

# MORLEY EXHIBITIONS GUIDANCE & POLICY

This document is intended to clearly lay out the capabilities of Morley Exhibitions to manage and support the exhibitions programmes across all three Morley centres and online.

## Exhibitions

One of the great strengths of Morley College has always been its visual arts programmes, which are renowned for the quality of the tutors who teach them and the students they produce. The exhibitions programme is at once Morley's recognition of student achievement and our best asset for advertisement of these courses to wider audiences, as well as providing opportunities for enrichment for the entire Morley community.

Morley College's centres have a number of display spaces available for these exhibitions, as well as larger college spaces for temporary displays and a prominent permanent collection of artworks reflecting the College's history. In a normal year, the College has the physical capacity to run between 50-60 exhibitions involving the artwork of more than a thousand students.

Managing this College-wide is a complex process crossing three sites, multiple disciplines and hundreds of people. In order to ensure a streamlined and effective service to Morley staff and students the Morley Exhibitions team provides here a series of guidelines for exhibitors to follow so that everyone is aware of the responsibilities and expectations involved in exhibition development.

This document provides the necessary overview for these guidelines.

## Key Responsibilities

The exhibitions programme at Morley has a number of key responsibilities:

1. To support Morley's renowned visual arts courses by providing opportunities for students to display and curate their artworks
2. To collaborate on student assessment and skills-development.
3. To create vibrant and attractive internal display spaces for student enrichment.
4. To support Morley's engagement with wider local and national communities.

## Spaces

Morley Exhibitions is responsible for the following spaces:

Waterloo:

- Morley Gallery
- Foyer Gallery
- Cardew Space
- Barry Till Gallery

- Bawden Cases
- Radio Case

Chelsea:

- Hortensia Gallery

North Kensington:

- Foyer Gallery

We also support temporary exhibitions in other College spaces and occasional external spaces.

## **Changes**

For those staff, students and supporters familiar with Morley College's pre-merger exhibition processes, there are some changes of which you should be aware.

Firstly the department is changing branding from Morley Gallery to Morley Exhibitions to better reflect the three centre structure of the College and the wide remit of the department.

Secondly, we are providing a resource hub for staff intending to put on exhibitions via the Gallery website. The password is Morleytutors2021. This will provide facilities for proposing exhibitions, compiling label texts and images and designing installations.

Thirdly, Each exhibition will be assigned to a member of the exhibitions team, termed here an "officer" who will support it from proposal through to conclusion.

Fourthly, we are asking that staff who propose exhibitions termed here "curators" share primary responsibility for the communication and documentation required (such as label texts) with the Exhibitions team, and that students or exhibiting artists communicate in the first instance through the curator rather than directly with exhibitions staff.

## **Space Policy**

The Exhibitions Department balances the needs of potentially thousands of Morley students across limited spaces and with limited resources. Part of this calculation includes student assessment, student enrichment, external partnerships and revenue development. We therefore have outlined the types of exhibition we manage below. Understanding your type of exhibition will help us plan and manage the exhibition process more effectively by understanding the motivations of our exhibitors.

## **Types of Exhibition**

This list covers the broad types of exhibition staged at Morley College. It is not exhaustive or exclusive, and most exhibitions will cross parts of multiple types, but it offers a sense of structure. All proposed exhibitions must be discussed with and approved in advance by the Head of School / Head of Curriculum, who will then approve submission of a proposal to the the Exhibitions Department.

As a general rule staff will not exhibit work alongside students

- **Student work exhibition**

A student exhibition is an exhibition featuring student artists exhibiting their own work from Morley courses, supported and directed by teaching and Exhibitions staff. Managers and tutors work closely with the Gallery team to select work, curate the shows, organise and plan logistics. Often the students' work on the exhibition will be part of their assessed work on the course, and so student participation is an important part of exhibition development..

These exhibitions should not mix student and staff work together and, in particular, any staff curating the show should avoid including their own artwork.

- **Staff/alumni exhibition**

An exhibition showcasing the work of Morley staff or alumni. They should not include the work of current students except in specific circumstances. These should be principally curated by staff curators with support from the Exhibitions team, and there should be a clear and transparent process for the inclusion of artworks.

- **End of Year Show**

A major exhibition required and paid for as part of a course at Morley, taking place in the summer term. It is primarily student-led, but requires significantly greater resources and staff time than a regular student show.

The number of shows designated as an "End of Year" show has to be capped at the start of the academic year as the resources involved are significant and must be clearly budgeted.

- **External exhibition**

An exhibition brought into Morley, usually for a fee, by an external group or artist. These are usually entirely externally curated with support from the Exhibitions Team.

- **Morley exhibition**

A major exhibition, usually attracting external funding or with the support of external partners. It will mix work from a number of sources and be curated by the Exhibitions team with the support of internal and external partners.

## **Online Shows**

The 2020 lockdowns showed the value of online exhibitions to the Morley community. Morley Exhibitions offers online only shows, but also intends that all physical Morley Exhibitions will also have a corresponding online show.

Online shows are critical in reaching a wider audience beyond the College, providing an archive of staff and student works, and acting as a recruiting platform for attracting future students. All online shows are archived on the Morley Gallery website for future reference once they have closed.

If you chose an online show, you will be sent all of the necessary information you'll need to supply ahead of the first meeting.

We offer three types of online show

#### Type 1

This is suitable for Online Only shows which have no physical presence, or for physical shows which require significant and lasting online presence. It will comprise high-resolution images and extensive artist statements connected together in an attractive series of linked webpages.

Example:

#### Type 2

Suitable for small student shows both in person and online only, this comprises simple galleries of images with basic tombstone information. Students/ artists are expected to curate their own shows using a few basic templates, usually using a google site to which we will then link.

Example:

#### Type 3

Intended for shows for which the curators do not desire a significant online presence. In this case the officer will take photographs of the artworks once they are installed and put them online in a simple gallery with minimal information a week after the installation is complete.

Example:

Please see separate style guide for more details of these online exhibition types.

### **Thinking of Exhibitions**

Before proposing an exhibition to Morley Exhibitions it is important to consider the following factors:

1. What will the exhibition be about?
2. Who is the intended audience?
3. Who does it benefit?

Demand for Morley Exhibition spaces is high, and it is important that any proposed exhibition justifies its place in the schedule. Please bear the questions above in mind and have clear answers.

Then please consider practical questions:

1. How many artworks?
2. What equipment will you need?

3. What thematic structure will the show have?
4. What support will you require?
5. What space is best suited to this exhibition?

Once these questions are decided, please choose a title, a simple blurb and a promotional image for the show and prepare a proposal form for submission.

Note that the Exhibitions Department runs dozens of exhibitions every year, and we therefore rely on students and staff to collaborate on exhibition development and installation.

The named person who submits the proposal will be formally appointed the “curator” of the show, and the point of contact for the Exhibitions Department from the proposal onwards. **Please do not propose an exhibition unless you are prepared for the work involved as a lead curator.**

All communications from staff and students involved should be routed through the curator rather than sent to the Exhibitions team in the first instance. All communications should clearly state the exhibition title in the subject line.

### **Proposing exhibitions**

To propose an exhibition, please visit <https://www.morleygallery.com/exhibition-proposals>

1. Before applying you must first have secured approval for the exhibition from your Head of Department – the head of department will review all submitted exhibitions proposals alongside the Exhibitions team, and it exhibitions should have been discussed with them as part of preparing the proposal.
2. Please review the exhibition schedule to see what slots are available across the College and make your date selection based on available slots. Slots in grey are pencilled in, and may be moveable, slots in black are confirmed and cannot be moved.
3. Please fill in the form at the link above, making sure to include a title, subject, dates, blurb and a promotional image. Applications without these criteria completed will not be approved until these details have been submitted.

Note that the dates you select may not be available for a variety of reasons, and alternatives may be suggested.

### **Planning exhibitions**

Once an application has been approved, your exhibition will be assigned to an officer from the exhibitions team. This officer will support the exhibition development, act as a point of contact for questions and facilitate the installation. Exhibitions will therefore at root be collaborations between the curator and the exhibitions officer.

Communications about the exhibition should primarily be between the curator and officer – students, exhibitors and external partners should direct comments through the curator unless explicitly invited to contact the officer. The volume of exhibitions the Department manages requires careful control of information and points of contact, and vital information can be lost if multiple emails come in unsolicited. All emails must clearly include the exhibition title in the subject line.

A one drive folder will be set up once the proposal is accepted, and shared with all stakeholders. This is where all images, documentation and resources for the exhibition should be stored and shared – they should not be shared via email or other media unless absolutely necessary.

A meeting will take place three months before the exhibition (or as soon as practical if less time is available) between the curator, officer and key stakeholders (student groups, funders etc). This meeting will

1. Confirm the details in the proposal and negotiate any changes.
2. Discuss this policy document so all partners are aware of their responsibilities.
3. Reserve equipment from the equipment lists.
4. Establish a clear schedule for delivery of object lists, label texts, and equipment requests.
5. Establish responsibility and support provision for the installation.
6. Establish artwork delivery and collection windows.
7. Decide on online provision for the exhibition.
8. Discuss any associated events, including subjects, refreshments, ticketing and logistics.
9. Consider any specialist equipment which may need to be purchased or rented, including for events.
10. Highlight any potential problems and risks.
11. Confirm arrangements for invigilation, including training for exhibitors wishing to invigilate.
12. Discuss any funding requirements.
13. Complete and sign the exhibition agreement

Following this meeting, the curator and officer should schedule regular meetings and maintain communications as necessary to curate the exhibition for the space.

### **Exhibition agreement and behaviour**

The exhibition agreement is a document which details the date and conditions of the exhibition, designed that all parties are aware of their responsibilities and have agreed to specific standards of behaviour.

As this document lays out, the exhibitions department insists on a stringent zero tolerance anti-abuse policy for all partners and exhibitors, including exhibitions staff, students, volunteers and visitors. Any harassment, abusive language, racism, sexism or bullying will result in the offending party being subject to a ban from the exhibition and their artworks removed. This decision is at the sole discretion of the Head of the Exhibitions Department.

We recognise that some students may require additional support and that exhibitions can be emotive experiences, and so an appeal against a ban may be made to the Head of Exhibitions. Reinstatement will only be possible once apologies have been made and accepted, and all parties are persuaded that there will be no repeat behaviour. A second breach will result in a permanent ban from all Morley exhibition spaces with no further right of appeal.

As gallery professionals we know very well how passionate artists are about the display of their works, and how emotive exhibition installations can be. We also know well that not everything always runs to schedule or works quite as expected sometimes. However, while this may be an exceptional experience for the artists involved, for us it is our work place full time, and we and all who participate have the right to feel safe in our workspaces. We ask for the same respect and professional courtesy from our partners that you would expect from us.

### **Selecting artworks**

In most cases artworks for the exhibition will be selected by the designated staff curator, in collaboration with artists and the exhibitions officer, whose main role is to advise on practical aspects of the installation and space. Curators will need in this process to carefully consider the specifics of the space, including visitor flow, draw artworks and narrative flow. The exhibitions department can help with considering these factors for curators who require support.

For exhibitions which involve direct student participation, there are two preferred methods for selection, with the key element being that selections are transparent, and the rules are clearly laid out in advance.

1. Student works are selected by the curator based on quality, cohesiveness and relevance to the theme of the exhibition. This may lead to unequal representation in the space, and this should be clearly communicated to students in advance.
2. Students are invited to select artworks themselves, choosing from their finished work to create coherent displays either individually or collectively, with guidance from curators and officers. Students should consider this process to be part of their courses, and to think creatively about display.

### **Deadlines**

In the normal course of an exhibition, the following deadlines will apply.

### **Provisional artwork lists – one month before installation**



Any artwork not on this list which requires specialist equipment or installation is not guaranteed to go on display. This list should include prices if artworks are for sale.

**Equipment lists – one month before installation**

Any equipment from the list provided on the exhibitions hub can be reserved at this point. If you do not reserve it, it may not be available when you come to install.

**Promotional information – one month before installation**

Please have your promotion images, subheadings and blurbs for social media signed off by your exhibitions officer one month before the exhibition so that we can begin to promote it at this point.

**Events – Ideally at proposal stage. One month minimum before installation.**

All events scheduled as part of an exhibition, including private views, performances, lectures, workshops, children's days and other public engagements should be listed and described not less than two weeks before the exhibition opens. This should include a full list of participants, a signed-off risk assessment for each event, Eventbrite requirements, refreshment provision and an approved notification in writing from premises to demonstrate that they have been made aware of the event. Some details can be changed after this deadline, but planning entirely new events at this point places potentially unacceptable strains on staff time and resources.

**Final price list – two weeks before installation.**

If artworks are for sale, final prices need to be sent to the Exhibitions team at this point. Please factor in 30% commission to the College.

**Label texts and online resources (for a type 1 or 2 online show) – two weeks before installation.**

If these are not received there is no guarantee that your online show or labels will be ready by installation date.

**A provisional plan of the exhibition – one week before the exhibition**

Using the plans available on the exhibition hub, this should be submitted to your officer so that they can plan for the installation. This plan is optional but recommended.

**Installing exhibitions**

The details of the exhibition installation should be established between curator and officer as early as possible. This will include any provisions for additional staffing, including volunteers, students, and technician hours; any specialist installation equipment required; delivery and collection of artworks; and vinyls, labels and colour schemes.

*The Exhibitions team will support with the practical installation of the art works at the times agreed in advance with the Curator.*



- Installations will normally take place from 11am on Monday mornings, though this is subject to change based on circumstances.
- Only full trained Morley staff are permitted to use ladders, power tools, AV equipment in Morley exhibition spaces.
- Installations will usually be confined to the working day (9-5 weekdays), but may be extended by arrangement if necessary.
- Though the exhibition and design are the primary responsibility of the curator, the spaces will always be the responsibility of the exhibitions team, and in assessing feasibility, safety and suitability their decisions are final.

The exhibitions team does not in normal circumstances have room to store artworks or packing materials for any length of time. Artwork delivery and collection windows are therefore designed to alleviate the risks of artwork becoming lost or damaged due to miscommunications between staff and exhibitors.

*Please note, we cannot guarantee the safety of any work not collected as arranged. Curriculum staff will be responsible for holding any student work not picked up by students.*

### **Incidents**

Exhibiting works in galleries comes with inherent risks. Although Morley Exhibitions provides a high standard of professional care, there is always the chance that an artwork may be broken or a visitor or staff member suffer an injury.

All persons in exhibition spaces must follow written or verbal instructions from Exhibitions staff. Untrained staff or students should never climb ladders, operate power tools or do anything which may cause injury or damage.

All artworks are exhibited at the owner's risk. In some circumstances breakages may be covered by the College's insurance policy, but recompense for damage via this route cannot be guaranteed.

All artworks should arrive with appropriate packing materials and be collected in the same manner. Any potential weaknesses prone to breakage should be identified to Exhibitions staff in advance.

If an incident resulting in breakage or injury does occur, the Head of Exhibitions will conduct an investigation and produce a written report within one month of the incident. Speculation or accusation on cause is strongly discouraged until the report is produced, and all co-operation requested.

### **Running exhibitions**

Exhibitions will run for their agreed periods, and the Gallery will commit to having coverage of the manned exhibition spaces during working hours and ensuring that the unmanned spaces are kept open. If the exhibition is a student-participation one, students are expected to provide at least some of the invigilation while the exhibition is open.

Exhibitions which need to be open evenings and weekends will have to be agreed in advance by negotiation, as additional opening will need to rely on volunteer support.

Keys and alarms to locked spaces are the responsibility of the College security teams. Keys may be signed out to named Morley staff members and lists of staff/students permitted to request access via security or premises teams will be drawn up on an exhibition by exhibition basis.

Curators are encouraged to run events and educational programming in exhibition spaces in support of exhibitions. All events should be planned well in advance and premises and security properly notified per the schedule above.

### **Private Views**

Exhibitions may incorporate a private view by arrangement in advance with the Exhibitions officer. These will be tailored to the size of the exhibition, with smaller exhibitions in small spaces allocated fewer resources than larger exhibitions. As a rule of thumb, private views will be allocated 6, 12 or 18 bottles of wine from Exhibitions stocks, which may be supplemented by exhibitors.

- The exhibitions team will provide tables and tablecloths. Clean glasses will be provided for the event and should be put away neatly at the end of the event.
- Unopened bottles should be returned to the exhibitions team. Please do not open bottles until they are required.
- A member of staff and volunteers may be available to assist at the private view by arrangement in advance, but this cannot be guaranteed.
- Private views should be 1-2 hours in length, and should not run beyond 8pm to give staff time to clean up after the event.

### **Deinstalling exhibitions**

Exhibitions will usually be deinstalled on Monday mornings between 9-11am, though this may be adjusted depending on exhibition size. Deinstallations are usually much faster than installations, and are the primary purview of the exhibitions officer who is responsible for ensuring that artworks are removed rapidly and safely and returned to the exhibitors.

Artwork collection windows will likely follow the deinstallation, though other collections can be arranged over the ensuing two days when convenient. Artworks uncollected will be turned over to the staff curators at the end of this period. All requisite packing materials should be brought along at collection.

Any works which have been sold should be left with the gallery for despatch to purchasers.

### **Marketing**

Morley Exhibitions undertakes to provide marketing distribution of exhibitions via our monthly newsletter which goes out to 13,000 subscribers, via more occasional direct mailing opportunities via the marketing department, and via our social media feeds. For this, each curator will need to provide text and sample images in co-ordination with the exhibitions team not less than two weeks before the exhibition installation. We will also put up posters around the College directing visitors to the exhibitions.

Morley Exhibitions will also distribute posters and resources around the College Centres, though not at external venues though we have no objection if students or exhibitors wish to circulate through other means at their disposal.

### **Events**

Morley Exhibitions encourages curators to host events to accompany and promote exhibitions, however events require careful advanced planning, and must be discussed in advance – ideally at first proposal.

Please list the nature of the events, the budget and refreshments required and how much staff time you will need, including external hires such as wait staff or educational programmers a month in advance of the exhibition opening.

Morley Exhibitions will provide a refreshment budget for private views for student exhibitions provided that these events are logged with the Head of Exhibitions at the start of the academic year so that budget can be reserved for them ahead of time. This budget will normally account for 10 bottles of reasonably priced wine, as well as soft drinks and snacks. Exhibitors are welcome to supplement this amount themselves, though any catering which entails hot food should be cleared well in advance.

Staff and students exhibiting are asked to provide support for invigilation and events by taking shifts in the gallery for manned exhibitions and assisting set up, management and take down of events.

### **Sales**

Morley Gallery will process sales of artworks featured in shows at Morley College, including online shows, on behalf of students.

Commission is charged at 30%

This will be conducted either in person or over the phone via a card payment system in the Gallery itself. Artworks will not be removed from exhibitions while they are still running – all transactions will be finalised following deinstallation.

Artists will be informed at the end of the show which, if any, of their works have been sold. Morley Exhibitions will then handle receipt of payment, dispatch of the artwork to the purchaser and then disbursement of the balance of payment to the artist, a process which normally takes between 4-6 weeks following the end of the exhibition.

Morley exhibitions commission on transactions can be waived on application in cases where artworks are sold to support charitable causes. This should be factored into posted prices during the exhibition.

Postage and packing are normally covered by the 30% commission, but may be added to the price at the Exhibitions Team's discretion depending on the size of the artwork, its value, and the method of collection. Any such charges will be posted in advance.

## **Partner Code of Conduct**

### **Behaviour**

This document is intended to provide a clear set of instructions for partners – students, staff and external exhibitors – on conduct expected when planning, preparing, installing, invigilating and deinstalling exhibitions.

All partners working in Morley College gallery spaces are expected to behave politely and respectfully towards colleagues, staff and visitors.

- Use of aggressive or abusive language to anyone in Morley College gallery spaces is not permitted.
- Abuse or discrimination based on race, religion, gender, sexuality or any other protected characteristics is not permitted.
- Sexual harassment of anyone in Morley College gallery spaces is not permitted.
- Physical violence of any kind in Morley College gallery spaces is not permitted.

Violation of these key tenets will result in expulsion from Morley College gallery spaces along with any artworks belonging to the person behaving abusively.

### **Health and Safety**

Health and safety in Morley College gallery spaces is paramount.

The following activities are prohibited in Morley College gallery spaces unless personally approved by the Head Curator.

- Use of ladders, including step-ladders, and any other working at height equipment. This includes standing on chairs or tables, which is completely prohibited.
- Morley Exhibitions lighting rigs, whether freestanding or suspended.
- Morley Exhibitions AV equipment

- Electric tools, including drills.
- Any fire, safety or alarm equipment unless in an emergency.
- Any hot-works involving materials or equipment with the potential to cause a fire (blowtorch, matches, soldering irons).
- Outside electrical equipment without prior approval
- Any activity which has the potential to damage the fabric of the galleries without prior approval.

Violations of these rules can result in serious damage or injury. Violations will result in removal from the gallery until safety has been resolved to the satisfaction of the Exhibitions team.

### **Punctuality**

- Exhibitors will be given clear windows for the delivery of artworks and their collection afterwards. Please attend the windows as arranged, or make alternative arrangements as necessary.
- If you have agreed to invigilate please arrive for your shift on time and do not leave the gallery unattended except in dire emergency.
- If you cannot attend as arranged, please notify your curator as early as possible so that an alternative can be organised. If there is a last-minute emergency, please notify your curator/ gallery officer as soon as it is safe to do so.

This document is intended to provide all of the information a potential exhibitor at Morley Gallery will need to know, with clear guidance on responsibility and process.

If you have additional questions, they should be directed to the Gallery team, or can be emailed to [gallery@morleycollege.ac.uk](mailto:gallery@morleycollege.ac.uk).