



Penrith Performing Arts & Visual Arts Ltd

PENRITH PERFORMING & VISUAL ARTS LTD

PENRITH REGIONAL GALLERY & THE LEWERS BEQUEST

EXHIBITION POLICY

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Policy Statement

The exhibition program is the Penrith Regional Gallery & The Lewers Bequest's highest profile activity. Almost all visitors are drawn to the Gallery because of its exhibition program - not only to see exhibitions but to participate in associated public events and education programs and opening functions. It is therefore vital that the exhibition program be suitably targeted to:

- Challenge and stimulate Gallery's audiences and visitors to the site
- Develop new Gallery audiences and visitors to the site.

Aims and Objectives

The Gallery aims to develop and maintain a centre of excellence in the visual arts, providing a cultural and educational resource for the community by:

- providing a broad range of visual arts experiences of a regional, national and international nature, to service the diversity of interests within the local and wider community
- the care, research and maintenance of the Collection, the Lewers Bequest and site
- developing and maintaining the Gallery as a research and educational facility
- being recognised by the local community and the wider arts community as a quality asset.

Audiences

1. The Gallery has a responsibility to its local and regional audiences, and these should be a primary target of its exhibition program.

NB: The Gallery defines its local audience as coming from the Penrith LGA, and regional audiences coming from the Blue Mountains and western Sydney.

2. The Gallery has a responsibility to provide access for state, national and international visitors to Penrith and the region to cultural material specific to the Gallery, Penrith and western Sydney as well as collections and exhibitions of national significance.

3. In identifying its audiences the Gallery acknowledges a range of audiences including those defined by:

- Culturally diverse backgrounds
- Gender
- Age
- Physical and intellectual disability
- Socio- economic standing; and ability to gain access to the Gallery
- Special interest groups (including artists, the education sector and cultural groups)

4. Where appropriate, feasible and relevant the Gallery will produce and present touring exhibitions (both nationally and internationally).

5. The Gallery acknowledges that it is unable to address all audiences at all times. However, it will attempt to present a balanced exhibition program which, over the life of the PP&VA Business Plan, will address a wide range of audiences.

Exhibition Framework

The Gallery is committed to providing a diverse range of exhibitions, not only in terms of content, but also in terms of scale. The program will aim to provide a balanced range of large and small exhibitions each year.

The overall framework guiding the Gallery's exhibition program is that Penrith Regional Gallery & The Lewers Bequest will develop and deliver exhibition projects that:

- Feature artists of calibre and excellence
- Refer to and involve the people, place and history of Penrith and western Sydney
- Refer to and involve the history/significance of the Gallery's history, Collections and site
- Involve community members and community cultural development and engagement processes
- Present contemporary visual arts and crafts practice relevant to the Gallery and its community
- Investigate relevant areas of Australian art history and scholarship (with particular emphasis on Australian Modernism and Abstraction from 1930 to the present)
- Develop the gallery's workshop programs.

Content

An exhibition may not only consist of works of art and/or craft but may include:

- Objects of material culture which may be relevant in providing a context for the exhibition
- Support material including catalogues, information sheets, didactic panels and education kits
- Public programs.

Exhibition Program Approval

The annual exhibition program and all exhibition proposals will be considered by the PP&VA Board of Management Visual Arts Committee (with reference to the PP&VA Community Advisory Committee – Visual Arts). The Visual Arts Committee will consider each proposal from two broad perspectives, the exhibition itself and its relationship to the overall program.

In assessing each proposal the Committee will consider the following:

- Artistic and curatorial excellence
- Relevance to this policy
- Relevance to audiences
- Human, physical and financial resources available to develop and deliver the exhibition
- Quality, quantity and effectiveness of the associated information, education strategies and public programs
- Content, media and source of each exhibition
- Number of exhibition undertaken during the year and their scale
- Relevance to the PP&VA Strategic and Business Plans.

Ethics

The Gallery will give proper acknowledgment of authorship in display exhibition labels, and in all publicity where works are referred to or reproduced.

The Gallery will recognise the financial needs of artists by observing current Australian copyright laws on the reproduction of works of art, and pursuing accepted standards in the payment of artist fees. The Gallery will enter into appropriate contracts with artists, agents, writers or lenders when seeking works for exhibition or publications.

The Gallery will recognise the financial needs of freelance arts workers and pursue accepted standards of payment. Where appropriate and feasible, the Gallery will respect the installation and display requirements of artists.

Exhibition Evaluation

As part of the Exhibition Program the Gallery will undertake evaluation of all exhibitions including:

- Number and type of audience attracted
- Level of press coverage achieved
- Quantity and quality of exhibition feedback
- Quality of the works in the exhibition
- Quality, quantity and consistency of exhibition support material
- Quality, quantity and consistency of exhibition public programs

- Financial cost and staff resources committed.

As well as the evaluation of each exhibition the Gallery will undertake an annual review of its exhibition program. The review of the exhibition program will consider the:

- Number and scale of exhibitions presented during the year
- Audience focus of each exhibition
- Exhibition source e.g. generated by the Gallery, other institution, freelance curator, interest group or artist
- Source of the works in each exhibition e.g. from the Gallery collection, borrowed from other institutions, borrowed directly from the artist(s) or interest groups)
- Content of each exhibition
- Gender of the artist(s) represented in each exhibition
- Cultural/community background of the artist(s) represented in the exhibition
- Medium of the works in each exhibition.

NB: Exhibition Program evaluations will be made available to the PP&VA Visual Arts Committee and the Board.

Promotion of the Lewers Bequest and Penrith City Council

Whilst the above policy does not directly promote either Gerald or Margo Lewers, it must be remembered that the emergence and development of PRG&TLB is due initially to the benevolence and commitment of these people. It is for the reason of recognition of this fact and gratitude, that the Gallery bears their name. Similarly, ongoing management and support from Penrith City Council has ensured the Gallery's ongoing viability and success.

Therefore, it is important that the role of Gerald and Margo Lewers, the history of the site and Council's contribution are acknowledged on an ongoing basis. For instance, exhibitions focusing on the work of Gerald and Margo Lewers, their contemporaries and/or works from the Collection will be displayed on an annual basis in the Lounge area of the Gallery. Similarly, Penrith City Council is to be acknowledged in all curatorial, educative, marketing and promotion materials.