



STREET PHOTOGRAPHY EXHIBITION  
SHOT IN THE HEART OF MELBOURNE

An exhibition by photographers who tread  
the streets and lanes searching for the  
fleeting, decisive moments that celebrate  
our wonderful City of Melbourne.



## SITHOM FACT SHEET 3

### GUIDELINES FOR DISPLAY & EXHIBITION

**Hanging Day - Exhibition Opening & Promotion - Exhibition – Sales - Dismantling**

#### Important dates

- **Application Opening Date** Sunday 28<sup>th</sup> February 2021
- **Application Closing Date** Sunday 2<sup>nd</sup> May 2021
- **Date for Final Payment** Sunday 2<sup>nd</sup> May 2021 (for exhibition fees)
- **Date for Final Image Acceptance** Sunday 16<sup>th</sup> May 2021
- **Date Image Curation Closes** Sunday 20<sup>th</sup> June 2021
- **Date for Receipt of Image Details** Sunday 11<sup>th</sup> July 2021
- **Hanging Day** Wednesday 28<sup>th</sup> July, 2021
- **Exhibition Opening Date** Thursday 29<sup>th</sup> July
- **Opening Event Date and Time** Friday 30<sup>th</sup> July, 2021 7pm-8:45pm
- **Exhibition Closing Date** Monday 9<sup>th</sup> August, 2021
- **Dismantling Day** Tuesday 10<sup>th</sup> August, 2021 10am-2pm.

#### Hanging Day

##### **PLEASE NOTE:**

- All hanging is done by the exhibitors on hanging day, it is a VERY busy day; there are no gallery hanging staff.
- It is essential you arrive with an understanding of these notes. Your pictures must be ready to hang to the specifications outlined below.
- An update/reminder will be posted on the SITHOM website, before hanging day, listing the equipment necessary to make hanging day run as smoothly as possible.

##### **Before**

- Each image must be labelled on the back with your name, the image name and your contact details.
- Prints must be ready to go up on the wall, framed or mounted with the wire already in place as described in the *SITHOM Fact Sheet 3 – Image Hanging Guidelines*

##### **On the day**

- If you cannot attend on hanging day you will need to make alternative arrangements with a friend or family member. It must not be assumed the committee, or others will hang your images for you.
- Hanging day is a whirlwind of activity between 10am and 4pm
- Exhibitors are requested to arrive as early as possible and to help each other to hang and straighten efficiently.
- If you can hang around the committee would love help with putting the labels on the wall, wrangling hooks and wires, ladder holding and soothing nerves and general cheering up.

## **Opening Event**

- There is an opening event scheduled on the **Opening Event Date and Time** above.
- Closer to the event a call out will be sent to exhibitors to remind them of the catering and other responsibilities and there will be event marketing posters etc that you may also be asked to distribute or hang in your local cafe or shops to promote SITHOM.
- This is a celebratory night of all things SITHOM, we self cater and clean up afterwards. As such exhibitors should expect to arrive early and leave a little late.
- Exhibitors may invite as many people as you wish to see the works on the walls.
- Guests such as artists and other interested groups are also invited by the committee.
- It will begin at 7pm and there will be extended viewing until 9pm.
- The event must finish on time to allow VAS staff to close up.

## **Exhibition Days**

- SITHOM exhibitors are expected to man the exhibition on the roster at least once during the exhibition. A call out for availability will be issued closer to the opening date.
- There will be a gallery staff member on hand during opening hours, but we are expected to have someone on duty in the gallery space as well each day.

## **Sales**

- VAS do not handle sales or take a commission.
- Red dots will be supplied to be stuck on the labels of sold works
- A contact book will be either with the exhibitor on duty or at the front desk for prospective buyers to record their contact details.
- Exhibiting photographers whose work has sold will be provided the contact details of the purchaser to complete the sale.
- The committee does not coordinate sales transactions or delivery.

## **Dismantling Day**

- As with hanging day, if you cannot attend dismantling day you will need to make alternative arrangements with a friend or family member. It must not be assumed the committee, or others will remove and store your images for you.
- Dismantling day is between 10am and 2pm
- Exhibitors are requested to arrive as early as possible and to help each other to strike the exhibition quickly and professionally.
- Again any help available to the committee pulling labels off the wall, wrangling hooks and wires, ladder holding and soothing nerves and general cheering up and celebrating sales would be much appreciated.

***If you have any questions please check the resources tab documents on the website and T&Cs, if still not answered, let us know through the contact page on our AASPI website***

***If you have any suggestions for information to add to the fact sheet, please let us know through the comment contact page on the AASOI website***