**Art Gallery Research**

This year we have visited two art galleries, both were public galleries (NGV Studio and NGV International). You are required in Unit 4 to understand the role of several different types of art exhibition spaces.

Your holiday homework is to **visit** at least two art galleries and **research** information on them.

* You **must** physically visit a **Commercial Gallery.**
* You **must** use the internet to visit an **online gallery.**
* You may **also** choose to visit an ”Other Art Space” such as a café, council offices, community centre or other space where art is exhibited.

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**Notes on Commercial Galleries.**

A commercial or private gallery is a fairly formal space**. Commercial Galleries are ‘high end’ businesses. Beware of shops near the beach or poster shops that call themselves galleries – these are not the kind of space VCAA intend you to look at.**

* You **must** visit the gallery and ask questions. You need to ask to speak to someone involved in the organization of the space, not a waitress or security guard.
* You can get extra information from their website or by phoning and asking questions. Use the websites to check opening hours too, some only open from 1-5pm.
* **Please visit one of the galleries on the list.** They are all in the CBD,they are all free. They are within about three blocks of each other. Go together. Make a day of it. Buy a cupcake in Degraves St once you’re done. (But don’t go on a Sunday, the galleries are usually closed.)

**Commercial Galleries you could Visit:**

(the ones with \* are quite friendly towards Studio Arts students if you are polite and they aren’t busy)

**Anna Schwartz Gallery** 185 Flinders Lane 9654 6131

**ARC ONE Gallery**

Ground floor 45 Flinders Lane, Melbourne

**[Daine Singer](http://www.thatsmelbourne.com.au/Placestogo/Galleries/Commercial/Pages/6927.aspx)**

Basement 325 Flinders Lane, Melbourne

[**Flinders Lane Gallery**](http://www.acga.com.au/galleries/id/922/cid/31/title/Flinders+Lane+Gallery/t/galleries) Ground floor 137-139 Flinders Lane, Melbourne

**Gallery Gabrielle Pizzi** 141 Flinders La, 9654 2944

**\*[Karen Woodbury Gallery](http://www.thatsmelbourne.com.au/Placestogo/Galleries/Commercial/Pages/9190.aspx)**

Level 1, 167 Flinders Lane, Melbourne

**[Neon Parc](http://www.thatsmelbourne.com.au/Placestogo/Galleries/Commercial/Pages/7671.aspx)**

Level 1, 53 Bourke Street, Melbourne

**\*[Sarah Scout Presents](http://www.thatsmelbourne.com.au/Placestogo/Galleries/Commercial/Pages/9184.aspx)**

Victor Horsley Chambers, Suite 15,, Level 1/12 Collins Street,, Melbourne

**Tolarno Galleries,** Level 4 104 Exhibition Street, Melbourne

**William Mora Galleries** 31 Flinders Lane 9654 4655

**Other commercial galleries you could visit listed below, check online for address:**

* Niagara Gallery (near MCG)
* Metro Gallery
* MARS
* Anna Pappas Gallery

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**Notes on Online Galleries**

An online gallery is defined in the study guide as a **curated online exhibition** space. This means it is NOT a site like flickr where anyone can post their art, but a place where a curator has made decisions about how and where the images are seen.

Often these are the websites of Public or Commercial art galleries, but they may also be collections that link you to a variety of web based resources.

**Online Galleries you could Visit:**

[www.**googleartproject.com**/](http://www.googleartproject.com/)

<http://www.tate.org.uk>

<http://www.metmuseum.org/collection>

<http://www.roslynoxley9.com.au>

<http://www.alcastongallery.com.au> (click on virtual gallery)

<http://www.australiangalleries.com.au>

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**“Other Art Spaces”** are defined in the study guide as ‘places not primarily designed for the display of visual arts’.

This can include places like a science museum or your local community centre or a building foyer or café.

Hosier’s Lane - Is a graffiti space open to anyone

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**Gallery 1 (Commercial Gallery)**

Name of Gallery……………………………………………………………………

Address………………………………………………………………………………

Date and time you visited…………………………………………………………

Title of artist or exhibition you saw ………………………………………………………………………………………

1.Take a flyer or business card or piece of advertising for the gallery and the exhibition that you have seen. Staple or it to your writing.

2. Ask whether you can take photos of the gallery space and exhibition. If they let you, take a couple.

**Questions you will need to ask:**

2.What **role** does this gallery play, ie what is their function or goal?

3.Who is their target audience? (age, status…)

4.What roles are involved in curating and maintaining the gallery? (How many people work there, what are their jobs?)

5.How and where is the gallery/exhibition **promoted, marketed**? (posters, flyers, booklets, websites, radio, tv, magazine articles, press releases, banner on the street, email list……? You will need to ask)

6.How do they select artists and artworks for exhibition?

7.How does the gallery/exhibition space deal with conservation and preservation issues? Why do they work in this way?

8.What do they have to take into consideration when planning their **exhibition design?**

**Now look at the exhibition and answer these questions:**

**9.Describe the focus of the exhibition –** eg It’s a group show of contemporary aboriginal artists from the Maningrida community in Arnhem Land.

**10.Write a 13 word description of the style of artworks in this exhibition:**

eg Bright abstract indigenous paintings made up of dots arranged in large circular patterns.

Now look at the **space,** think particularly in comparison to the public

galleries we visited:

11.How **many exhibition rooms** does the gallery have?

12. What **sort of building** is it in? (eg ground floor of an office block)

13. What are most of the **other businesses** on the same street (eg expensive restaurants and designer clothes shops/ beachwear and surf gear….)

14. What **colour** are the walls?

15. Describe the **lighting arrangement**:

16.How have they **protected the artworks**?

17.How do you **move around** the space?

18.How have the artworks been **arranged**? **Why** do you think they have been arranged in this way?

19. Has the gallery been altered in any way especially for this exhibition? Eg false walls, markings on the floor, stands for the artworks)

**Gallery 2 Curated Online Gallery**

Name of Gallery……………………………………………………………………

webaddress………………………..…………………………………………………

date and time visited………………………..………………………………………

1.What **role** does this gallery play, ie what is their function or goal? (eg to sell artworks, to educate the public…)

2.Describe the homepage - what are the different pages available in the menu options?

3.Describe the layout of an individual artist’s page – What do you see?

4.What reference information is included?

(title, date, size, materials, artists biography, cv, analysis of the artworks, timeline or history of art, other………………)

5. How can you search or organize your view– eg by artist, artwork etc?

6. Can you follow or make your own gallery?

7. Can you see the rooms (like streetview) or just artworks?

8.How easy is the site to navigate?

9.What is the quality of the images?

10.Is there a zoom function on the images?

11.How much detail of the artwork can you see? (as close as brushstrokes and weave of the canvas or just a 3 cm image of a painting that’s actually 2m across?)

12.Look at the size and medium of the original artworks. What would they have had to consider when they photographed the works?

13.Who is the target audience?

14.What links are provided on the page/site. (other artworks? Other artists? Other galleries? Shops?)

15.Would it be easy to pirate the images/ how are they protected?

15.How is the site promoted (try googling key terms and see how near the top of the pile it comes, is it linked to other sites..…)

16. Is there advertising on the page for other websites/products? Why would this be here?

Sample Exam Questions:

2013 question:

‘Select an artwork from the booklet. Outline the considerations needed when presenting this work for exhibition in a curated online art gallery.’

*The question gave students an opportunity to write about things such as the digital design of the site, careful photography of the artwork, documenting the artwork, display and promotion, and providing security for the artwork.*

2012

Identify two different art exhibition spaces you have visited this year.

Exhibition space 1 (name/location)

Exhibition space 2 (name/location)

**a.** Compare the roles and particular characteristics of each exhibition space.

**b.** Discuss the intention of the curator or artist in displaying the artworks in each exhibition space.

**c.** Discuss methods and/or considerations involved in preparing and promoting the artworks in each exhibition space.