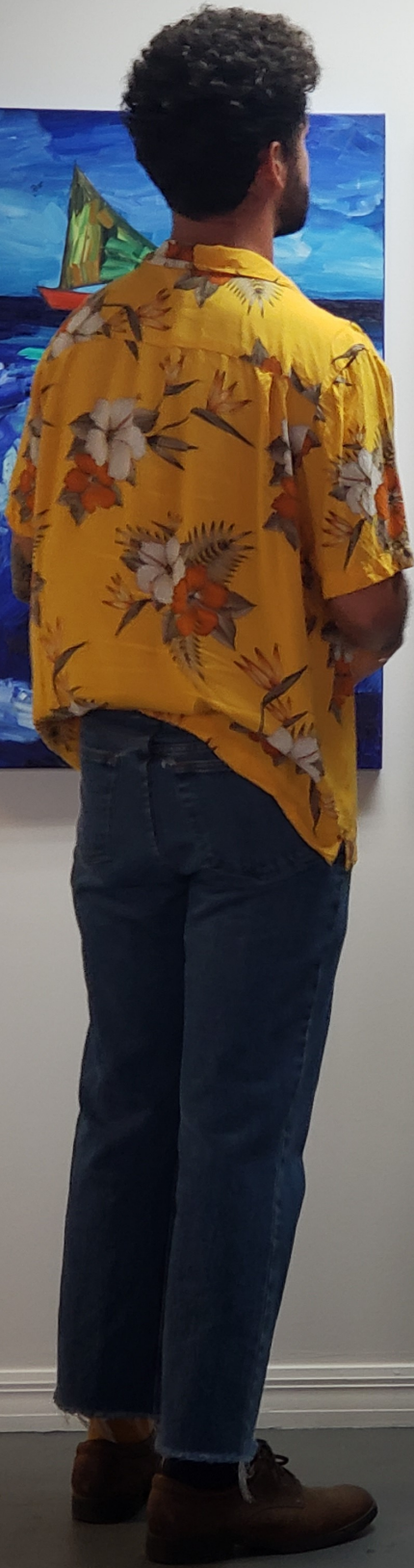


EXHIBITING WITH US.

Parcel 110
October 2021

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INTRODUCTION.

Parcel 110 operates a commercial art gallery and supports both emerging and established artists of all backgrounds. The Gallery generates income for the company in 4 ways:

- Sales of original art work;
- Venue hire;
- Event income and bar sales; and
- Sale of merchandise and prints.

Exhibitions in the gallery are organised primarily by the Associate Curator, with the support of the General Manager and the Events Coordinator.

TYPES OF EXHIBITIONS.

1. Public (Mixed Exhibition)

A mixed exhibition is one which features selected works from a number of artists in which all artists agree that all displayed work will be offered for sale at a price agreed between the artist and Parcel 110.

These exhibitions begin with a creative briefing from the chairperson of the Curation Committee of Parcel 110. The committee will select a theme, medium, and/or set other parameters for an upcoming exhibition and advise Parcel 110's administrative team. They should also advise of the dates for the exhibition, deadlines for artists, and any associated events they would like to have planned around the exhibition.

The Associate Curator, with support from the Media & Events Assistant, will advertise an open call for artists through social media and Parcel 110's email contact lists. Interested participants should be provided with the following:

- Open call flyer;
- Open call application ; and
- *Exhibiting at Parcel 110* brochure.

The administrative team will maintain a list of all interested participants, their details, and the status of the applications.

Once the deadline for applications has passed, the Associate Curator will meet with the Curation Committee and present all applications and sample work for the committee's consideration. Following the selection process, the Associate Curator should advise **all** applicants of the decision regarding their individual submissions.

Successful applicants should be invited to submit their work as per guidelines set by the Curation Committee, and should be sent an Artist's Contract and *Exhibiting at Parcel 110* brochure. A signed contract must be provided **before** any artwork can be accepted.

Once a signed contract is received, the Associate Curator will ensure that a catalogue entry for the selected piece is complete. The catalogue entry form includes important details of the selected work including: size, medium, artist's name, suggested price, production date etc.

Parcel 110 will be responsible for the cost of mounting or otherwise displaying the artwork, hosting an opening event, and marketing the exhibition for its duration.

Artists must agree to sell any artwork displayed and to do so at a price or within a price range agreed with Parcel 110.

These types of exhibitions last 4 to 8 weeks.

2. Public (Solo Exhibition)

A solo exhibition is one which features selected works from a single artist in which the artist agrees that all displayed work will be offered for sale at a price agreed between the artist and Parcel 110.

These exhibitions begin with an agreement in principal between the Associate Curator and the selected artist. The artist (in consultation with the Associate Curator) will select a theme, medium, and/or set other parameters for an upcoming exhibition and advise Parcel 110's administrative team. They should also advise of the dates for the exhibition, deadlines for the artist, and any associated events they would like to have planned around the exhibition.

The artist should be sent an Artist's Contract and *Exhibiting at Parcel 110* brochure. A signed contract must be provided **before** any artwork can be accepted.

Once a signed contract is received, the Associate Curator will ensure that a catalogue entry for the each piece is complete. The catalogue entry form includes important details of the selected works including: size, medium, artist's name, suggested price, production date etc.

Parcel 110 will be responsible for the cost of mounting or otherwise displaying

the artwork, hosting an opening event, and marketing the exhibition for its duration.

The artist must agree to sell any artwork displayed and to do so at a price or within a price range agreed with Parcel 110.

These types of exhibitions last 4 to 8 weeks.

3. Private

A private exhibition can be hosted by Parcel 110, in which an artist approaches Parcel 110 for venue hire for the purpose of displaying work.

Parcel 110 will be responsible for mounting or otherwise displaying the artwork, hosting an opening event, and marketing the exhibition for its duration. The cost of all of these services must be borne by the artist as part of their venue hire agreement.

The Events Coordinator will primarily be responsible for these exhibitions, as they are generally a short venue hire, but may request support from the Associate Curator if necessary. These types of exhibitions cannot take place in the main gallery and can last as long as the artist is willing to shoulder the cost of the venue hire fees.

The artist may elect not to offer any of their work for sale at the exhibition.

Should the artist wish to offer their artwork for sale at the exhibition, sales must be managed by Parcel 110 and a separate Artist's Agreement must be signed. Parcel 110 will typically earn a much smaller commission on these types of sales.

4. Permanent/ Semi Permanent

Parcel 110 will endeavour to build a permanent collection of art works including works purchased from or donated by resident artists of Parcel 110. These works are not for sale, and may be exhibited on an ad hoc basis at the discretion of the Director.

ART & MERCHANDISE SALES.

Parcel 110 aims to directly support the local creative community by developing a physical space that fosters the growth of its members, their ideas and enterprises. Robust sales of the art displayed on the gallery walls supports both the artists and the work of Parcel 110, and so we work exceptionally hard to sell as much of the work as possible.

Specific details of commissions, billings, and payments are outlined in the Artist's Agreement.

Parcel 110 staff will be solely responsible for all sale, invoicing, billing, and payments.

Some artists may be interested in selling merchandise unique to the exhibition. These sales must also be agreed in advance and the details of commissions specified in the Artist's Agreement or a subsequent addendum.

**Facilitating creativity in the
Cayman Islands.**

OUR TEAM.

Parcel 110 is purpose-built to bring together Cayman’s creative community and provide creative outlets to the people of the Cayman Islands. We support others to discover, nurture, and showcase creative talent.

In order to do so, we have engaged a qualified and experienced events team including the Director and the Associate Curator. These individuals will be primarily responsible for planning and executing exhibitions at Parcel 110.

To contact us please email exhibitions@parcel110.ky.



Donovon Kellyman
Founder & Director



Ana Russell-Omaljev, PHD
Associate Curator

QUICK ANSWERS.

What type of art does Parcel 110 exhibit?

Parcel 110 exhibits art of all types, from both established and emerging artists. Exhibitions in watercolour, acrylic, sculpture, and mixed media have found a home here and we are happy to welcome a variety of new mediums. From the more traditional work of highly regarded artists to the avant-garde, boundary testing projects of Caymanian students, Parcel 110 is a space for creativity in all its forms.

How are works chosen for an open call exhibition?

The Curation Committee of Parcel 110 is the decision-making body for our adjudicated exhibitions. Led by the Associate Curator, they set parameters for submissions and select work to be displayed in adjudicated exhibitions.

What if I want to host a private exhibition?

Private exhibitions are possible. These are generally short exhibitions (a single day or week) and we may charge a venue hire fee in lieu of a commission. The Artist's Contract or Venue Hire Agreement will detail all of these items.

What if I don't want to sell my art?

Work exhibited in an adjudicated solo or mixed exhibition must be made available for sale, the details of which would be outlined in your Artist's Contract. If you do not wish to sell your artwork, you can still exhibit at Parcel 110 through a private exhibition, which may attract venue hire fees.

Who decides how the exhibition is curated?

The Director and Associate Curator are primarily responsible for curating exhibitions presented in the gallery. This is a collaborative process, and we often require feedback from the artists themselves to ensure an engaging and well-considered presentation.

Can I invite my own guests to the exhibition?

Of course. The exhibition and its opening and closing festivities are free public events, and we would like as many guests as possible to visit Parcel 110 to enjoy your work!

What commission does the gallery charge?

Parcel 110 commercial art gallery generates income which supports the company's activities, including subsidised rent for local artists and other community programs. Parcel 110 will manage the marketing, event planning, and billing and sales functions for your exhibition. In return, the gallery collects 20-30% of sales proceeds as a commission.

Will exhibiting cost me anything?

If your work is part of an adjudicated exhibition there are *usually* no up-front costs. The gallery will collect a commission on sales (the details of which are outlined in an Artist's Contract). Some exhibitions do include a small retainer (\$100 or less), and this would be discussed and detailed in your contract.

Is my art insured?

Parcel 110 maintains liability and contents insurance, but does not maintain a policy of insurance for individual artwork temporarily exhibited in our spaces. All artists are encouraged to have a policy of insurance for their individual artworks.

Who is responsible for marketing my exhibition?

Parcel 110 will assume the costs and coordination of approved marketing efforts in support of all adjudicated exhibitions. We will ask that all participating artists also promote the exhibition and opening and closing events through their personal or professional social media channels. Participating artists may also be asked to participate in press events.

Can I sell exhibited work outside of the exhibition to avoid commission?

The commission a gallery collects pays overheads and bills, and in the case of Parcel 110 is not used to establish a profit. We as professionals invest in promoting your work and fight to get the best price for you, we hope that you would honour your agreement to allow us to earn a commission on any sales.

Is Parcel 110 a registered Non-Profit Organisation?

Parcel 110 is not a registered non-profit organisation. We are a Caymanian-owned private company duly incorporated in the Cayman Islands and licensed to carry out a number of business activities. We consider ourselves a hybrid organisation, using excess revenues from some activities to subsidise support for the artistic community and their own creative enterprises.

EXHIBITING WITH US.

**Parcel 110
3rd Floor, Royal Plaza
40 Cardinal Avenue
George Town
Grand Cayman**

**Cover Photo: *Out of My Mind*, An exhibition by Martina Jackson. January 2021.
Page 8: Preparing for the opening of *Half Asleep*, a mixed exhibition . February 2021.**

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