

The Arcade Project
A Gaffa Initiative

Info Kit

the arcade project

THE ARCADE PROJECT MISSION STATEMENT

The Arcade Project, an initiative of Gaffa Gallery, seeks to provide promotional spaces for motivated & proactive mid-career makers and designers. This is a unique opportunity for designers to have their work displayed in a 'pop-up' style retail space, and gain access to a wide and varied audience in the inner city of Sydney.

The purpose of this initiative is to enable the exchange of critical dialogue and feedback from peers, whilst instigating greater opportunities for public exposure and career development.

Gaffa encourages proposals for concept spaces, combined studio/workroom and retail space as well as sole retail projects. The four spaces change over every three months.

Since its inception in 2006, Gaffa has been stationed on the vanguard of providing a creative space for emerging & established artists and designers and in 2010 strives to remain a true independent access space committed to nurturing interdisciplinary collaboration and cohesion for creative practice, through its studios, gallery and program of activities.



"Gaffa has seriously outdone itself with an uptown relocation and huge expansion. Spread over 3 levels, the new Gaffa is more a CBD art precinct than conventional gallery."

(Bree Pickering / Concrete Playground, Feb 2010)

"Gaffa has come back bigger and better than ever. Expanding into a multi-level gallery with 3 separate floors as well as a café and shop thrown into the mix. This is going to be one of Sydney's finest new art spaces."

(Happenstance Magazine, Feb 2010)

"After years of displaying the work of young artists and designers in a small space in Surry Hills, Gaffa Gallery has moved and expanded. The first exhibition at its new three storey gallery in the city will showcase Gaffa's stable of talent. As ever, the gallery blurs the boundary between art and design."

(Spectrum, SMH, Louise Schwartzkoff, Feb 2010)

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ARCADE PROJECT INCLUSIONS AND SERVICES

Services include:

- > **Gaffa** staff to facilitate sales during operating hours of: 10-6 (mon-fri) and 11-5 (Saturday)
- > Your Arcade Space will be accessible to the public during exhibition opening nights, 6-8pm every second Thursday.
- > Information about your project is published on the gaffa website, and also archived for future customer inquiries.

STRUCTURAL INCLUSIONS

- > Lockable clear glass doors for security after hours.
- > Adjustable screen to expand or shorten depth of arcade space.
- > Access to some plinths (while stock is available).
- > Easily-Accessible power sockets and cabinet storage (variances between arcade spaces).
- > Bright, even lighting.

APPLICATION GUIDE LINES

APPLICATIONS ACCEPTED YEAR ROUND

We are accepting applications from organisations as well as individuals.

Please submit your application and support material by email (preferred) to: info@gaffa.com.au OR post - Gaffa, 281 Clarence Street, NSW 2000
T. 02 9283 4273 E. info@gaffa.com.au www.gaffa.com.au

SELECTION CRITERIA

- > Originality, creativity and novelty of design or concept
- > Quality of finished work (if appropriate)
- > Suitability for the Arcade Project concept
- > Professionalism

Please note - electrical or mechanical products are required to have relevant licenses and approvals.

CONDITIONS

Arcade Project participants are subject to compliance with the conditions listed below:

The Project

- The Arcade Project will run in 3 month blocks with specified start and end dates.
- Once approved, a designer enters into an agreement with Gaffa. The participation fee must be paid upon registration. Once accepted and registered as a participant, the fee is nonrefundable.
- Participating in a 3 month block does not create any form of tenancy or imply a future right or license.
- Designers must comply with all reasonable requests from Gaffa.
- Designers must comply with the laws governing occupational health and safety.
- Designers have no right of recourse against Gaffa or its agents for any loss, damage or changes to market and operations. No other compensation is payable

Products

- All products sold through The Arcade Project must be selected and approved by Gaffa prior to being offered for sale.
- All products must comply with relevant safety and compliance standards.
- Participating organisations may represent the products of several designers - having regard to size and nature of product.

Set-up and rental

- Each designer will be allocated a bump-in/set-up and bump out by Gaffa. This time must be strictly adhered to.
- Some basic display systems will be provided.
- Participation fee beginning from \$3960+gst for a 3 month block (\$330+gst per week).
- Designated area beginning from 2x3 metres.
- For the duration of the 3 month block Gaffa takes responsibility for staffing The Arcade Project and will be processing sales. Open hours for the Arcade Project will be in conjunction with the art gallery on the second level - Mon-Sat / 11am - 6pm
- Designer is responsible for maintaining and refreshing stock for the 3 month duration.
- Gaffa will provide assistance with marketing and The Arcade project will be marketed as a Gaffa initiative
- Within allocated area designer may use own branding aesthetic
- Purchases are bagged by Gaffa as an Arcade Project represented item.

Insurance

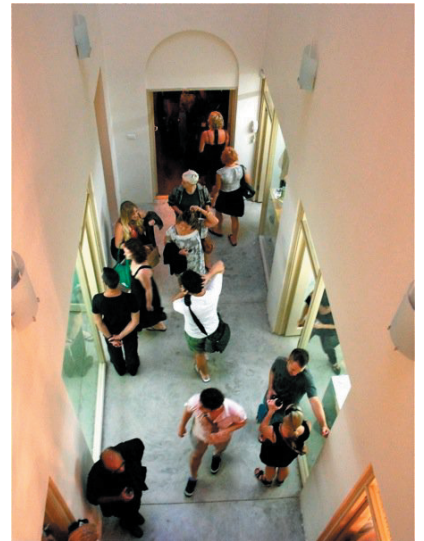
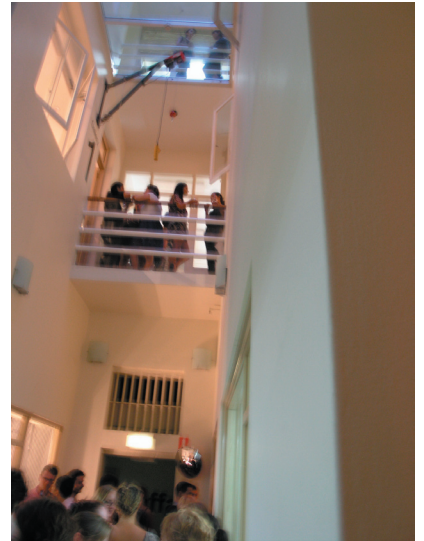
- Skin-care or consumable products are required to have \$10million Product Liability insurance
- Designers are required to have any other licenses and insurances required to operate their business, and all products should comply with relevant safety and compliance standards
- The insurance being offered by Gaffa is only with respect to public liability and specifically excludes loss or damage to any personal property, products, stock and/or equipment that you may have within your display, regardless of whether these are hired, borrowed or owned by you. Please ensure that you have adequate insurance in place for loss or damage to said items.
- Designers are encouraged to make their own enquiries regarding insurance for loss or damage to all belongings, products, stock or equipment either owned, hired or borrowed whilst at Gaffa.

Cancellation

- Cancellations by participating designers after registration will be charged full project fee ABN numbers
- Participating designers are required to have an ABN number

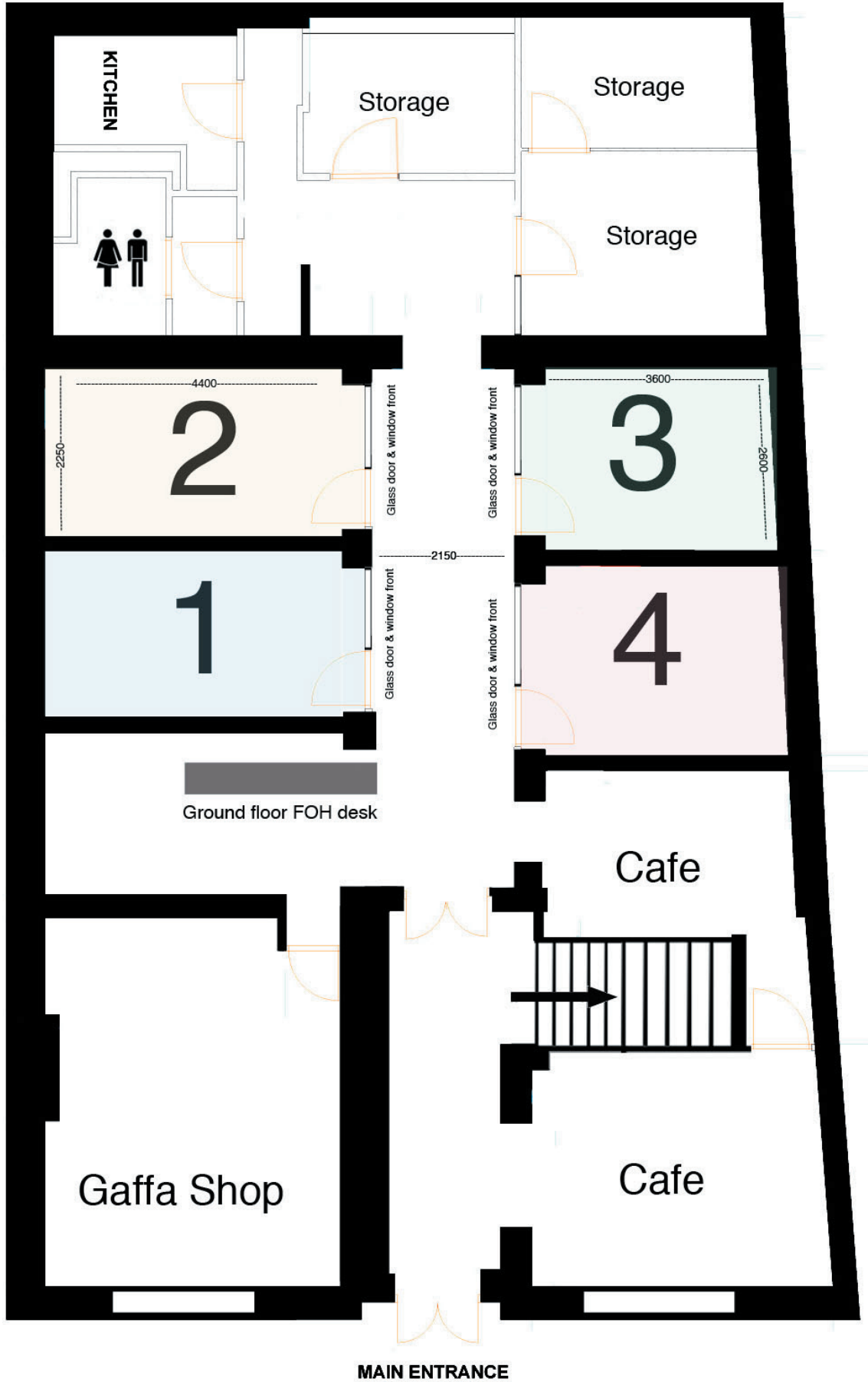
Furniture

- Any additional display furniture and/or equipment must have prior written approval from Gaffa or its agents
- Gaffa will process sales through its system which includes use of EFTPOS and credit card facilities
- Storage is restricted to the allocated display area
- All signage must have prior written approval from Gaffa or its agents



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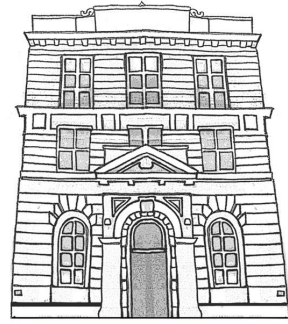
LEVEL 1 FLOOR PLAN



application form

gaffa

T. 02 9283 4273
E. info@gaffa.com.au
www.gaffa.com.au



Application Form

This application should be accompanied by support material including a short biography about yourself and 3 good quality high resolution photographs (Submitted on a disc for posted applications / JPEGs for emailed applications) of the product/s you intend to showcase.

All applications will be notified upon receipt of their application by email, text message or telephone.

Support material will not be returned.
Required fields are denoted by an asterisk (*)

PERSONAL DETAILS

First name * _____

Surname * _____

Registered Partners/Directors _____

Trading name * _____

Residential address * (Suburb / State / Postcode) _____

Postal Address * (Suburb / State / Postcode) _____

Mobile Phone number * _____

Business phone number * _____

Email * _____

Website * _____

TYPE OF PRODUCT

PRODUCT DESCRIPTION

application form

Application Form Continued

MATERIALS USED

UNIQUE FEATURES

Price range _____

Do you retail the product elsewhere? (Yes or no)

If so, where? _____

Do you have any retail experience? (Yes or no)

If yes, where? _____

Where did you hear about this initiative? _____

PRODUCT IMAGES

*Please submit your high resolution images on a disc and provide a full caption including information/description of the product

SAMPLE IMAGE 1:

SAMPLE IMAGE 2:

SAMPLE IMAGE 3:

*Please note that a panel will assess applications and all successful and unsuccessful applicants will be notified to that effect. No further correspondence will be entered into and Gaffa and its agents reserve the right not to explain why an application was unsuccessful. Please attach images to this application if emailing/or print this form and send with disc if posting