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13/12/2011 Re: UPDATE: Creative Hawke's Bay Invitational exhibition
at Hastings City Art Gallery

Dear Artist

Thank you for the work you have undertaken over the years to contribute to and /or support the building of our significant regional art exhibition. In April this year, Creative Hawke's Bay Chair Ros Stewart mentioned that the Creative Hawke's Bay Invitational has grown legs and has now gone to school. We at Hastings City Art Gallery are very glad to have this particular 'student' enrol here.

One of our key objectives as a public art gallery is to support and promote our regional artists and this signature annual event has become synonymous with our organisation, and with our kaupapa. We have accepted the invitation to organise and host this event at Hastings City Art Gallery and to that end have run stakeholder workshops to assess the events strengths and weaknesses and ascertain a clear way forward.

I would like to update you regarding the decisions that have been made in order to give you time to begin work over the Summer vacation period event you intend to participate next year.

The dates for the 2012 regional exhibition will open on **October 26**

It is envisioned that dates for work in "photographic form" will need to be submitted to the curator for selection by July 2 , 2012

Please be assured that this new time slot has been allocated in order to 'grow' the event. It will allow the inclusion of emerging artists exhibitions from our tertiary providers, and to encourage the seasonal craft shows to also benefit from wide spread marketing for the region. The Christmas - January period will also allow for family friends and out of town visitors to witness the creative collateral our region has to offer.

We acknowledge that the model of the previous Creative Hawke's Bay Invitational to has been very successful. We intend to continue in this manner, with a re-branding to occur in February and the following practical changes adopted.

REGIONAL ART EXHIBITION 2012 : HAWKE'S BAY

- **PARTICIPANT CRITERIA** shall remain the same as the previous Hawkes Bay Invitational in that the artist are connected to Hawke's Bay by Birth, by residence, by being educated here or other significant connection. They must be practicing and have exhibited work in the previous or current year. This will be evidenced in a submitted biography. This is the **ONLY** criteria.

Emergent artists may be indicated by recent award of a qualification.

- **New work** made specifically for the exhibition or not previously seen, that relates to current practice.
- **All practice in all media** is considered, but artists need to be mindful that visual dominance in a group exhibition, as well as the gallery space available may be problematic and hinder the possibility of inclusion.
- **Size and number of work will be determined by HCAG 'space'**. A maximum space for one artist will be 3m X 3m X 3m. This enables the inclusion of installation or multiple works.

SELECTION:

- An **external Curator** selects from the **'work presented in photographic form'** to provide a cohesive exhibition. This exposes our artists to national art professionals. The curator will change for each exhibition.

Administration team must not interfere with the Curatorial vision

There will be no subsequent/direct approach made by artists to the appointed curator.

- Administrators assist the curator with the administration process. They will provide both local knowledge and external moderation *for selecting participants from all work submitted in photographic form in the first "Open" round. This will be a transparent process and test ELIGABILITY only. We acknowledge at present there are over 200 artists on the Creative Hawke's Bay list and requiring a curator to process this would not be practical.*

- Exhibition design will be the responsibility of the curator, who will (in discussion with HCAG exhibition designer Kath Purchas) receive support from technical staff.
- A curator may approach people directly and request discretionary entry e.g. Tim Walker requesting 'Outsider Artists' in 2010.

- **An OPENING GALA EXTRAVAGANZA will continue:** Dress Up/Black Tie ticketed event free to participants and subsidised for partners. We will celebrate with the addition of performance art and/or music. Other continued features will be the work for Sale (there will be no auction), Curator Floor-talk on opening night, a Catalogue will be published and also available on opening night.

Further additions expected are:

- **A New HCAG Award** for most **promising emerging artist** = Future solo show at HCAG Foyer Gallery
- **People's Choice Award:** Prize from Sponsor
- **Floor-talks** with participating artists while it is showing: Artists take questions from the floor, **Public Programme** with and family activities, **Schools / education programme /Artists workshops**

If you are interested in participating in our regional art exhibition here at Hastings City Art Gallery, could you please confirm by completing the attached template requesting biographical and contextual information.

Please address your email to Tricia Johnson: Arts liaison and administration
triciaj@hdc.govt.nz

Your information will be kept on file in the Gallery. It will subsequently be read by our administrators and used for catalogue entry if you are selected to participate in the 2012 exhibition. It is also important for us to have this data base in order to direct parties interested in your work to you, as well as for my own resource as I curate exhibitions here in the future.

Please have a safe and happy Christmas. Do visit us with family and friends over the holiday season, and we look forward to working with you in the coming year.

Yours Sincerely

Maree Mills
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