



SPOTLIGHT FEATURE

ARTIST INFORMATION GUIDE

INTRODUCTION

The **Spotlight Feature** is a curated highlight designed to celebrate the creativity and accomplishments of our Artists beyond a full Main Gallery Exhibition.

The Spotlight Feature is a rotating opportunity for Artists to be prominently highlighted through the Gallery and our communication channels.

We aim to offer each featured Artist the further opportunity for broader exposure and recognition within our arts community, whilst highlighting artworks to our art customers and collectors.

OVERVIEW

The Gallery highlights Artists and particular styles of artwork/s via a showcase Spotlight Feature within the Gallery Collective space for a predetermined and equally flexible period of time.

This feature offers Artists

- More opportunities to showcase a strong body of work outside of an Exhibition
- Broader visibility within the local arts community
- Creates further opportunity to highlight Artists, and highlight Artists different styles and bodies of work.
- Creates further opportunity to highlight Artists without the pressure of a full Exhibition/body of artwork.
- Supports connection with collectors and audiences

Facilitates the Gallery to

- Offer further opportunities to our Artists
- Highlight our Artists and their creative process and artworks
- Showcase more of our Artists outside of an Exhibition period
- Further deliver a dynamic and engaging art experience
- Flexible display times for an engaging rotating art display
- Supports connection with collectors and audiences

HOW IT WORKS

Eligibility



- Open to all Artists with a current and signed *Gallery Artist Terms, Conditions & Policy Agreement* with Eagles Nest Fine Art Gallery.

Selection Process

- Artists are encouraged to apply via our online Expression of Interest (EOI) process
- Selection and allocation is based on Artistic merit and curatorial direction
- The Gallery curatorial team shall periodically select Artists and artworks with a view to curatorial directions.
- Participation may also be offered as part of special exhibits

Selection & Term

- Artists are selected periodically by the Gallery based on Artistic merit and in line with curatorial considerations.
- A Spotlight Feature may also be offered as part of special Exhibition/s or programs
- The duration is flexible. Timeframes shall be arranged with Artists in line with Gallery Curatorial guidelines and operations. Timeframes may be extended depending on audience response and Gallery curatorial direction and scheduling.
- Works will be displayed together from a range of locations other than the Main Gallery room.
- Each Spotlight will typically include **2 – 6 artworks**

What's Included

- In-Gallery signage and Artist Statement display
- Dedicated listing on our website on the *Exhibitions* page
- A digital marketing tile to co-promote the Spotlight Feature
- Social media highlight and inclusion in e-newsletter/s (timing and frequency is at the discretion of the Gallery's marketing strategy and staff resources).

RESPONSIBILITIES & REQUIREMENTS

Artist Responsibilities

To ensure a smooth and professional Spotlight Feature, Artists are required to provide:

- A short **Artist Biography** (up to 250 words)
- An up-to-date Artist CV (for reference not display)
- An **Artist Statement** for Exhibition display
- A quality **black and white portrait**/headshot
- A Feature Spotlight **title** with the art **medium/s**
- One **high-quality hero image** (1 – 1.5MB - up to 6 MB maximum - JPEG/JPG file at 300 DPI and a 300KB JPEG/JPG file version of the image).
- The **Artist & Artwork Delivery Form**
- Individual images of each artwork (1 - 2.5MB JPEG/JPG file and a 300 - 400KB JPEG/JPG file per artwork) (Please see our FAQ's for further information.)



- Clear labelling of each physical artwork upon delivery
- Prompt delivery of artworks, as arranged with the Gallery via email
- A minimum of **one** social media post on the Artist's social media channel/s

Gallery Responsibilities

- Curatorial consultation on artwork selection and placement
- Administration of all sales, including commissions and website transactions
- Promotion of the Spotlight Feature via Gallery channels (website, social media, e-newsletters) at the discretion of the Gallery.
- Communication with the Artist regarding placement, customer interest, and Exhibition logistics.
- Creation of a digital tile for promotional purposes.

ADDITIONAL INFORMATION

- Artists are responsible for insurance of their artworks during the Spotlight Feature
- All artworks must be **exclusive** to the Gallery during the term of the Spotlight Feature **and for two months post** to finalise interest and sales enquiries.
- Collection of artworks must occur promptly after the Spotlight Feature showcase concludes.
- The number and placement of artworks, and any adjustments due to space, styling, or sales, are at the discretion of the Gallery.
- Social media support is provided by the Gallery at the discretion of the Gallery. Artists are strongly encouraged to actively promote their Spotlight Feature through their networks.
- Artists to be available for reasonable publicity requests.
- Please see our Frequently Asked Questions (FAQ) for guidelines about the best practices to support your application/s.