

# Shoreline's Guest exhibiting opportunities

We are two independent group-based art gallery spaces in Thanet, in Margate Old Town, near Turner Contemporary, and on the high street in Westgate-on-Sea. Each has a wall dedicated to short term (month-long) shows put on by guest artists. You can exhibit on our guest walls individually, with collaborators, or share the space with groups. Your exhibition will take place alongside permanent displays of contemporary art and artisan-crafted works by the gallery's resident group of artists and makers, many of whom regularly work there.

We welcome all hire enquiries, whether you are an established artist looking for fresh exhibition opportunities, are looking to gain more experience of exhibiting your art, or you are new to showing your work publicly. Perhaps you are looking to test the local waters with a view to exhibiting your work permanently with us, or with one of the many other fabulous independent art galleries in this part of Kent.

We accept bookings from local artists and those further afield, working in all genres. In these challenging times for the arts, exhibitions in our galleries offer exposure to receptive and appreciative audiences of locals and visitors. A fun and supportive experience is guaranteed. The vibe in both galleries is relaxed, welcoming and inclusive. We are family and dog-friendly. Both guest wall spaces are accessible to wheelchair users, with some assistance. Our hire rates are highly competitive year-round, with no hidden-costs, reflecting our commitment to supporting creatives with affordable, high quality, exhibiting opportunities in Thanet.

## Monthly Hire Fees, for 2025

### The Eclectic Art Gallery

January, February, March £125

April, May £175

June, July, August £250

September, October £175

November, December £125

### Westgate Galleria & Studio

January, February, March £125

April, May £175

June, July, August £200

September, October £175

November, December £200

**Deposit:** A non-refundable 20% deposit applies, to hold your booking, with the balance of the booking fee payable no later than two weeks prior to your installation date. We can take these payments by bank transfer and cash or card at the galleries, or by phone at an arranged time.

Our commission on sales of your artwork during your exhibition is 20%.

## What's included

- A white-painted and well-lit wall space to hang your work on. In our Margate gallery it measures 1.5m wide x 2m high. In Westgate-on-Sea's it measures 1.75m (w) x 2.5m (h) .
- Use of our professional hanging system. Assistance with installations and takedowns is available if needed. A ladder is available on site at both galleries.
- Space for a floor-standing browser to display prints in. We can supply this or you can bring your own in. Also space in the gallery group's shared greetings card spinner.
- Space to display your Artist's Statement and business cards. These can include links to your website and social media accounts.
- Help to promote your exhibition by listing it on our website and posting about it on our social media channels.
- Point of sale packaging (except for specialist materials). And shipping by RM if needed.
- Processing of payments for sales by bank transfer (minus our commission). Both galleries take card, contactless and cash payments.
- Advertised (or non-advertised if you prefer) meet-the-artist session(s) with our visitors, in the gallery, supported on the day by the resident artist-on-duty.
- Support for a preview/private view event if you would like to invite your friends, family and client-base to join you for a "do" during your show, or to launch it.

## Our hanging system

We use the STAS (Zipper) hanging system in both galleries. This system comprises of nylon cords with adjustable hooks to hang your artwork on. Using d-rings on the backs will help achieve a professional layout for your exhibition. Use them in pairs on the sides of the backs of your framed pieces, either on their own or with cord or wire securely and loosely strung between them. Place them so that your work will hang flat against the wall and not tip forward. Usually this means no higher than 1/3 of the way down but it will also depend on the weight of the frame too. Eye hooks, pins, tacks, etc are not compatible, nor are pieces hung from a single centre hook, and these fixings are therefore used at your own risk. Very light work such as unframed canvases may not work well either. You are very welcome to test your work out on our hanging system in advance of installations, and bookings. We always have spare cords and hooks to experiment with, and appointments are not necessary. We have ample supplies of hooks and cords for your exhibition, long and short sizes. We do not charge extra for their use, but we do ask you to not cut them, or remove them from the gallery, as they are expensive to replace. If you need guidance on how to use our hanging system or assistance with it on installation day, we will happily arrange help, let us know in advance if possible.

## Planning your exhibition

We encourage you to bring a pre-planned hanging scheme with you on installation day. We are happy to look at this in advance if that's helpful. As a general rule, always allow for plenty of "white space" around each artwork in your hanging scheme. Googling "gallery wall layouts" and checking out Pinterest and Instagram will help if inspiration is needed.

Once your work is hung, you do not have to be present in the gallery during your stay unless you want to be. However, we do warmly welcome you to visit for a day or two, or more, and to drop in whenever you want during opening hours. It's a great way to engage face-to-face with your visitors and to meet other artists. Both galleries have WiFi, and there is a wide choice of eateries, other galleries, shops - and beaches - nearby to make your visit a great day out.

We ask you to leave briefing notes and an artist's statement with us, to help each day's artist-on-duty introduce your work to the gallery's visitors, and handle any sales enquiries. Please also leave us a price list/priced inventory, and your instructions on handling requests we may get from customers about discounting options (which we do not generally encourage but do occasionally receive).

Both galleries have space for holding stock to fill any gaps from sales during your stay. Red dots are used to identify sold works for collection or shipping after the exhibition ends.

## Promoting your exhibition

We ask you to provide a title, a short description, and a promotional image, for your exhibition well in advance (a year is not too soon, and at least four months before your opening day). The description can be edited and extended nearer the time if needed. We aim to promote your exhibition well before it opens, and during it, using our usual channels, including our website and social media. If given this information with enough notice we aim to also promote it in regional arts and events listings websites and publications. Note that these publications often work with very long lead in times, eg six-nine months. We usually list all guest exhibitions on local and regional Tourist Office websites too.

It is important to spread the word about your exhibition amongst your own networks, and your friends and family. Personally promoting your show regularly in the months and weeks running up to it will help to maximise attendance by people who are already interested in seeing your work, and following you online; and to encourage a new audience. Please keep us informed about your own promotional activities for your show. We will share your social media posts if you tag the galleries so that we see them. Do share what we post about your exhibition too. If you hold a contact list for your clients let them know about your stay with us. Feel free to link to our website listing for your own promotional posts too.

We can also put a poster in the gallery window. Email or post it to us if you have one you

would like used. Posters will otherwise be artworked and printed by us to complement our social media postings for no extra charge (and subject to time available). Send us your logo to include if you have one.

The image you provide will be used on our website (and others), on social media, in the what's on section of the Isle of Thanet News (online newspaper), and in a printed poster. Something hi-res and suitable for use in square, landscape and portrait formats is best.

## Gallery locations and opening times

### **The Eclectic Art Gallery**

Five days a week, year-round

Thursday to Monday

11am to 4pm (5pm in Summer).

This gallery usually participates in the East Kent Open Houses Arts Trail which takes place annually over three weekends in October.

6 Broad Street, Crown Chambers,

Margate Old Town, Kent, CT91EW

@eclecticartmargate

### **Westgate Galleria & Studio**

Six days a week, year-round

Monday to Saturday

10am to 5pm

(& Sundays in August).

29 Station Road, Westgate-on-Sea,

Kent, CT88RB

@westgategalleria

Our guest exhibition slots are scheduled to include four weekends open to the public. This may mean your exhibition starts in one month and finishes in the next. Install and takedown days are included in your booking and take place on Thursdays (Westgate) or Fridays (Margate), and on other days by arrangement). We advertise your exhibition as open to the public from the day after your installation until the day before it's taken down.

## To book

Contact Sarah Gibbon, providing links to images representational of the work you would like to exhibit, and to check which slots are currently available. Sarah can call you to discuss arrangements, or you can meet with her at a gallery (when it's best to book an appointment to make sure that she's on-site when you visit). Guest exhibition bookings are curated and are not scheduled on a first-come, first-served basis as we like to make sure that a variety of styles and genres are showcased through the year. All enquiries are given full consideration in the order they are received however, and we do keep a waiting list in case of cancellations. Note that our guest exhibition spaces are usually booked up well in advance, sometimes as much as a year, so it's never too soon to get in touch.

# Shoreline

The home of Margate Made,  
The Eclectic Art Gallery, and  
Westgate Galleria & Studio

### Contact details

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