

Gallery Exhibition Policy

Polisi Arddangos yn yr Oriol

1. PURPOSE

The aim for the Gallery space is that it will host a varied and rolling programme of between six and twelve exhibitions each year that both contribute to and compliment the Garden's 'Conservation, Education, Inspiration' mission. Our ambition is that this will stimulate engagement and enjoyment of art as part of the experience of visiting the Garden, and contribute to raising the Garden's profile, reputation, and success. It also seeks to provide a showcase for Exhibitor talent. Exhibitions may be of national, regional or local interest, ad hoc, or linked with particular activities, themes, or interests of the Garden.

Exhibitions are the responsibility of the Gallery Working Group. Choice of exhibitions is guided by the overall strategic directions, priorities, and aspirations of the Garden and the Gallery Exhibition Policy.

The Working Group seeks to ensure a varied range of exhibitions of different media, as a programme which is generally planned 6-18 months ahead. Exhibitions are selected and decisions made according to certain agreed principles that are broadly outlined below, as well as year-on-year priorities and any wider Garden considerations.

2. Appointed, commissioned, or collaborative exhibitions are arranged intermittently.

3. Open invitations to external exhibitors are advertised from time-to-time on the Garden web site. Applications for consideration must be submitted via the advertised Expression of Interest (EOI) process, meeting any specified deadlines, instructions, and requirements. Such proposals for exhibitions are carefully considered by the Working Group. The EOI detail will indicate the schedule for consideration and notification of decisions.

It is worth noting that the Garden receives many more proposals than it can offer space for. This makes the decision-making process highly competitive but no less rigorous in terms of assessing each proposal equally against the agreed criteria. This should not deter potential exhibitors.

4. Unsolicited applications are very rarely considered. However, exhibitors or others who wish to be added to the e-circulation list and receive notification of EOI invitations should e-mail lydsey.harris-john@gardenofwales.org.uk.

In scrutinising each proposal, the Working Groups considers whether the exhibition is consistent with and supports the overall Garden strategy.

In general terms, by fulfilling one or more of the following criteria:

- Display work exemplary and mature work of established exhibitors;
- Provide a forum and show-case for emerging exhibitors and students that stimulates and encourages their development and supports the establishment of their reputation;
- Fosters collaborative opportunities with and between different organisations and disciplines - for example stimulating art and science interactions;
- Extends and strengthens the reach and reputation of the Garden, locally, regionally, nationally, or internationally;
- Contributes to widening public engagement and debate;

Specifically by scoring against the following criteria:

Category	Category explanation	Weighting
1. Plant relevance	Is the artwork related to plant interpretation such as morphology, habitat, evolution, cultural/medical/economic use?	10
2. Garden relevance	To what extent do the exhibits/exhibition relate to the core mission of 'Conservation, Education, Inspiration', to the Welsh identity, to international context, to sustainability, or to the ambitions of the Garden as set out in the Strategic Ten Year Plan?	10
3. Garden feature/project relevance	Does the artwork relate to a special feature, the subject of a themed garden area, to the Waun Las National Nature Reserve, to research we are carrying out, to the Garden's Middleton Hall/s related heritage and past, or a special project we are running?	10
4. Aesthetically harmonious with setting	Do size, material, shape, colour and intellectual thought, work with the space the exhibition is expected to fit into?	10
5. Aesthetically pleasing	This category should not just be thought of as 'is it nice?' - an intellectually/emotionally challenging contemporary sculpture is recognised as being as inspirational as a figurative piece.	5
6. Crowd pulling and public engagement potential	Will the artwork attract or repel? Is it a potential source of inspiration? Will visitors want their photo taken next to it? Will they talk about it and recommend visiting to others? Will they remember it?	10
7. Level of craftsmanship	This might not always be important but when it really should be, it really should be made well.	5
8. Status of exhibitor	It is recognised that this is subjective and potentially contentious. Artists do not have to have letters after their name to make great art. However, we want to aim to get a spread of artistic material including high profile artists, both to increase the Garden's profile amongst the art loving (and art visiting) community, and to act as exemplar inspiration for learners and students.	10
9. Level of maintenance required by Garden	Only in exceptional circumstances, would the Garden be able to commit to any physical maintenance. Exceptions might be when live plants are used or perhaps when displays involve a high	10

	profile artist for a short period.	
10. Educational use potential	Some artworks might help us attract schools or they may markedly improve the quality of a course we are offering. The artwork may also be relevant to a particular curriculum theme or family activities during school holidays, especially if it relates to features on a family trail. Willingness of exhibitors to engage with and give talks to visitors, schools or run demonstrations or courses will be well regarded.	5
11. Commercial spin off potential	The ability of the exhibition to contribute to income generation, through direct sales or in other ways is a consideration.	10
12. X factor	There are occasions when an artwork seems just right even though there is little or no rationale. The Garden reserves the right to retain this 'gut instinct and to use it sparingly.	5
Other unscored considerations which may prevent selection	Is the artwork temporary, semi-permanent, permanent; is there a health and safety consideration; is it likely to culturally/morally offend anyone; will the artwork put a financial burden on the Garden; will installation damage plant collections/infrastructure; are outdoor artworks suitably weather resistant.	- 10

In line with other policies of the Garden, this document is kept under review and may be updated from time-to-time as considered appropriate.