

BEHIND THE SCENES AT LINDEN 2016

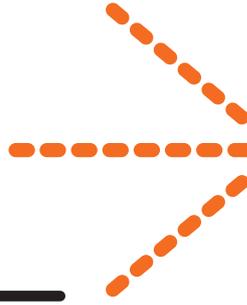


26 ACLAND STREET ST. KILDA VICTORIA 3182
www.lindenarts.org > gallery@lindenarts.org
TELEPHONE **03 9534 0099**



CREATIVE
VICTORIA





LINDEN NEW ART

Linden New Art is a not-for-profit public art gallery. The building is owned and maintained by the City of Port Phillip Council.

Linden New Art aims to be a centre of creative excellence. As a home for new art, we are open to bold ideas, to different ways of experiencing and seeing the world and oneself. We believe this role is an important part of contemporary art and we aim to foster a curious audience that is open to engaging with new thinking and sometimes challenging viewpoints.



FUNDING

Linden receives its main funding from the City of Port Phillip (local government) and Creative Victoria (state Government body).

Linden also applies to philanthropic foundations for grants to fund specific projects such as public programs and events.



HISTORY

Linden New Art is housed in a Victorian mansion. The building was constructed for German émigré Moritz Michaelis and his family between 1855 and 1885. Michaelis named the home Linden meaning 'Lime Tree' in German.



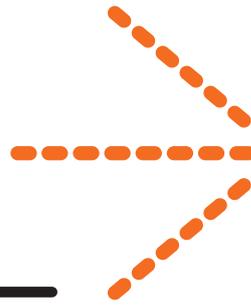
THE BUILDING

The building that houses Linden New Art and its surrounding gardens are heritage listed due to their architectural and historical significance to the State of Victoria. This means that no changes can be made to the façade of the building, including limits to the amount of promotional publicity shown externally.

The building was not purpose built as a gallery to house art, but as a family home. It then operated as a hotel and was finally converted into a gallery space in 1986.

The residential origins of the building has implications for the curatorial staff and exhibiting artists' when planning exhibitions. Aspects of a heritage building to be considered when planning exhibitions include:

- old plaster walls, problematic for supporting heavy artworks
 - marble fireplaces in most rooms that may disrupt sight lines of works hanging in the gallery
 - high ceilings which may cause difficulty maintaining constant temperatures in the gallery
 - domestic door ways that limit the ability to display
-



EXHIBITION DESIGN

The way in which an exhibition is presented alters the viewers' perception of the work. The most important principles with regard to exhibition planning is illumination and design.

A floor plan is designed for each exhibition containing a layout of where each work will be located within the gallery.

An exhibition can be designed to promote viewers to see the exhibition in a certain order, perhaps chronologically or following a certain narrative. Sometimes exhibitions are designed aesthetically: meaning the location of the works are organised according to size, colour, media or the available space.

The lighting of artworks in an exhibition is very important as lighting influences the way a visitor sees artwork. Lighting can be altered in accordance with the artist's intention and the mood they would like to portray in the environment where their work is shown.



ROLES

There are many roles required for the effective operation of a contemporary public art gallery. Here is a brief description of the positions at Linden.

DIRECTOR

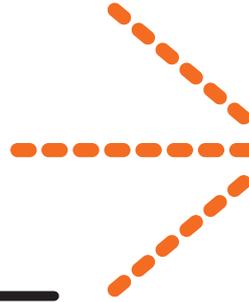
The Director of a public art gallery is responsible for overseeing and ensuring all gallery operations run smoothly and effectively. Tasks include:

- Staff Management
- Board of Management liaison
- Grant applications
- Fund-raising
- Audience engagement



CURATOR

The curator is responsible for sourcing the artwork to exhibit within the gallery. This requires independent research and often visits to artist studios. The exhibition program reflects the gallery's vision and exhibitions are usually planned more than a year in advance. When the gallery is installing an exhibition, the curator is responsible for liaising between the installation team and the exhibiting artists to ensure the exhibition is installed according to plan.



PUBLIC PROGRAM COORDINATOR

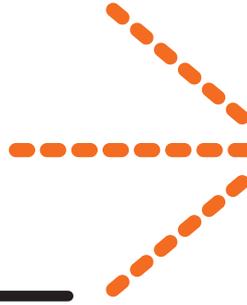
The Public Program coordinator organises a range of public and educational programs and events designed to stimulate conversation, create debate, and increase knowledge of contemporary art. Linden's public programs appeal to a wide cross-section of the community, including:

- On Holidays at Linden: creative art workshops for primary age school holiday program for children.
- Meet the artist: talks delivered by exhibiting artists who share information about their current work, concepts and practice.
- Speakeasy: art industry tips for practicing artists seeking to gain advice and support.
- 'Crafternoons:' creative workshops for children and adults on Sunday afternoons throughout the year.

COMMUNICATIONS AND MARKETING COORDINATOR

This position is responsible for the design and distribution of quarterly calendars, on-line exhibition catalogues and maintaining the gallery's website. This position is also responsible for liaising with media and communicating Linden New Art's exhibition and public programs via advertising, free listings and social media platforms.





CONSERVATION

Linden New Art does not collect art therefore is not required to store artworks. Although the gallery does not hold a collection, knowing how to successfully store art is useful information in order to care for works whilst they are in the gallery's care.

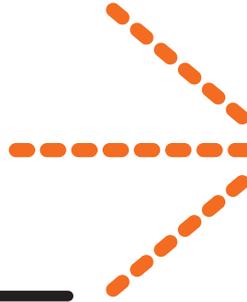
The Australian Institute for the Conservation of Cultural Material advises cultural institutions of the optimum storage conditions for all materials. Visit their website for more information:

www.aiccm.org.au/conservation

The best conservation is Preventative Conservation, which means preventing initial damage to works by storing them in optimum conditions.

THERE ARE EIGHT
PARAMETERS OF
CONSERVATION TO BE
CONSIDERED THAT WILL
REDUCE THE LIKELIHOOD
OF DAMAGE TO ART
BEING STORED:

- 1 • **Light** can cause artworks to fade, discolour and become weak and brittle. It is important to know how much light is recommended for certain works.
- 2&3 • **Temperature and relative humidity** a constant temperature 20°C (+/- 2°C) and relative humidity 50% (+/- 3%) is optimum for artwork storage.
- 4 • **Pollution and Contamination** causes damage to artworks.
- 5 • **Disasters** such as floods, earthquakes or fire will affect storage conditions.
- 6 • **Pests** such as insects and rodents must be kept away from storage facilities. Watch for droppings as a sign of their presence.
- 7 • **Human intervention** such as protestors or accidents will damage artworks.
- 8 • **Biological attack** can often be avoided by following the parameters of conservation.



SALE OF WORKS

Linden is a public gallery and does not derive its main source of income from the sale of artworks. Commercial galleries charge a commission to the artist for exhibiting their work and managing their practice. Commercial galleries commissions vary in rates from 33.3% up to 50%. For more information about commercial galleries, visit the Australian Commercial Galleries Association.

MARKETING AND BRANDING

Linden New Art has recently undergone a re-branding initiative to revitalise and reassess the gallery's direction. Rebranding involves identifying what the business does and their audience. The gallery mission is reassessed to make the gallery relevant and exciting to staff, community and patrons.

PROMOTION AND COMMUNICATION

At Linden New Art, we communicate weekly with our audience via Facebook, Twitter and Instagram. This enables us to keep friends of Linden New Art up to date with the gallery's news and events. It is also an opportunity to increase our audience numbers through networking. Audience engagement is a vital aspect of keeping the spirit of a contemporary public art gallery alive.

EXHIBITING AT LINDEN NEW ART

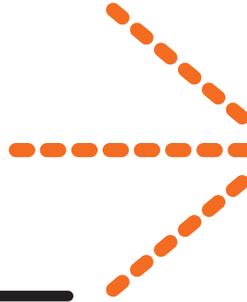
Linden New Art provides an environment that supports and encourages contemporary artists to create and display high quality work. Our program predominantly features new Australian works and changes every two months.

Linden exhibitions provide a snapshot into contemporary art practice. Our exhibition program supports new art by:

- presenting curated solo and group exhibitions including one focused on new contemporary Indigenous art;
 - holding the Linden Art Prize to reward excellence and support recent post graduate students;
 - holding the annual Linden Postcard Show competition.
-



COCO FLIP, Mayu pendant lights, 2015. Photograph by David Marks Photographer.



LINDEN EXHIBITIONS

SELF CURATED EXHIBITIONS

Linden New Art presents a series of self-curated exhibitions annually. We aim to present work that reflects contemporary Australian culture and to provide a dynamic exhibition program that challenges, engages and invites visitors to be curious about contemporary art.

Linden New Art's curated exhibitions are researched and developed in-house or through sub-contracting independent curators.

CONTEMPORARY INDIGENOUS EXHIBITIONS

Linden New Art has a long-standing commitment of showcasing the work of contemporary Indigenous artists and presenting the diverse visual culture of Indigenous people. This initiative was originally developed as a way of demonstrating that contemporary Indigenous art practice included more than the Western Desert's iconic dot paintings, yet encompasses a range of diverse cultures, approaches and media.

THE LINDEN ART PRIZE

The Linden Art Prize was established in 2014 to support contemporary art postgraduate students and award and nurture excellence. Artists are eligible to enter the prize if they have completed a post-graduate visual art qualification in Victoria in the previous year. This prize aims to support those artists in a variety of prizes, with two major cash prizes; a tailored mentoring program for two major prize-winners; a rent free art studio and a commercial gallery exhibition.

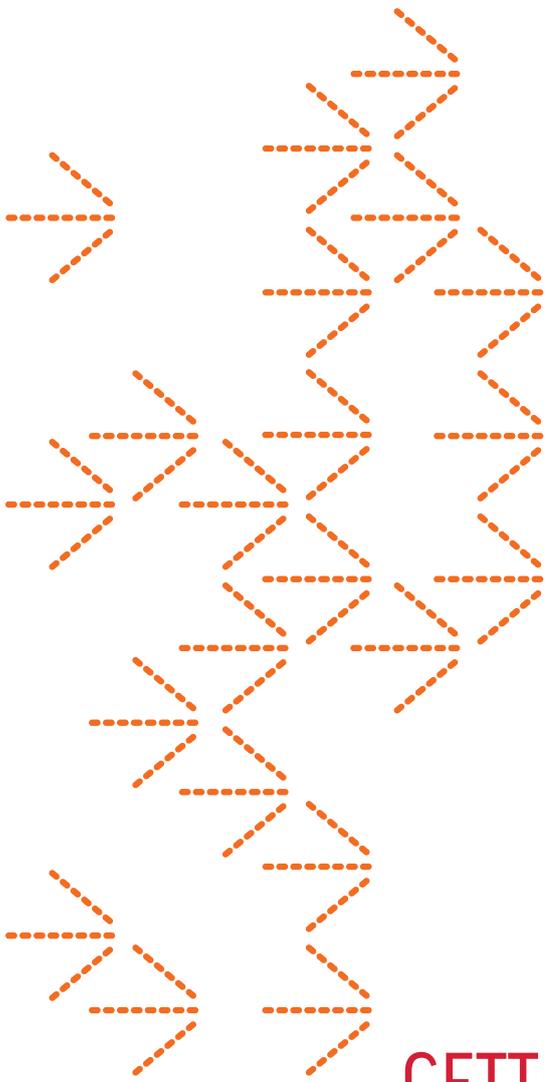
THE LINDEN POSTCARD SHOW

The Linden Postcard Show is a much loved art prize that proves that you can distil distinctive ideas into small-scale work. It is an open entry competition that provides over \$10,000 in art prizes to participants. The exhibition results in a colourful explosion of creativity covering nearly every surface of the gallery's walls. The only restriction is that the work must measure exactly 8 x 10 inches.

Artworks are submitted from across Australia and the exhibition features works from hobbyists to emerging and established artists. All works are available for sale for this exhibition, with Linden taking a small commission from each sale to cover our increased administration costs.



LINDEN POSTCARD SHOW, 2015. Photograph taken by David Marks Photographer.



GETTING HERE

BY CAR

Parking is limited on Acland Street, there are paid car parks a short walk away at the Prince of Wales Hotel and the Palais Theatre.

BY PUBLIC TRANSPORT

Linden is easily accessed using public transport with tram and bus stops on both the Acland and Fitzroy Street shopping precincts, just a short walk from the gallery.

TRAM: 12, 16, 96 (3A weekends only)

BUSES: 600, 606, 623, 246



26 ACLAND STREET ST KILDA VICTORIA 3182

www.lindenarts.org
gallery@lindenarts.org
PHONE **03 9534 0099**

GALLERY HOURS FREE ENTRY
Tuesday - Sunday 11am - 4pm
Wednesday 11am - 8pm

KEY FUNDERS



CREATIVE
VICTORIA



SUPPORTERS

PUNT
ROAD
YARRA VALLEY



MICROHIRI



Elwood
Community Bank
Branch
supporting our community
Bendigo Bank

ingv
National
Gallery of
Victoria