

# THE SEASONAL ART MARKETS

THE WRITE GALLERY

**THE LIGHTHOUSE  
TOOWOOMBA**

126 Margaret Street  
Toowoomba QLD 4350

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**SUMMER 1ST - 20TH FEBRUARY  
AUTUMN 3RD - 23RD MAY  
WINTER 2ND - 22ND AUGUST  
SPRING 10TH - 30TH NOVEMBER**

celebrating artistic diversity  
through collective collaboration



# THE WRITE GALLERY

## THE SEASONAL ART MARKETS



We are thrilled to present an incredible opportunity to showcase your artwork and be a part of something truly special!

The Seasonal Art Market at The Write Gallery is a collective art market bringing together 10 artists, each of whom receive a designated area of the gallery wall to showcase your artwork.

The market runs for 20 days and aims to foster collaboration, provide exposure, and reduce the financial burden typically associated with solo exhibitions.



# BENEFITS OF PARTICIPATION

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## 1. Collective Creativity

Being part of the Seasonal Art Market means immersing yourself in a supportive community of artists who share your passion for creativity. It's a chance to exchange ideas, gain inspiration, and form meaningful connections that can last beyond the duration of the exhibition.

Collective strength in numbers! Artists are also asked to staff the space for two days, with the support of the team from The Lighthouse Toowoomba.

## 2. Exposure

By exhibiting at the Seasonal Art Market, you will have the opportunity to reach a wider audience and expose your work to art enthusiasts, collectors, and fellow artists. The collaborative nature of the exhibition amplifies the visibility of your creations and creates networking opportunities.

## 3. Diverse Perspectives

The Seasonal Art Market celebrates artistic diversity. By showcasing your work alongside fellow artists, you contribute to a rich tapestry of styles, techniques, and visions. Visitors will be captivated by the breadth of talent on display and gain a deeper appreciation for the arts.

## 4. Sharing Costs

Funding solo exhibitions can be daunting and financially burdensome. Our shared cost model ensures that the financial responsibility is distributed among all participants, making it more accessible for emerging and established artists alike. This allows you to focus on creating exceptional art without worrying about breaking the bank.

There is no commission for sales. Every cent is yours! The hire fee is only \$25 per day, and using a QR code for direct deposit to your account or to take customers to your website, there is also the potential for ongoing sales!

## 5. Supporting Children's Literacy

The Write Gallery is part of The Lighthouse Toowoomba, a local children's literacy charity. By supporting the gallery, you are in turn supporting the children in our community and 100% of the income generated from gallery hire goes towards keeping this charity afloat.

# FAQ'S

## What dates are the 2024 markets operating?

- Summer 1st – 20th February (EOI due 1st January)
- Autumn 3rd - 23rd May (EOI due 1st April)
- Winter 2nd – 22nd August (EOI due 1st July)
- Spring 10th – 30th November (EOI due 1st October)

## How does the Wallholder system work?

The wallholder system replaces traditional stallholder. Each artist participating in the Seasonal Art Market will be assigned a specific section of the gallery wall to display their art. This setup allows your work to be prominently featured and encourages visitors to explore the various styles and mediums on display.

## What are The Write Gallery Specs?

The dimensions of the wall you will have available is approximately 3m wide x 2.5m high (to track height, the ceiling is 4.8m).

The gallery includes a hanging system:

Hanging System \* CLICK-RAIL | Hooks: Ratchet 2mm, 15kg max weight - Nylon cord

Own frames need to have D-rings for hanging. Track Height: 2.5m | Entry door: 1m wide x 2m high

There are two gender neutral toilets, and a reception desk. No wi-fi available |No kitchen facilities

## How do I secure my spot in the Seasonal Art Market?

To participate, please fill out the provided Expression of Interest Form. If approved, we will require a non-refundable deposit of \$50 to secure your spot. Spaces are limited to 10 artists, so we encourage you to act quickly to ensure your inclusion in this exciting collective market.

## What are the financial considerations for participating artists?

To cover the costs of hiring the gallery space, each artist is required to contribute an additional \$500 for the entire 20-day market. This equates to only \$25 per day! *Importantly, there will be no commission for your artwork sales during the event.*

## Do I need to be present in the gallery during the Seasonal Art Market?

Yes, each artist is required to man the gallery for 2 full days during the 20-day market. This allows you to engage with visitors, answer questions about your artwork, and provide an immersive experience that enhances their connection with your creations. Standard gallery opening hours are 10am-3pm each day during a Seasonal Art Market.

## What benefits will I gain from participating in the Seasonal Art Market?

By joining the Seasonal Art Market, you will experience numerous advantages, including increased exposure for your work, networking opportunities with fellow artists and art enthusiasts, and the chance to be part of a collaborative and supportive artistic community.

## Insurance?

Artists are responsible for insuring their work. The Lighthouse Toowoomba has a \$20m Public Liability Certificate.

# FAQ'S

## **Can I showcase multiple pieces of art?**

Yes, you can showcase multiple artworks during the Seasonal Art Market. The only limit is the space you have to work with. This could be filled with one large piece of multiple smaller works – the choice is yours. The Click-Rail hanging system will support up to 15kg, single work, or parlour style hanging.

## **Can I sell more (rehang) once a piece is sold?**

Indeed you can. Sell, sell, sell to your hearts content – your wall can be replenished as often as you like! However, any hanging and redisplay over the 20-day period will entirely be your responsibility.

## **Is this event open to artists of all experience levels?**

Absolutely! Any age, any stage! The Seasonal Art Market welcomes artists of all experience levels. Whether you're an emerging talent or an established artist, this exhibition provides an inclusive and encouraging platform for your artistic expression.

*Note: If an artist is under the age of 18 – any roles or responsibilities will fall to their parent / guardian.*

## **Will there be promotional efforts for the event?**

Yes, The Write Gallery will actively promote the Seasonal Art Market through various channels, including social media, newsletters, and local advertisements. Additionally, we encourage artists to share the event with their networks to maximize exposure.

## **How do I sell my artwork at the market?**

The Write Gallery isn't asking any commission for any sales, and as such, it is each Artists responsibility to arrange a way for customers to purchase your work. We recommend a QR code or website on your didactic linking the pieces to an online store. That way you have full control over the money transferred to you and a piece can only be sold once. (This also alleviates the need for room-sheets, sales sheets, or handling of any cash or eftpos transactions!)

## **What information does The Lighthouse Toowoomba need right now?**

- Your application form will ask you for a \$50 non-refundable deposit
- A list of social media handles
- An image to be used in promotion of the event
- Signature on a short-term hire agreement for The Write Gallery

We hope this FAQ section addresses any questions you may have about the Seasonal Art Market. If you have any further inquiries or need assistance, please feel free to reach out to us.

We look forward to celebrating art and creativity with you at

## **The Write Gallery's Seasonal Art Market!**

### **FOR MORE INFORMATION**

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