



## IPSWICH ART GALLERY EXHIBITIONS POLICY

**Document No:**  
**A4595588**

**1.1 Objectives:** The objective of this policy is to guide and direct the conceptual development and implementation of exhibitions at Ipswich Art Gallery.

### **1.2 Policy Statement:**

#### **1.2.1 Ipswich Art Gallery Vision**

The Ipswich Art Gallery will, through display, collection, documentation and interpretation, play a vital role in the public life of the region, making a sufficient contribution to the city's cultural capital and civic pride.

#### **1.2.2 Exhibition Policy Vision**

The Ipswich Art Gallery will effectively develop and present a balanced program of entertaining, educational, and culturally significant exhibitions which promote Ipswich's identity while celebrating the cultural life of the region.

Key considerations of the program include:

- Artistic excellence and integrity
- Audience development targets
- Ipswich community aspirations and characteristics
- Financial viability and scheduling opportunities
- Interpretation opportunities including the use of new technologies
- Ability to contribute to the local, regional and national debate and the broader cultural industry

### **1.3 Scope:**

#### **1.3.1 Exhibitions Panel**

The Ipswich Art Gallery exhibition panel, which includes the Director, Ipswich Art Gallery and selected senior staff, is responsible for the development and implementation of the exhibition program. The panel is to be guided by the Exhibition Policy when appraising exhibition proposals, and when determining the rationales, themes, goals and target audiences for exhibitions, including key exhibits and public programs, and promotional and commercial opportunities.

Where possible, the exhibitions panel shall seek to further the Ipswich Art Gallery's reputation for innovative museum practice and high quality exhibitions, and enhance its importance and relevance as a cultural institution.

The Ipswich Art Gallery exhibitions should be considered as resources for cultural development and regional tourism.

### **1.3.2 Exhibition Program**

The Ipswich Art Gallery will present a dynamic program of exhibitions, which includes displays of visual art, craft, design, social history and related areas of interest, including both historical and contemporary material. The range of exhibitions will reflect a commitment to presenting a diversity of artists and artistic media, including painting, printmaking, drawing, sculpture, decorative arts, installation, photography, video, film and digital media.

Exhibitions will actively explore a broad range of social, historical, artistic and cultural themes. The themes chosen for exhibitions will reflect the Gallery's commitment to educating and informing the community.

The exhibition program will comprise exhibitions which are curated by Ipswich Art Gallery staff, developed in partnership with independent curators, or on loan from other institutions. Where appropriate, exhibitions will be developed to complement activities and events of local, national or international significance.

Ipswich Art Gallery will present touring exhibitions from other institutions which broaden the overall program, with preference given to exhibitions that relate to themes of community interest, relate to the City of Ipswich Collection, feature artistic excellence, augment local art practice, or celebrate cultural diversity and understanding.

### **1.3.3 City of Ipswich Collection**

Selected gallery spaces within Ipswich Art Gallery are used to display exhibitions drawn from the City of Ipswich Collection. These exhibitions will rotate regularly to highlight different aspects of the Collection, feature the depth and diversity of objects within the Collection, and improve the public's access to, and understanding of, the Collection.

The exhibitions panel will ensure that a representative selection of outstanding works of art from the Collection is on display at any given time.

### **1.3.4 Local Artists**

The exhibition program will aim to support talented and professional artists from the Ipswich region by periodically presenting survey or thematic group exhibitions of their work, and by featuring individual artist exhibitions in the Spotlight program. Further exhibition opportunities for local artists are to be made available on an equitable and merit-based basis at the discretion of the Director, Ipswich Art Gallery.

Ipswich Art Gallery is a public gallery, and therefore, will not present exhibitions of artwork for sale.

Artists or groups seeking to exhibit in the Ipswich Art Gallery are required to submit an exhibition proposal to the Director, Ipswich Art Gallery. Exhibition proposals will be considered on merit by the exhibitions panel, with reference to budget and scheduling considerations.

### **1.3.5 Community**

Ipswich Art Gallery maintains close links to the Ipswich community, and wherever possible, exhibitions are developed in close consultation with the community, or with specific groups in the community (ie people who share a particular history, place, culture or interest).

Ipswich Art Gallery exhibitions:

- assist the community to preserve and explore its heritage;
- creatively tell stories that define the community's shared identity and the unique experiences of the individuals who belong to it;
- provide opportunity for community reflection, conversation and debate on the community's identity and cultural life;
- help the community to interpret its past and present, and question its future;
- encourage visitors from outside the community to understand and relate to the Ipswich region.

### **1.3.6 Community Standards**

In its endeavours to maintain good relations with the community, the Ipswich Art Gallery will be mindful when developing and scheduling exhibitions that the content, theme or timing of exhibitions does not cause undue offence to the community or to particular community groups.

This does not infringe the right of the exhibition curator to free and independent thought to be presented in exhibitions and accompanying label texts and essays. However, critical opinions must be expressed as opinion and factual information must be accurate. Where necessary appropriate warning of explicit material is to be provided to visitors through signage and guided tour scripts.

Ipswich Art Gallery exhibitions will actively explore a broad range of social, historical, artistic and cultural themes, with exhibition themes being chosen to reflect the Gallery's commitment to educating and informing the community. It is noted that individuals may on occasion find an exhibition to be offensive, when it is judged to be acceptable or entertaining by the broad majority of the community.

It is recommended that Ipswich Art Gallery staff keep abreast of prevailing community standards and consult the legal department of Council where doubts about the handling of issues may arise.

### **1.3.7 Exhibition Sponsorship**

Opportunities to receive exhibition sponsorship should be considered subordinate to the presentation of exhibitions for the reasons outlined above. It is recognised that it is likely to be an interactive process between these considerations and the practical issues of funding however the program should be consistent with these objectives. The presentation of sponsored exhibitions will be consistent with Council's 'Ipswich Arts Foundation Corporate Sponsorship Policy'.

In the case of an exhibition that has been developed, either in collaboration with a company or sponsor, the association is described in either the exhibition title or credit line. When the association is described in the exhibition title, the general practice is that

the company or brand should appear in the title sub-heading.

### **1.3.8 Nomenclature**

Naming rights may take a variety of forms and may include but are not limited to the following examples.

#### **1.3.8.1 Primary Naming Rights**

- The **Company**, **Exhibition Name**
- The **Company**, gallery of **Exhibition Name**
- The **Company** presents **Exhibition Name**

#### **1.3.8.2 Secondary Naming Rights**

- The **Exhibition Name**, sponsored by **Company**

#### **1.3.8.3 Joint naming rights**

- Ipswich Art Gallery and **Company** present **Exhibition Name**
- **Company** and **Company** present **Exhibition Name**

The implementation of naming rights will be consistent with Council's 'Ipswich Arts Foundation Corporate Sponsorship Policy'.

### **1.3.9 Display**

Ipswich Art Gallery will maintain a consistent high standard of display in the presentation and interpretation of exhibitions, including display and directional signage, in accordance with current museological standards and practices. Appropriate consideration will be given to visitor requirements in the placement, size and clarity of all signage and supporting material.

Exhibitions are supported by the provision of explanatory and interpretative information that assists public access to, and understanding of, the displays.

### **1.3.10 Support Activities**

The Ipswich Art Gallery will present opening events to launch and promote selected exhibitions at which Council officials, Sponsors, Ipswich Art Foundation Executive members and Gallery volunteers will receive appropriate recognition.

Public programs will be presented to contextualise and interpret selected exhibitions for specific audiences and to enhance the relevance of exhibitions to the local community.

Catalogues or publications will be developed to support selected major projects.

**1.4 Policy Author:** Director, Ipswich Art Gallery.

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**Committee Reference and Date:** Arts, Community and Cultural Services Committee No. 2005 (01) of 17 January 2005

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