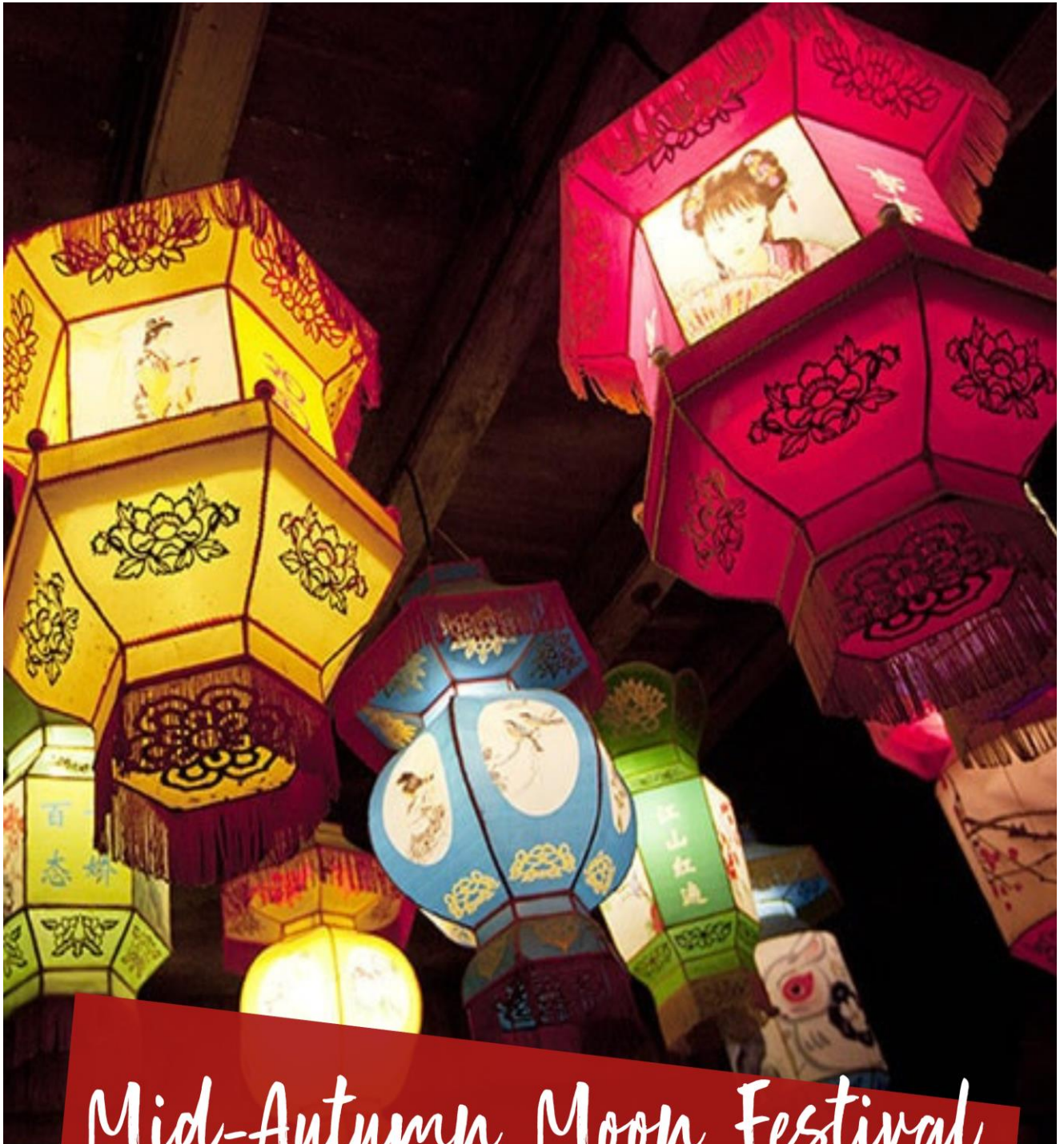


Lauderdale *House*



Mid-Autumn Moon Festival

Exhibition Brochure

Mid-Autumn Moon Festival Art Exhibition 2024

What is this about?

Lauderdale House is putting out an open call to create an exhibition for our Upper Gallery, celebrating Mid-Autumn Moon Festival in September! We're inviting artists of all kinds to submit a proposal for an exhibition this September, around the theme of Mid-Autumn Moon Festival! One of the most important dates in Chinese culture, the festival celebrates the night that the moon is supposedly at its brightest, coinciding with the middle of the autumn harvest season.

Exhibition Details

The exhibition will run from **Wednesday 11 September 2024 – Monday 7 October 2024** in the **Upper Gallery Space**.

The exact dates and times of your exhibition will be:

Exhibition Hanging Date:

- Tuesday 10 September 2024 11:30-17:30

Private View:

- Wednesday 11 September 2024 (Setup 19:00 / Guests arrive 19:30 / End time 21:30 / Clear by 22:00)

Exhibition Takedown:

- Tuesday 8 October 2024 9:30-11:00

Please take the time to read this information in full to become familiar with how Lauderdale House works as a gallery space and to clarify what we can offer you.

Who we are?

Lauderdale House is a Grade 2* listed 16th century building set within Waterlow Park. We are an arts and education centre and very much a multi-functional building. We have flexible and attractive exhibition spaces (the Lower Gallery and Upper Gallery). We are a small registered charity and whilst our raison d'être is arts, education and heritage, we receive no regular government funding and rely heavily on private hire to maintain the House, pay staff and subsidise the creative, educational and outreach programme.

The House hosts a range of events and therefore attracts a wide variety of people in addition to those who specifically come to view the galleries. Your work will be seen by people visiting the House during the daytime and evenings for concerts, classes, shows, meetings and for weddings, parties and social events. Our annual footfall averages at around 50,000 to 60,000.

If you have any questions, or would like to make an appointment to view our galleries, please do not hesitate to contact us on 020 8348 8716 or enquiries@lauderdale.org.uk

How to be considered for the exhibition

To submit your work for consideration, please complete the application form (attached as a word document on our website) and send it to iwilson@lauderdale.org.uk, with your **name** and '**Mid-Autumn Moon Festival Exhibition**' as the subject.

As part of the proposal, you will be asked to submit:

- An artist statement which details your plans for the exhibition. E.g., how you plan on interacting with, and displaying, the theme of Mid-Autumn Moon Festival? (c. 250 words)
- 10 examples of your previous work
 - **Please note:** These example images do not need to be specific to the Mid-Autumn Moon Festival theme and can just be general examples of work.
 - **However,** if you are able to create any work connected to the theme, this will help give a clearer idea of your artist statement.

The application form will also ask for the following details:

- Your contact details – name, phone, email, address
- Link to your website or previous exhibitions (if applicable)
- Media used and dimensions of pieces
- Approximate number of pieces proposed
- How the work should be displayed and how/if it is framed. (Please note we cannot accept freestanding work.)
- If work is particularly heavy, please give us some idea of weight
- Whether you have exhibited at Lauderdale House previously

If you wish to submit work by post, please mail the completed application form to:

Administration Office

Lauderdale House

Highgate Hill

London N6 5HG

If you wish for submissions to be returned, please also enclose a stamped self-addressed envelope.

Submission Deadlines

- The selection panel will next be meeting **in Mid-May 2024.**
- Please submit work by **30 April 2024** to be considered for an exhibition
- We will notify you of the outcome after approximately 1 week of the panels meeting date

We have, on occasion, pushed our submission deadline back to better suit the community. If the above submission deadlines are differing from the dates on the website, please call the office for confirmation of the correct dates.

Please note that due to the multi-use nature of the space, we are unable to accept any work that might be interpreted as being unsuitable for children, such as sexually explicit imagery. We are not seeking to introduce any censorship, but must bear in mind that our space is used for numerous different events for people of all ages. This makes it unsuitable to display work that might be pushing certain boundaries and therefore better displayed in the context of a dedicated gallery. All work must be in accordance with our equal opportunities policies. A copy of our submissions policy is available upon request.

Booking Arrangements

The hire of the Upper Gallery space will be free.

Verified card details against loss or damage of hanging equipment £120

Private View cleaning and stewarding costs after the private view £110

Note that the Private View event is optional and will be subject to any relevant Covid guidelines

These charges are all for a **4-week exhibition run (Tuesday to Tuesday)** and the **Private View** opening evening. We require 100% of the booking fee up front to secure the Private View.

Commission

In addition to the fees above, Lauderdale House takes a **10% commission** on work sold. Exhibitors should deal directly with those wishing to purchase artwork and account to Lauderdale House for any commission owed at the end of the exhibition period.

Hanging Equipment Card Authentication

8 weeks prior to hanging we will request authenticated card details for the value of £120 for the use of our hanging equipment. This equipment will be given to you on the day of the exhibition hanging. No funds will be taken with these details as long as all hanging equipment borrowed to hang your exhibition is returned intact on the take down day. These details are taken securely using a link which we will email to you.

Please note that the artist is responsible for organising and running their own private view and publicising the exhibition, which may incur additional costs and therefore should be taken into consideration. Please read the 'Private View' and 'Publicity' sections carefully to clarify exactly what we offer and how we can help you.

Dates and Opening Hours

Gallery opening times will be advertised on our website and are **generally 12-4pm** on both weekdays and weekends, with the exception of **Wednesdays** when the gallery is open **11-3pm**.

However, our opening hours are **subject to change at short notice** depending on our private hire and in-house event bookings. As these are our primary income generators which subsidise our creative programme, we hope you understand that we reserve the right to close the galleries at short notice if the space is being used for private hire.

Please therefore always check our website before visiting <https://www.lauderdalehouse.org.uk/whats-on/by-day>

Show Arouns & Invigilating

If you wish to show someone around the gallery **by appointment outside the formal hours** stated above and listed on our website, please get in touch with us so that we can ensure that the gallery space is available to view.

A staff member will be responsible for opening and closing and at times the gallery may be supervised by a volunteer, but otherwise the galleries will be open to the public and unsupervised. It is not essential, but we encourage and welcome exhibitors to invigilate during the opening times and meet and greet visitors.

Private Views

You will be notified of the specific dates for your Private View once your exhibition has been booked.

Private View events for both the Lower Gallery and the Upper Gallery are held on the same evening.

Arrival time to set up for your private view is from 7pm on the evening and your event will run from 7.30 - 9.30pm.

We expect the gallery to be **clear by 10pm**. If exhibitors are not ready to leave at this point they will forfeit their deposit.

Lauderdale House will provide the **tables and chairs** you request for your Private View event and a Lauderdale House **steward** will be present from 7pm and will be at hand to lock the building at 10pm.

The artist is responsible for providing all Private View refreshments, food, table linen, glassware, and serving staff if desired. Please note that holding a Private View is optional and it is your choice whether or not to host one.

Artwork

Due to the multipurpose function of the house and ongoing private hire, classes and events, we are **unable to allow any artworks that cannot be hung on the wall**. Freestanding sculptures or ceramics cannot be accommodated as part of the main exhibition, **but can be exhibited temporarily on the Private View evening** if they are brought along and taken away at the end of that evening.

Hanging

Hanging usually takes place from **11.30am on the first Tuesday** of the exhibition and must be **completed by 5.30pm** on that day. Take down is on the final Tuesday and **must be completed by 11am** when the next

incoming exhibition will arrive to hang. Hanging times for the Upper Gallery landing area may vary to work around regular classes and bookings in the Long gallery, but are usually **1.30pm until 6pm**. This should be confirmed in advance with the office.

You are responsible for the physical hanging of your artwork on the day. We suggest that you arrange to have **at least two people** to hang. We have several step ladders available for your use. There is a hanging system in place in each gallery area and we will be able to provide the cord and hooks to hang the works. Your **returnable deposit** is to cover the potential loss or damage of any hanging equipment.

We ask that you **do not stick any labels or artwork directly to the walls**. Individual descriptions for artwork can be displayed on foam board or card next to or underneath your work, attached to its frame. You may leave artist statements, contact details and price lists on the Entrance Hall reception desk and piano or the Upper Gallery table for visitors to read.

If you would like to talk through the hanging and practicalities of your works before the exhibition, we are happy to make an appointment for you to meet on site with our Operations team.

Storage

Please note we have **NO storage space** in the House. Any additional artwork not hung, and all art protection/packaging, must be removed at the end of your hanging day.

When taking down your work, it is your responsibility to leave the hanging system neat and clear of any remaining cord, and to clear excess rubbish/packaging so the area is left clean for the incoming artists.

Temporary Removal of Work for Private Hire Events

On occasion, we may need to temporarily remove some or all of your work from display for the duration of a private function (e.g. wedding ceremonies, funerals) if specifically requested to do so by the hirer. This removal will be handled by our extremely capable Operations team and is always undertaken with the upmost care and consideration.

Works will be stored safely for the duration of the event and then restored to their original position as soon as the function has ended and guests have departed. We will inform you if such a removal is to take place. Please let us know if there are any special considerations that we should consider when removing, rehangng, or temporarily storing your work.

Insurance

Artists will need to organise their own insurance cover for their work.

Lauderdale House **accepts no responsibility for work stolen or damaged** during exhibition opening hours, Private Views, private hire events taking place in the venue, or during hanging or taking down of work. This also applies to the temporary removal and rehangng of work for private hire events when necessary.

Lauderdale House also accepts no responsibility for persons injured by artwork during exhibition opening hours, Private Views, events and classes taking place in the venue or during hanging or taking down of work.

Publicity

Once your exhibition is booked, please provide the information listed below so we can add your show to our website. We can also advertise your exhibition in our biweekly e-newsletter, as well as on our Facebook, Twitter and Instagram pages.

We will need from you:

- a 250-word description of your exhibition
- up to 12 photographs of your work in the exhibition, ideally landscape in format, for our website
- whether you wish to open your Private View to the public (in which case it will be advertised on our website) or if you prefer the event to be private

Please email this information to our Marketing & Communications Manager, Nathan Rasdall,
At nrasdall@lauderdale.org.uk

You are responsible for producing, printing, distributing and putting up posters or flyers to generally advertise your exhibition. Please supply us with **4x portrait format posters (A4 or A3 size, but at least 2 of which are A4)** which we will display in our stands around the House during Gallery opening hours. Please note that the clipping mechanism of our stands obscures the outer edge of the poster – please therefore leave 2cm of text-free space on all sides or your text may be hidden behind the clipping frame.

We are also happy to display **A5 leaflets/flyers** in the House at various locations (reception desks at both entrances and our flyer rack) if you print and supply these to us.

It is not possible to display posters on the park railings.

Also, please note that Camden Council has a virulent anti-flyposting approach, even for non-commercial activities, and you will be responsible for any fines incurred due to illegal flyposting.

Nevertheless, there are still plenty of public sites and accommodating shops and pubs and social media opportunities for advertising. It's well worth planning a walk around the local area.

Cancellation

If for any reason you feel you may need to cancel your exhibition, then we would appreciate as much notice as possible.

If you wish to cancel your private view, we are unable to refund your payment unless we receive, and acknowledge, notice of the cancellation more than four weeks in advance of the private view date. The private view payment covers actual stewarding & cleaning costs and if you cancel within four weeks, we need to honour our contract with our freelancers.

Health & Safety

In the Lower Gallery and Entrance Hall, shutters to **fire exits must be kept open** and **access to exits kept clear**

while the gallery is open and in use. In the Upper Gallery, a table may be placed on the window side, but there must be a clear throughway for the fire exit route from the top of the stairs to the doors at the other end.

Smoking is not permitted inside the House at any time. The use of candles is prohibited owing to the age and flammability of the building and their tendency to set the fire alarm off.

We are mindful that Covid-19 has proved extremely unpredictable and it is important that we follow good practices should they become necessary. Please check with us one month before your exhibition to see what our current policy is.

Lighting

Please do not try to adjust the lights yourself as they break easily. Our Operations Manager, Peter Gallagher, will be around when you hang your exhibition and will be happy to assist.

Accessibility

The House is fully accessible for wheelchair users. There is an accessible entrance at the side of the building, a lift and two disabled toilets on the ground floor. There are IR hearing and loop systems in place for those who are hard of hearing.

For more details regarding accessibility, especially concerning guests for a private view, please call the office.

Transport

The nearest tube station is Archway on the Northern Line. The House is about a 10 minute walk up hill from the station. Alternatively, you can turn left out of Archway station and take the 143, 210 or 263 buses to directly outside the house (Waterlow Park/ Lauderdale House – Stop HS). The House is well served by various bus routes.

Parking

There is no car park, but parking on the Lauderdale House side of Highgate Hill is unrestricted at weekends and after midday during weekdays.

Lauderdale Café & Waterlow Park

The **café** on site is open from Monday to Sunday, generally between 9am-6pm in summer and 9am-4pm in winter. We are situated within **Waterlow Park** which is open every day from dawn until dusk.

For further enquiries please contact us on
020 8348 8716 or enquiries@lauderdale.org.uk

Or head to our website www.lauderdalehouse.org.uk and fill in
our enquiry form under the 'Hire the house' section

Lauderdale
House