create a safe and supportive space that is respectful, inclusive, and accessible for everyone to enjoy. We ask our artists to create work with this ethos in mind and include the following.

**Video and Moving Image Artists** are asked to make sure all video work is subtitled in English and if applicable, provide P.O.M.E. with any Content Warnings and/or information regarding any use of bright, strobe and/or flashing lights and/ or intense repetition of moving images.

**Musical Artists** are asked to provide a typed document (PDF) of the lyrics for each song performed.

**Visual or Performance** art that is based on sensitive material are asked to provide P.O.M.E. with a Content Warning.

**Visual or Performance** art that includes images, names or voices of Aboriginal or Torres Strait Islanders that may be deceased must alert P.O.M.E. prior to showcase and include a warning for Aboriginal or Torres Strait Islanders such as this one:

"Aboriginal and Torres Strait Islander [viewers, listeners, readers] are advised that the following program may contain images and voices of people who have died." (ABC Indigenous Content – ABC Editorial Policies, October 8, 2015).

Retrieved from:

<https://edpols.abc.net.au/guidance/abc-indigenous-content/>

P.O.M.E. supplies 6 hearing augmentation systems and can provide audio description in several foreign languages upon request.

## Accessibility

P.O.M.E. is accessed via street level from Swan Street. The entrance is stairless.

At ticketed events there is limited seating available.

Gallery features wheelchair accessible restrooms and courtyard area.

Please email the gallery if you have additional accessibility questions or require tailored support.

## Installation + equipment

Artists are to discuss the installation of work with the Gallery during the initial meeting which takes place 3 months before the show. This alerts P.O.M.E. to any potential health and safety issues and enables us to offer targeted technical support.

## Gallery fee + bond

There is no fee to exhibit at P.O.M.E., however a \$750 returnable booking and damage bond will be taken with exception for musical performances. This amount will be returned to the artist after the exhibition concludes, the space is returned to its original condition and all P.O.M.E. equipment is in working order. In the event of any damage caused to the Gallery's property or of cancellation of a booked show outside the 3 months period prior to the opening of the show the deposit will not be refunded.

## Public programs + venue hire

Please get in touch with the Gallery to discuss public programs, workshops, performances, or associated events. Space hire fees apply with half or full day options at \$750 and \$1500 per slot, respectively. Contact the Gallery for more information.

Note that P.O.M.E. takes a 30% commission on any sales, including event tickets.

## Artwork delivery + parking

We require all artists to arrange the delivery of their works, items for sale and/or equipment along on the allocated date which specified in the signed artist agreement. All items must be clearly marked and outlined in a Consignment Note (see artist agreement). All artworks, limited edition prints and other exclusive items for sale must be signed (and numbered, where applicable) by the artists.

## PARKING

There is a loading zone at the front of the Gallery with clearway from 4.30 PM to 6.30 PM Monday to Friday.

## Exhibition design

When designing your exhibition please check our framing guide below and our technical capabilities.

Please also note that P.O.M.E.'s floors and walls cannot be painted. You cannot drill into the floor.

## Framing guide

Slimline art hanging system is installed on all Gallery walls. The system consists of stainless cables fitted into wall tracks and adjustable hooks threaded onto the cables. A preinstalled wire at the back of each artwork is required. For large scale artworks (especially landscape in format) we require that additional hooks be installed on each side of the frame for secure double-wire hanging.

## Technical capabilities

P.O.M.E. has a myriad of technical capabilities that is at every artists disposal. We have 4 wall projectors for visual artists with typical projection width at 1800mm and height at 1100mm, and a cinema projector for cinema art events. The screen measures W: 2385mm x H:1350mm. P.O.M.E. features bespoke sound and A/V technology and our own live streaming channel. Whatever you create we can accommodate. We have two A/V and Sound technicians on hand to help you when needed.

Please see detailed A/V specifications below.

### AUDIO

Yamaha MTX5-D	Yamaha XMV4140
Yamaha EXi8	Yamaha Tio1608
Yamaha PA2030	Yamaha PX8

Yamaha MTX Wall Control	Audio Limiter
Hearing Loop Transmitter	

### VISUAL

Panasonic (Cinema)	HDMI Matrix
Panasonic (Small) x 3	HDMI switch x 3
HDBT Rx x 3 (Cinema direct fed)	Yamaha AV Receiver
HDMI Splitter (Feed to HDMI Matrix and Black Magic)	

### CONTROL

Kramer Controls brain  
IP to Serial adapters  
Kramer Tablet for GUI

### INPUTS

Denon Blu-ray	LG Blu-ray x 3
Chromecast ultra x 4	Aux 3.5mm
Aux HDMI cables x 4	Set Top Box
Shure Wireless Mic Receivers x 6	
Channel XLR Dante adapters x 2 (stage 1 and 2)	

## Promotional material

Please provide P.O.M.E. with visual and written content by your designated due date to ensure we can promote and market your show. P.O.M.E. assists every artist by producing and distributing promotional material for each exhibition.

Please refer to your agreement for key dates and terms.

### WEBSITE + LISTINGS + ENEWSLETTERS

Each exhibition is featured on a dedicated page on the P.O.M.E.'s website.

P.O.M.E. will promote your exhibition through an electronic newsletter, sent to our subscriber list.

### SOCIAL MEDIA



P.O.M.E. creates a Facebook Event for each exhibition which we encourage artists to share through their peers, colleagues, and networks. The Gallery Curator will share the link to the event page when it has been created.

Follow our Instagram @pome.bernzerk and tag us when posting.

To update information and images for social media please email new content to the Gallery Curators.

### **CREATING YOUR OWN ADVERTISING MATERIAL**

Artists must include the P.O.M.E. logo on advertising material produced by you for your exhibition.

Artists creating advertisements (print or digital) must contact the Gallery Curator for the most recent logo files and gallery information and send a copy of the artwork for approval by P.O.M.E. prior to print/upload.

*Please note:* P.O.M.E. is always referred to in text as one abbreviated word in uppercase with full stops in after each letter: P.O.M.E.

## **DURING THE EXHIBITION**

### **Installation**

Exhibition installation is responsibility of P.O.M.E. gallery curators.

Artists are welcome to arrange their participation in the installation which unless otherwise specified usually takes place from 1PM to 5PM on Tuesdays following the Monday deinstall of the previous exhibition.

### **Exhibition documentation**

P.O.M.E.'s documentation will be used to promote the exhibition and P.O.M.E. in print and online via the gallery website, email invitations, social media or broadcast media. Images will be retained in the P.O.M.E. archive.

We require that artists take professional photographs of their works before framing to ensure high quality images of the works. Please provide artwork photographs with image credits, e.g., artist name, artwork title, year, medium, dimensions (height x width x depth cm), duration, gallery/photographer acknowledgement (if any). These images will be used for P.O.M.E. online shop/store.

## **Artist payments- Q&A's**

P.O.M.E. provides a paid platform for artists to thoroughly engage with their audience through scheduled Q&A sessions.

With this paid initiative artists have the important opportunity to meet potential buyers and contacts in the arts industry, while providing an exclusive insight into the works produced, concepts chosen and the development process.

Q&A sessions can be delivered by the exhibiting artist or one chosen spokesperson from an artist group.

P.O.M.E. staff and the exhibiting artists will work together to accommodate for scheduled times and pay rates in each personal Artist Agreement. The flat rate per each Q&A is \$25.

### **24/7 Online Arts Channel**

Where possible we will be providing pay per view and pay on demand experiences through our 24/7 Online Arts Channel. Subscribers can connect to and discover the experience you have created at P.O.M.E. any time they choose. For a paid viewing of your work, a percentage of profits will be agreed upon and provided to you as outlined in your artist agreement.

## **Gallery commission**

Each Artist is given the opportunity to sell original art works and signed limited-edition prints, performance videos, audio albums and video works, publications and any other material related to the artist's work on our online store. Please do not hesitate to

contact us at P.O.M.E. for any assistance in bringing your ideas to life.

P.O.M.E. takes a further 30% commission and retains the GST from:

- sale of items of any artistic media through P.O.M.E.
- sale of tickets for any ticketed performances which take place at P.O.M.E.

Please note it is the artist's sole responsibility to cover all printing and making costs for any merchandise available for sale on the P.O.M.E. website and keep track of stock, the gallery will notify when it is low and provide sale reports periodically. P.O.M.E. handles sales, customer order shipping, packaging, and limited stock storage during the exhibition period.

## AFTER THE EXHIBITION

### De-installation + Collection of artworks

De-installation is the responsibility of P.O.M.E. curators.

Artists are welcome to arrange their participation in the de-install which unless otherwise specified usually takes place from 1PM to 5PM on Mondays or Tuesdays following the last day of the exhibition period.

Your bond will be returned after the exhibition concludes providing the space is returned to its original condition and all P.O.M.E. equipment is in working order.

No artwork or materials can be stored at P.O.M.E. during or after the exhibition. Artwork pickup post deinstallation usually takes place on Tuesdays from 10AM – 12PM. Please refer to your agreement for artwork pickup date and time.

All rubbish and equipment brought into P.O.M.E. must be removed by the artists.

***Thank you for taking the time to read and review our Exhibition Kit!***

***We are thrilled to have the opportunity to showcase your artworks and provide you and our guests with a magnificent experience. There is no place like P.O.M.E. and we thank you for choosing to exhibit with us!***