

## Guide to presenting work at the Babylon Gallery

If you are a professional artist, curator, creative practitioner, or a group with a body of work to share we'd like to hear from you.

This guide gives information about the Babylon Gallery space, what we can offer you, and how you can submit a proposal.



### About us

The Babylon Gallery is run by Babylon ARTS as part of our Creative Spaces programme. We are a registered charity, and our mission is to develop creativity and connect communities with arts and culture. You can find out more about Babylon ARTS, including the Creative Spaces and Creative Communities programmes at [www.babylonarts.org.uk](http://www.babylonarts.org.uk)

The Babylon Gallery is housed in a former malt house and brewery with an enviable view overlooking the River Great Ouse. We are right in the heart of Ely's riverside just 7 minutes' walk from the train station with direct links to London, Norwich and Peterborough. We are the second most visited attraction in Ely after the Cathedral with over 25,000 visitors a year. We're fully licensed, with disabled access and plentiful free parking just around the corner.

## What we offer

- An opportunity to sell or present work in a professional gallery space, and to raise your profile in the region.
- A platform to share your work with Babylon ARTS audiences who include local residents, tourists and visitors from across the country.
- Professional advice and support to ensure your exhibition is a success, including access to an experienced Gallery Technician to support the installation of your work.
- A dedicated marketing package including social media campaign, press release, online promotion, printed material and promotion to the Babylon ARTS mailing list.
- A fully invigilated and supported exhibition, including management of all sales and arrangements with buyers on your behalf.
- Use of a gallery equipment including lighting, sculpture stands, display units, audio-visual equipment, furniture and WiFi.
- A preview event or drinks reception for your exhibition, including invitations to previous buyers and Babylon ARTS members if you choose.
- An opportunity to hold demonstrations, workshops or other activities related to your exhibition in the gallery space.

## Babylon Gallery programme

We present exhibitions and performances which hold relevance today, across a spectrum of visual and performing arts, including (but not limited to): painting, print works, interdisciplinary visual arts practice, craft, ceramics, textiles, digital arts, photography, dance, theatre, film, spoken word and music.

We welcome proposals for both solo exhibitions and group shows from established and emerging artists, groups and curators. Please note that due to our resources we cannot take 'on spec' applications but need to have formal proposals through the submissions process.

We work to support our local artists and artists' communities through the annual Babylon Summer Open Exhibition. There are also other opportunities for amateur as well as professional artists to respond to open calls and community projects through the year. Sign up to our email newsletter to find out more.

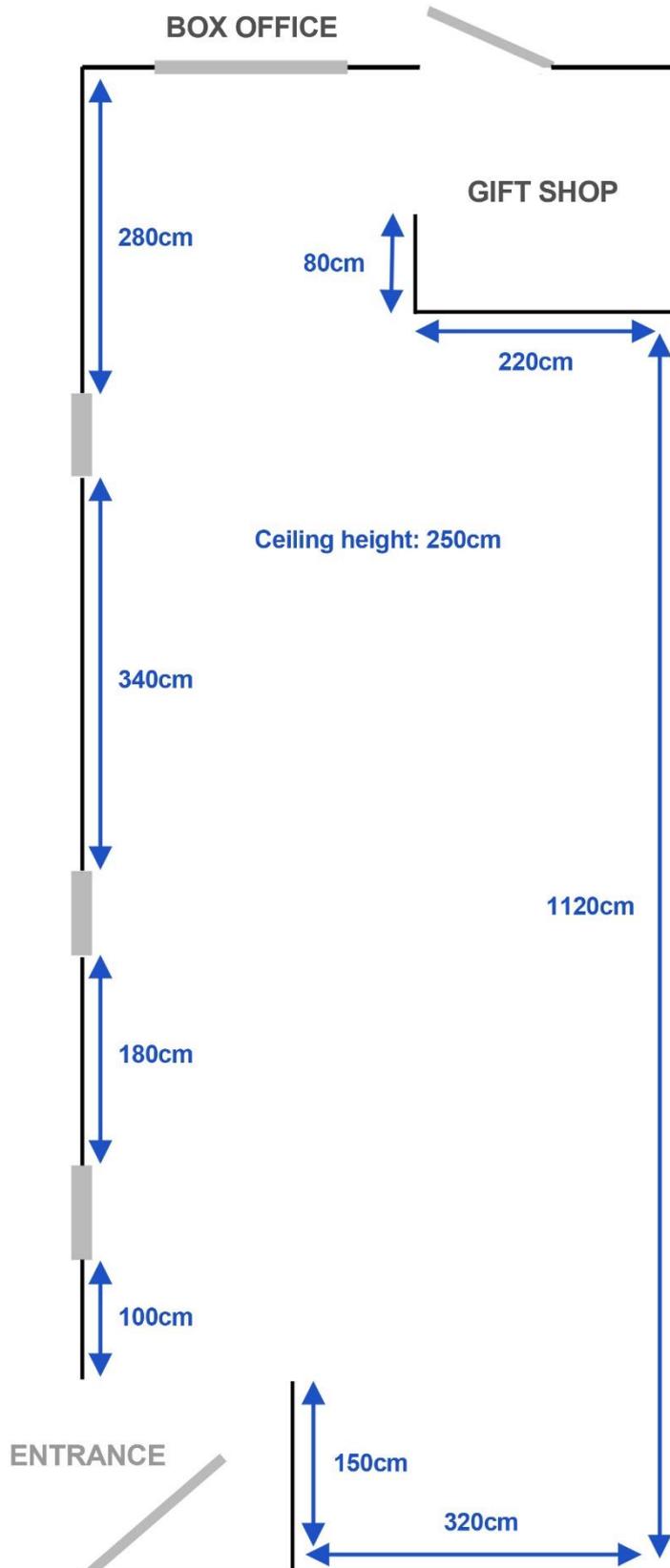
## About the space

The Babylon Gallery is our main exhibition and events space, situated on the ground floor. The standard set up of the space includes white walls and access to:

- Track lighting throughout the gallery
- Plinths, display units, chairs, sofas and tables
- A projector and large portable screen (approx. 3m x 2.5m)
- DVD/Blu-ray player with integrated surround sound speaker system
- 2 x handheld mics and mic stands
- 1 amp/speaker that connects directly to mics or other sound system
- A portable PA system with two speakers
- A wall mounted TV and a free-standing TV



## Babylon Gallery Floor Plan



- A unique and flexible space with bags of charm right next to the riverside.
- An intimate venue suitable for a range of events. Average capacity of 45 seated and 60 standing.
- Wheelchair accessible with an accessible toilet.
- Equipment available includes lighting, sculpture stands, display units, audio-visual equipment, sofas, chairs and tables.
- Complimentary WiFi.
- Fully licensed. Pop up bar available for events.
- Access to kitchen area for food/drink preparation with tea & coffee making facilities.

**Babylon  
ARTS**

## How to submit a proposal

We welcome proposals online at [www.babylonarts.org.uk/gallery/gallery-hire.htm](http://www.babylonarts.org.uk/gallery/gallery-hire.htm)

Please note that we aim to plan our exhibition schedule a year in advance so you need to allow plenty of planning time when you apply. Your submission should include:

1. A completed proposal form online through our website.
2. A copy of your CV with full contact details.
3. An artist's statement detailing your practice and the outline proposal for your exhibition so that we can understand what you are trying to achieve.
4. Some images of the work you intend to display or of your previous work, so that we can get a feel for the quality of your work and how the exhibition may look.
5. Any other relevant information you think we should consider such as whether you wish to offer your work for sale, or if you might need additional equipment or support.

## Selection criteria and process

When we select work for the Babylon Gallery and our Creative Spaces programme it is essential that it sparks curiosity by those who see or interact with it, and that it is high quality.

We aim to achieve a balance across our programme, celebrating a diversity of artforms and creative expression.

We're interested in presenting work that does any of the following:

- Connects to the geography, landscape or people of this area or relates to local traditions, customs, crafts and stories.
- Showcases the skills and creativity of artists/creative practitioners living in West Anglia.
- Has a story to tell through its presentation or by the process in which it was created.
- Is co-created with people from or currently living in West Anglia.
- Is a product of regional or national partnerships with other venues/organisations who share our values.
- Is created by emerging artists or those with established careers, who wish to stretch their practice.
- Tries something new or innovative.

Work is assessed on its merits, rather than the past achievements of the artist and there is no preference regarding medium in which the artwork is made. We advise artists and curators to visit the gallery space before submitting a proposal.

We hold exhibitions meetings every three to six months, during which the Babylon Gallery Advisory Group discuss all proposals and look for exhibitions and installations which best meet our criteria and complement our over-all programme.

Once a proposal has been approved, a member of the Babylon team will be assigned as your exhibition contact for all details related to your exhibition.

## Exhibition Fees

Babylon ARTS is not a core funded organisation and we rent our gallery space; as such we have to ensure the exhibition programme provides an income to cover our costs. We want to support artists and provide opportunities to exhibit at an affordable price, which may include supporting fundraising for exhibitions to help subsidise the cost.

We have a pricing structure that allows flexibility and agreements are tailored to the specific needs of each exhibition. The cost will either be a flat exhibition fee, or a mix of a flat fee and a commission on works sold.

Exhibition fees vary depending on:

- The duration of the exhibition. We offer a minimum of 2 weeks and a maximum of 5 weeks (although this could be extended in exceptional circumstances)
- The number of artists exhibiting - Solo shows are priced at a lower rate than group shows.
- Whether it is a selling exhibition or not. For selling exhibitions, we usually take a commission of 25% (plus VAT on the commission amount).

**Exhibition fees start at around £500 for two weeks, we are happy to discuss costs with you when you submit your proposal.**

## **Included in the exhibition fee is the following:**

- Exhibition installation including support from a dedicated gallery technician.
- Support in the lead up to the exhibition to discuss layout and any additional requirements.
- Exhibition signage including vinyl lettering for the title wall in the gallery, an exhibition information board, and labelling of artwork (with text supplied by the Artist/group).
- Use of gallery equipment including lighting, sculpture stands, display units and AV equipment.
- A launch reception to which Babylon ARTS Members and previous buyers will be invited.
- 4 bottles of prosecco and equivalent soft drinks for the launch reception, plus use of glassware, tables and tablecloths.
- Duty Management for the launch event.
- Full invigilation cover during the exhibition, gallery opening hours Tuesday – Sunday, 12noon – 4pm.
- Handling of all sales associated with the exhibition. Transactions for the sale of work and retail items will be carried out by Box Office Staff.
- Handling and distribution of any artworks that is to be shipped to the buyer after the exhibition (buyer covers postage costs).

## **The following Marketing Package is also included in the fee:**

- Promotion on [babylonarts.org.uk](http://babylonarts.org.uk) for the duration of the exhibition and 6 weeks leading up to the exhibition (providing all information has been supplied by the artist).
- Exhibition included in the Babylon ARTS monthly email newsletter (approximately 2,000 subscribers) in the month prior to the exhibition.
- Social media marketing in the run up to the exhibition and throughout. This includes promotion through our Facebook profile (1750 Followers), Twitter (2080 Followers) and Instagram (1070 Followers).
- Video promotion – this is either an interview with one or more of the artists/curators involved, a ‘walk-through’ of the exhibition or montage of the work with narrative as appropriate.
- Distribution of A4 exhibition posters (printed copies to be supplied by the exhibitor unless otherwise agreed) to key locations in the area including the tourist boards and Ely train station.

- Production of a Press Release (including text supplied by the artist) distributed to What's On guides, publications and our media contacts.

**If you need additional support we can offer these optional extras:**

- 75 A4 posters designed and printed – £100 + VAT
- 1000 A6 postcard flyers designed and printed on 350gsm paper - £180 + VAT
- Additional private receptions or special events – from £150 + VAT
- Paid social media promotions and advertising – starting from £20
- Paid advertising in newspapers and publications such as Ely-i magazine – starting from £50.
- Opportunity to hold demonstrations, workshops and other activities with prior agreement.

## **Further details**

Please be aware that prices listed are subject to review and that the details in this document are subject to Covid restrictions.

Once you have submitted a proposal, details around exhibition duration and specific requirements can be discussed with the Babylon ARTS' team.

Full terms and conditions will be outlined in the Exhibition Agreement which will be issued following a successful exhibition proposal.

If you are interested in exhibiting we recommend you complete the online form here:  
[www.babylonarts.org.uk/gallery/gallery-hire.htm](http://www.babylonarts.org.uk/gallery/gallery-hire.htm)

For general enquiries please contact [office@babylonarts.org.uk](mailto:office@babylonarts.org.uk) or 01353 616991