

12th July 2010

Applications for our **2011 URBAN COW GALLERY PROGRAM** have officially opened.

URBAN COW STUDIO

Urban Cow is an inner city shop/gallery which has a focus on supporting local South Australian artists and nurturing the local arts community. It is a vibrant shop, centrally located with many passers by and tourists that pop in to purchase unique, beautiful, handmade gifts or just to enjoy the ever-changing program of exhibitions in the gallery upstairs.

Here are the details if you would like to apply to exhibit in 2011:

Artists, groups or collectives need to **APPLY FORMALLY** to be accepted for the 2011 Urban Cow Gallery Calendar.

The application requires:

- a cover letter, describing the applicant, summary of the proposal, contact details, website/blogs
- a proposal relating to the themes/concept of the exhibition (max 1 page)
- CV's of all the artists wishing to exhibit in the show (max 1 page each)
- Example images (2-5 per artist) of recent/current work on disc or printed and included in the application

The assessment will be judged on:

- the fact that the gallery seeks to present a diverse range of contemporary work in one calendar year
- quality of workmanship
- concept uniqueness
- how the artist proposes to present the work in the gallery space
- suitability of the work to the venue
- other exhibitions already programmed for the year

If successful, the applicant will need to be responsible for/undertake:

- \$250 hire fee, for a 4 week exhibition (minus hanging and dismantling days)
- Urban Cow takes 33.3% commission on sales
- applicant will need to source their own sponsorship, design and print their own invites and price lists as per contract
- complete a contract

RHINO ROOM In 2011 Rhino Room is offering a gallery space for hungry artists who are looking for a unique space. A particular interest in bold, large format work and group shows. The space offers a different exposure to customers due to the club factor, and with technical equipment available, bar facilities, bathrooms, stage and seating (if needed), a Rhino Room exhibition can be an ultimate compliment to your work. Urban Cow customers will have access to your exhibition too.

If successful, the applicant will need to be responsible for/undertake:

- \$200 hire fee, for a 4 week exhibition (minus hanging and dismantling days)
- Urban Cow/Rhino Room takes 33.3% commission on sales
- applicant will need to source their own sponsorship, design and print their own invites and price lists as per contract
- complete a Rhino Room contract

Please post your applications to the address below:

Peta Alannah Chigwidden
Urban Cow Gallery Coordinator
11 Frome Street, Adelaide, SA 5000

CLOSING DATE FOR APPLICATIONS is MONDAY August 16th, 5pm via post or delivery to the shop. Successful applicants will be contacted by AUGUST 31st.

Kind Regards,

Peta Alannah Chigwidden
Urban Cow Gallery Coordinator