

# 'Aviation Paintings of the Year' Exhibition

## Information for Exhibitors

Please read all the information, instructions and guidance

### 1 General Conditions

These conditions apply to all Artists submitting work for this Exhibition. The Annual Exhibition is entitled 'Aviation Paintings of the Year'. Supplementary rules and/or Information Sheets may be published separately.

#### 1.1 Entries

All works submitted will be subject to acceptance by the Selection Panel, whose decision shall be final. Work that has previously hung in a Guild Annual Exhibition is not eligible. Artists entering works that are not for sale will be accepted at the discretion of the Guild. Artists' attention is drawn to the fact that works selected may **not necessarily** be hung.

#### 1.2 Subject Matter.

Any aerospace subject in any media that is applied entirely by hand. Works produced mechanically or electronically, including computer-generated, digital works and overpainted digital works, are not acceptable.

Original works of art only. Limited editions are not acceptable, except for bronze sculptures. Copies of the work of another artist or published photographs are **not** admissible.

#### 1.3 Presentation

All paintings must be securely and properly framed to an acceptable standard. Frames must include mirror plates positioned half way down the frame and turned inwards. (*below for more details*)

**IMPORTANT.** Paintings will not be accepted by the Submission Desk if they do not conform to the following:

- All work is to be framed – unframed box canvases and unframed work will not be accepted
- Clip frames, all glass frames and metal frames (including metal-clad wood frames) are not acceptable
  - Watercolours, pastels etc. or framing which includes a card mount must be properly glazed as tradition expects – non-reflecting glass, plastic or Perspex glazing is not acceptable
  - Any work with a frame which has protuberances and therefore constitutes a danger to itself and other paintings in transit or storage is not permitted

#### 1.4 Labelling and Catalogue

The Catalogue is compiled from the Entry Schedule. Every work must be supplied with a Guild adhesive label securely attached to the back of the frame, which **MUST** agree with the Entry Schedule. The **Size** given on the Entry Schedule will be the exterior frame size (**width x height – in that order please**) or, in the case of sculpture or other works, the longest overall measurement.

Please be accurate, as this information is used in the Catalogue and to plan the hanging. You will note that Entry Schedules require all picture dimensions to be expressed in **centimetres**.

### **1.5 Titles and Description.**

The Catalogue is compiled from this information. **Please take care to write clearly!** Titles should be concise and **must not** exceed **30** letters and spaces. Descriptions of aircraft **must not** exceed **30** letters and spaces. The Organisers reserve the right to amend titles and descriptions as necessary. Media descriptions should be chosen from the following: Oil, Acrylic, Gouache, Watercolour, Pencil, Graphite, Pen and ink, Pastel (oil or soft), Mixed to cover any combination of media. Other possibilities might include crayon, charcoal, ceramic, glassware, bronze etc. but are likely to be limited.

## **2 Submission procedure**

Works, together with the completed **entry schedule, schedule label** with submitted work listed and **submission fee**, must be delivered, unpacked, to the Guild of Aviation Artists at the time and place stated. Works can only be accepted on Submission Day. Artists may appoint a Representative to submit their works, who shall be responsible for payment of Fees on behalf of the Artist.

### **2.1 Entry Schedule**

Comprises three sheets, must be signed by the Artist and must accompany all works.

**Please do not separate the sheets.**

**Please print clearly and firmly using a black ball point pen** and ensure that the information comes through on all copies.

Full Members and Associates may submit up to 6 works, Friends and non-members up to 4, which must be accompanied by a completed Entry Schedule, a Schedule Label (supplied) with submitted works listed and Submission Fees.

**Full Members** (or their representatives) should submit work between **10.00 am and 11.30 am** and, to ease congestion in the submission area, may return a minimum of one hour later for the results.

**Associates** should submit their work between **10.30 am and 1.00 pm** and return between **2.30 pm and 3.30 pm** to pay Hanging Fees on accepted work and remove rejected work.

**Friends and non-members:** should submit work between **11.00 am and 1.00 pm**, leaving their work and returning between **3.00 pm and 4.00 pm** to pay Hanging Fees on accepted work and remove rejected work.

No change to the entry schedule may be made after submission.

Artists' attention is drawn to the conditions of sale printed in the catalogue of the exhibition and official sales & commission forms.

**The Pink (artist's) copy** of the Entry Schedule is the Artist's/Representative's record of submission and selection, and monies paid. It is also to be used as a collection note and must be presented by the Artist/Representative at all times when a work is to be removed.

**Schedule Label for Selection Panel.** The titles of all works entered on the Entry Schedule should be listed on the label supplied in the pack. The label to be attached to the Entry Schedule.

**Hanging fees** must be paid immediately. No work will be catalogued or hung where all fees due have not been received.

### **2.2 Submission fees**

Must be paid on submission of the work and Entry Schedule. Submission fees are non-refundable. Full and Associate Members: a Submission Fee of £20 per Artist (for up to 6 works) Friends of the Guild: a Submission Fee of £25.00 per Artist (for up to 4 works). Non-members: a Submission Fee of £35.00 per Artist (for up to 4 works).

### **2.3 Rejected work**

When Artists/ Representatives return, they will be given the **Blue** (fee) copy of the Entry Schedule with accepted or rejected works marked 'A' or 'R' respectively, which should then be taken to the Cashier for payment of the appropriate fees. The **Pink** (artist's) copy will be returned to the entrants as a record of the proceedings and as a receipt for fees paid.

Where one or more works are accepted, one invitation for Artist + Guest to the Opening plus six blue Private View invitations will be given to the Artist/Representative with the above form. More blue invitations are available on request.

### **2.4 Hanging fees**

Hanging Fees for accepted work will be shown on the **Blue** (fee) copy of the Entry Schedule given to Artists or their Representatives after selection, and will be based on the following scale, calculated on measurement of greatest length including frame:

<b>Dimension</b>	<b>Full and Associates</b>	<b>Friends and non-members</b>
All work up to and including 38 cm	<b>£20</b>	<b>£25</b>
Work over 38 cm up to 76 cm	<b>£25</b>	<b>£35</b>
For each additional 15 cm or part thereof	<b>£10</b>	<b>£25</b>

### **2.5 Payment of fees**

No work can be accepted or hung until all due fees have been received by the Guild. Those wishing to pay the Submission & Hanging Fees at the time of submission with a single cheque may do so, making the cheque payable to 'The Guild of Aviation Artists' for a sum 'not exceeding £....'. The Cashier will calculate the appropriate total, and enter it on the cheque. Visa & Mastercard will also be accepted.

### **2.6 Publicity**

Artists are responsible for their own publicity.

### **2.7 Sales/ commissions from the exhibition**

Conditions relating to the sale of works from the Exhibition (or any private commissions) are printed in the Catalogue, Guild Sales Form and Commission Enquiry Form. No accepted work may be removed or withdrawn, or the Entry Schedule altered by the Entrant after submission.

For Full and Associate members, the commission rate is 25% of the Catalogue price on each work sold, deducted at the time of payment to the Artist.

For Friends and non-members, the rate is 35%. Subject to sales being completed and all purchase money received by the Guild, payment to the Artist is normally made in September.

Please note that any private commissions introduced or negotiated by the Guild will also be subject to the appropriate commission rate. The Guild retains sole selling rights for all work from Submission Day to the last day of the exhibition.

### **2.8 VAT**

The Guild of Aviation Artists is not registered for VAT. All catalogue prices quoted on the Entry Schedules must include VAT, if the Artist is VAT registered. A VAT invoice may be required by the client. Artists must enter their VAT numbers on the Entry Schedule and a list of VAT registered Artists will be available at the sales desk in the exhibition.

## **2.9 The close of the exhibition and collection of work.**

Unsold work must be collected after 2.00 pm and before 3.00 pm on the closing day. No work may be removed until this time. Artists should telephone the Mall Galleries on 020 7930 6844 to check whether their work has been sold. Artists or their Representatives must present the PINK (ARTIST'S) copy of the Entry Schedule on collection.

**IMPORTANT NOTE!** It is the Artist's responsibility to collect, or arrange to be collected, any **unsold works** from the Galleries on dismantling day. The Guild reserves the right to make a charge for any unsold work left at the Galleries at the close of the exhibition. The Guild has no facilities for collection, transportation or storage.

Works may be reserved for other exhibitions.

## **2.10 Helpers**

All Full Members, Associates and Friends are encouraged to help on Submission, Hanging and Dismantling Days. Please offer, we do need your help, and it is fun. See the notes in the QN and please respond to email appeals.

## **2.11 Copyright**

Artists retain the copyright of all their own work unless this is specifically transferred to the client when the picture is sold. Any enquiries about Copyright will be referred by the Guild to the Artist, and Fees will be negotiated by the Guild in the normal way.

An Artist who intends to exhibit a work on which the Copyright has been sold or assigned should inform the Guild on submission. Permission to reproduce a work in any form must be obtained from the artist. Special rules exist, however, in the case of portraits of persons.

## **3 General**

### **3.1 Contact details Exhibition:**

The Mall Galleries, 17 Carlton House Terrace, London SW1Y 5BD

Tel: 020 7930 6844 Fax: 020 7839 7830

Email: [info@mallgalleries.com](mailto:info@mallgalleries.com)

[www.mallgalleries.org.uk](http://www.mallgalleries.org.uk)

### **Correspondence:**

The Guild of Aviation Artists,

Studio 100, Rye House, 113 High Street, Ruislip HA4 8JN Tel: 03331 302223

Email: [admin@gava.org.uk](mailto:admin@gava.org.uk)

[www.gava.org.uk](http://www.gava.org.uk)

### **3.2 Publicity and Press**

The Guild reserves the right to photograph works for press and publicity purposes without reference to the Artists for publicising the exhibition. The Artist will be deemed to have extended his/her Copyright for this purpose.

### **3.3 Catalogues and Admission**

There will be no admission charge to the Gallery for the Annual Exhibition and Catalogues will be on sale. All persons viewing are encouraged to purchase a Catalogue and sign the Visitors Book.

### **3.4 Lapel Badges**

When attending the Exhibition, exhibitors are requested to wear either their membership badge or a lapel badge which gives their name.

### **3.5 Insurance**

All exhibitors are advised to insure their works against 'All Risks'. The guild does not insure members' work.

### **3.6 Liability**

The Guild, the Exhibition Organisers and the Gallery and/or their agents undertake no responsibility whatsoever for any loss of or damage to works entrusted to them, whether arising from fire, default, error, neglect or theft by carriers, packers or other persons, and whether in their own employment or not or otherwise howsoever and all goods are at the owner's risk absolutely. All exhibitors/owners are advised to insure their works against 'All Risks'.

**The signing of the exhibition entry schedule is to be taken as the unreserved acceptance of the entire contents of these conditions and those contained in the information sheets, the catalogue/sales & commission forms by the signatory.**

## **4 Help and Guidance for Exhibitors**

The Guild aims each year to put on the best possible exhibition with the widest field of interest, selected from the works submitted. All work submitted is regarded on merit alone and has an equal chance of selection.

The Selection Panel comprises five Full Members of the Guild who vote independently of each other on each work. The score of votes alone (anonymous to the panel) determines whether each work is accepted or rejected.

### **1.6 What is the Selection Panel looking for?**

**Not** straight copies of photographs, stuck in a boring background. What they **do** want to see is an imaginative, original, exciting, atmospheric composition competently executed. Take advantage of a story or historic event, an actual experience or a busy scene; this will help you create a properly composed whole, instead of just selecting a photograph and wondering what to do with it. Advice is available at Regional Meetings and by email to [advice@gava.org.uk](mailto:advice@gava.org.uk) for a period of ten weeks, ending five weeks prior to Submission Day

Bear in mind that a successful composition is a matter of colour, harmony, tone values, texture, lighting and consistency. Always check your work critically in the light of these criteria. If your subject matter and approach require technical accuracy, make sure you achieve this. Abstract work will be considered on artistic merit and must have aviation content.

**Slavish copying of published photographs, or of someone else's work, will result in rejection.**

### **1.7 Presentation and Framing**

Remember that it is very important to present and display your work to the best possible advantage – not only to the Selection Panel, but to judges and potential purchasers. Much of the impact comes from a frame compatible in size, weight and colour. Avoid expensive over-ornate frames, and choose something simple that complements the painting. Use a large enough moulding – about 5 cm for oils or build it up with a slip. Watercolours require a generous mount (about 7.5 cm) plus a narrow frame. Watercolours, pastels and work with framing which includes a card mount must be glazed. (Non-reflecting glass is not advised). Unfinished, unframed or poorly framed work will be rejected.

### **4.1 The Catalogue Price**

Paintings entered 'Not For Sale' (NFS) or excessively priced are strongly discouraged and may not necessarily be hung. We also suggest minimum pricing for works as follows:

£200 for drawing (and image produced without paint).

£250 for watercolour

£300 for oil / acrylic

#### 4.2 Packaging

Please note that it is **forbidden** to leave packaging materials in the Galleries. All such material must be removed as soon as your work is unwrapped.

### 5 Hanging Requirements

**All paintings must be fitted with mirror plates, centred each side, before submission.**

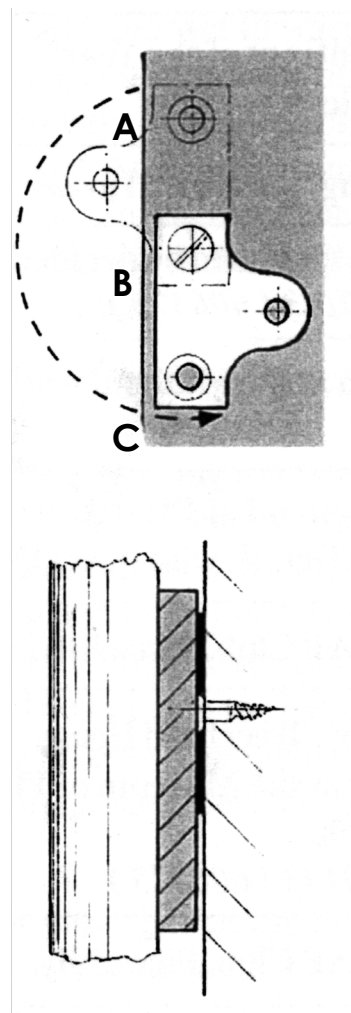
Existing 'D' rings and cords affixed to frames may be left in place.

There is the possibility of damage to other works during handling, stacking and storage from unprotected metal.

To minimise this risk, would you please fit each plate with both screws (at A & B), then remove one screw only (A), rotate the plate through 180°, and insert the 2<sup>nd</sup> screw at (C). Both screw heads and exposed edges of the plate and any other exposed metal should then be covered over with masking tape

Alternatively, enclose remaining screws in an envelope or appropriate enclosure taped to the back of the painting.

Where the back of the frame is noticeably separated from the plane of the wall, you must fit packers to avoid the risk of distorting the frame when hanging.



**On Submission and Hanging Days, please use the 17 Carlton House Terrace entrance.**

**Location** The Mall Galleries are on The Mall towards Admiralty Arch by Trafalgar Square.

**Car** There is pay and display parking in Carlton House Terrace and Waterloo Place behind Mall Galleries and there is a public car park within 50 metres on Cockspur Court (off Spring Gardens). Parking is prohibited on the Mall. However, visitors can be dropped off and collected from the main entrance.

**Underground** Charing Cross (5-minute walk), Piccadilly Circus (10-minute walk), Embankment (10-minute walk).

**National Rail** Charing Cross (5-minute walk)

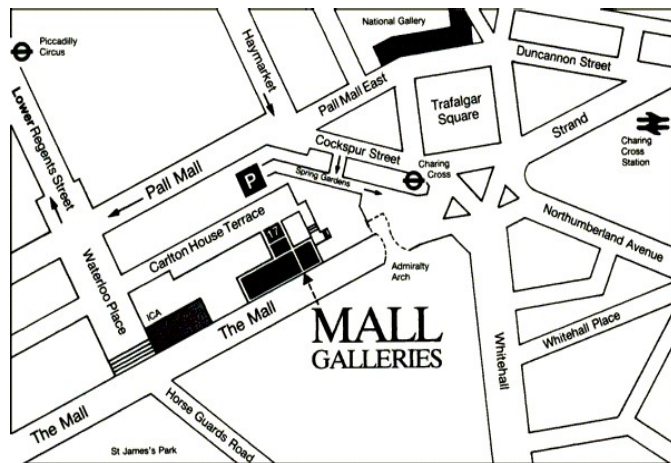
**Route finder**

**Day buses including 24-hour services**

Bus route	Towards	Bus stops
3	Crystal Palace	Regent Street
6	Aldwych	Willesden
9	Aldwych	Hammersmith
11	Fulham Broadway	Liverpool Street
12	Dulwich	Oxford Circus
13	Aldwych	Golders Green
15	Blackwall	
23	Liverpool Street	Westbourne Park
24	Hampstead Heath	Plimlico
29	Wood Green	
87	Aldwych	Wandsworth
88	Camden Town	Clapham Common
91	Crouch End	
139	Waterloo	West Hampstead
159	Marble Arch	Streatham
176	Penge	Tottenham Court Road
453	Deptford Bridge	Marylebone

**Buses:** 3, 6, 9, 11, 12, 13, 15, 23, 24, 29, 53, 87, 88, 91, 139, 159, 176, 453

**Accessibility:** Access to the Galleries is by steps but a platform lift is available to wheelchair and pushchair users.



**Route 53**  
Route 53 will start from Westminster Bridge Road. Take route 12, 159 or 453 and change at Lower Marsh