



Gairloch Heritage Museum Temporary Exhibition Policy August 2010

1. Statement of Purpose

The purpose of this policy is to provide guidance for the organisation of temporary exhibitions held at the Gairloch Heritage Museum premises. This includes both exhibitions planned and funded internally, as well as those organised by groups outwith the museum body.

This policy also aims to define, and make transparent, the selection criteria followed by the Gairloch Heritage Museum when determining the suitability of proposed temporary exhibitions as part of the museum's exhibitions programme. It also outlines the procedures regarding the sale of items in temporary exhibitions.

This policy document was written in accordance with the Museum Association Code of Ethics for Museums. All implementations of this policy should in addition conform to the professional guidelines stated in the Code of Ethics for Museums.

2. Objectives

The objectives of the museum in regards to this policy are as follows:

- a) To provide an opportunity for displays of material relevant to the cultural heritage of the local area.
- b) To provide all members of the public with opportunities for inspiration, learning and enjoyment.
- c) To offer a varied programme of diverse subject matter, with the aim to both encourage repeat visits, and to extend and broaden the range of the museum's audience.

- d) To use temporary exhibitions as an opportunity to address topics of interest and relevance unrepresented by the museum's permanent displays.
- e) To allow the museum to experiment with innovative forms of display and interpretation.
- f) To involve and support interested bodies within the local community, with an aim to forming and maintaining strong future connections.
- g) To provide a venue to enable local groups and individuals to display their own craftwork, research, or other materials sympathetic with the museum's purpose and objectives.
- h) To strengthen and enhance the museum's public profile within the local community.

Although temporary exhibitions should be considered as a welcome opportunity to generate income for the museum (through sales of artwork or similar activities), such outcomes should always be considered as secondary to those outlined above.

3. The Temporary Exhibition Programme

The Gairloch Heritage Museum's annual temporary exhibition programme is organised using the following guidelines:

- a) The museum's annual exhibition programme will consist of four exhibitions per season. The standard season opens from the earlier of two dates; either the start of the Easter holiday, or the 1st of April, and runs until the 31st of October.
- b) The exhibition programme will be determined in the year preceding the season in question. Exhibition dates will be finalised at the start of each year.
- c) Confirmed exhibitors will be notified in writing of necessary details including the exhibition dates and current sales commission rates, once the exhibition dates have been finalised.
- d) All temporary exhibitions are held in the museum's gallery, at the east end of the building. A rectangular-shaped room, there is a usable wall length of 4.95m for two walls, 2.89m for one

and 3.12m for the other. All walls have a usable wall height of 1.2m. Available resources include three flatbed display cabinets of 178cm by 57cm dimensions, with a depth of 14cm.

- e) Exhibitors will be given access to the museum's gallery for installation for the week preceding the exhibition opening (Monday to Friday), with the standard opening date set to be the following Saturday.
- f) As standard, the museum will hold an exhibition preview event in the museum on the evening of the Friday preceding the opening date of a temporary exhibition.
- g) In addition to curatorial guidance, leading up to and during the installation of an exhibition, the museum can provide exhibitors with the following additional resources:
 - i. Limited practical assistance during exhibition installation.
 - ii. Access to equipment and materials for the mounting or backing of display pieces such as text panels and photographic material.
 - iii. Access to the museum archive and photography collection, including duplication of necessary materials.
- h) Any additional resources offered by the museum are to be negotiated between the museum's curator and the exhibitor on a case-by-case basis.
- i) The standard door admission charges apply to all temporary exhibitions.

4. Exhibition Selection Criteria

Acceptance of a proposed temporary exhibition should be determined by the curator of the museum, and one representative of the Gairloch Heritage Museum committee, usually the Chairperson.

The decision as to whether a proposed exhibition will be held is determined by the Gairloch Heritage Museum in the year preceding the proposed exhibition date.

Proposed exhibitions will be judged for suitability by the following criteria:

- a) Whether the proposed exhibition has sufficient audience appeal.
- b) Whether the material exhibited is of sufficient quality.
- c) The cost implications of holding the proposed exhibition.
- d) The practical implications of the proposed exhibition.
- e) The relevance of the exhibition material in regards to the museum's aims and objectives.

5. Museum Responsibilities

The exact responsibilities of the Gairloch Heritage Museum during exhibition installation, and the resources that are to be made available, should be determined on a case-by-case basis for each exhibition by mutual agreement between the exhibitor and the museum's curator.

The standard responsibilities accepted by the Gairloch Heritage Museum are as follows:

- f) Providing the exhibitor with sufficient advance notification of finalised exhibition dates.
- g) Outlining to the exhibitor the display requirements and standards expected by the museum.
- h) Organising the exhibition preview and opening night (usually on the evening of the Friday immediately preceding the exhibition opening date).
- i) Advertising and promotion of the exhibition. The museum should provide proof copies of adverts and posters for approval by the exhibitor in advance of installation.
- j) Providing curatorial guidance during the process of planning and installing the exhibition.
- k) Insurance for the contents of temporary exhibitions is included in the museum's general insurance policy covering its permanent collections. The policy covers the sum total of permanent collections and temporary exhibitions up to a total value of £73,000.

- l) In accordance with the museum's insurance policy, the museum is to provide a list of all temporary exhibitions to be held, and their corresponding dates, to Highland Council once the year's temporary exhibitions programme has been finalised.

6. Exhibitor Responsibilities

- a) Installation and takedown of the exhibition is by default the responsibility of the exhibitor, although changes to this assumption can be negotiated with the curator on a case-by-case basis.
- b) Similarly, the responsibility of covering cost of display materials, such as paper or foam board, should be negotiated between the curator and exhibitor.
- c) The exhibitor is responsible for arranging transportation of any objects or materials necessary for the exhibition, and is responsible for covering any associated costs.

7. Exhibition Sales

- a) The sale of items on display as part of a temporary exhibition will be handled internally by the Gairloch Heritage Museum. Items sold that are part of the exhibition, such as framed artworks or "one-off" craft items, and other "one-off" items such as numbered prints, will be subject to a set commission fee of 30% of an item's sale value. This commission rate will be open to an annual review by the Gairloch Heritage Museum committee.
- b) Items for sale deemed peripheral to the exhibition, such as "non-unique" items derivative of the exhibition material, including booklets, calendars and un-numbered prints will be accepted by the museum on a "Sale or Return" basis as negotiated with the museum's Retail Group. As standard such items will be sold at a 60% markup by the museum, with the exception of cards, which will be subject to a 100% markup. In the case of peripheral items which are already stocked in the museum shop, additional copies may be accepted by the museum on a "Sale or Return" basis at the previously agreed price for the period of the temporary exhibition.

- c) All peripheral items for sale during a temporary exhibition must be agreed by the museum Retail Group in advance.
- d) The charged commission fee will be deducted from the overall takings from the temporary exhibition, which will be paid to the exhibitor by cheque at the close of the exhibition.
- e) Any sold items that form part of the exhibition display should be claimed by the purchaser at the close of the exhibition, unless otherwise agreed with the museum's curator and the exhibitor. The museum will not take responsibility for the shipping or couriating of any sold works, but will happily work with any purchaser who wishes to arrange such services themselves.

8. Exhibition Preview Events

- a) As standard, the museum will hold an exhibition preview event in the museum on the evening of the Friday preceding the opening date of a temporary exhibition.
- b) The opening hours of the preview should be agreed by the exhibitor and the museum's curator prior to the exhibition installation. As standard the museum will suggest an opening time of 7.30pm, with the expectation for the event to last roughly 2 hours.
- c) Specifics of the evening, such as demonstrations, the provision of refreshments, or live music, will be determined by the Gairloch Heritage Museum. Such aspects should be agreed with the exhibitor prior to the exhibition installation.
- d) The exhibitor is welcome to invite friends and family to preview events, as well as others as they see fit. As standard the Gairloch Heritage Museum will issue invites to its members, volunteers, trustees and local councilors, but reserves the right issue additional invites as it sees fit.