

Artistic Policy

CTA/ g39 Oxford St CARDIFF CF24 3DT

Author: Anthony Shapland
Co-Director

Written: July 2003 **Adopted:** January 2004

Reviewed: April 2012 **by the Author**

Next Review Date: April 2013

Artistic Policy: This policy deals with the artistic direction of the organisation, acting as a guide for strategic planning within the curation of the space well as laying out the evaluation criteria for ensuring quality and establishing guidelines for dealing with submissions, the commission of artworks and artist remuneration.

1. Intent:

1.1 The exhibition programme is central to the aims of g39 and key to the organisation's ambition to increase awareness and understanding of contemporary art in Wales. The programme and the selection of artists should also increase opportunities for artists living and working in Wales or those born in Wales, whether those opportunities are within Wales or further afield. The programme is also an essential element for strengthening the infrastructure of the visual arts in Wales through strategic selection and focus areas.

2. Directives:

2.1 g39 will aim to show a *minimum* of 60% Welsh or Wales-based artists during any twelve-month period. This underlines our mission statement and reinforces our commitment to new work from Wales. This need not be the case with every exhibition, but an overall reading at the end of a twelve month period should meet this target.

2.2 g39 is at liberty to select the remaining 40% from practitioners from the rest of the UK and/or practitioners sourced through international links through research and or submission.

2.3 While g39 will continue to focus on new, emergent or un-established artists, a percentage of higher profile artists will be acceptable as there are demonstrable benefits in showing more established artists alongside new artists. If it is approved at board level, an artist may be allowed to show more than once with g39 if their work shows significant developments.

2.4 The programme will be reviewed annually and key strategic objectives identified for the following year's programme. These strategies may include a focus on an underdeveloped area or skills base, address a specific artistic goal or highlight elements of policy or artistic activity that are agreed by the board to be relevant and appropriate.

2.5 Submissions will be accepted throughout the year and reviewed twice yearly. The submissions policy will be published on the g39 website and promoted via the art press, social media and similar recognised channels.

2.6 These submissions combine with regular meetings with artists within Wales through the Warp programme. The collated work will inform future selection, though this may happen over a longer period of time than that specific year.

2.7 Material submitted by artists will be dealt with in two ways: work that is not suitable for consideration will be responded to immediately; work that can be considered for exhibition will be archived for future reference and the artists contacted when appropriate. This process will be made clear to artists in the Submission Policy.

2.8 g39 aims to have representatives at graduate exhibitions throughout Wales on an annual basis to stay informed with contemporary practice. However, it is not desirable to show students work during their study period, in line with ACW restrictions and with g39's policy of supporting artists in the years immediately following study.

2.9 Where artists demonstrate a compatibility with a planned exhibition it is acceptable to invite artists to submit proposals or approach an artist directly.

2.10 No artist may exhibit without having first submitted a written proposal, whether this is unsolicited or by invitation.

2.11 Quality will always be the measure by which artists are selected. Work will also be assessed for its critical content and contextual relevance.

3. Notes:

3.1 Artists will be contacted and a legally binding contract drafted and agreed in advance of the exhibition. Fees shall be payable by the close of the exhibition except by prior arrangement. A fee will always be paid to artists, though production costs and expenses covered will vary dependent on the nature of the commission and in line with available budgets.

3.2 Any conflict of interests [outside of professional working relationships] a selector/ curator has with the artists must be declared at board level and a case made for their inclusion/ exclusion. All decisions on exhibitions will be approved by a minimum of three staff at weekly staff meetings and presented to the board at the earliest opportunity. No members of the board or paid staff may show at the gallery with the exception of those who participate as part of offsite projects or international projects where their inclusion can be demonstrated to be valid and appropriate. Offsite projects or publications can form an element of in-house exhibitions.