

SMART ART GALLERY

About - The Art lovers in the Sunday interactions with the prominent artists demanded a permanent art gallery at a popular place for encouraging young artist. West Bengal Housing Infrastructure Development Corporation (WBHIDCO) has thus created a “**Smart Art Gallery**”.

Location- Situated in a prominent location adjacent to City Centre II, major arterial road- on the way to Kolkata Airport.

Area- The Smart Art Gallery is designed with a 450 sq. ft. floor area, consisting of 3 walls for hanging the photo frames. The height of the hanging area of each wall is 8 feet. It is an air-conditioned space with a designer false ceiling. The major Gallery is made of fixed display panels and mobile display panels. The mobile panels can also be rearranged as per the discretion of the artists. The removable panels also are able to display the painting frames from both sides. The hanging system can hang paintings of various sizes and at various levels as the hanging strings are adjustable and the visibility of these strings is almost negligible

This gallery has free-standing panels with a size of 2.5 ft x 7 ft. each, and the lighting systems are LED track lights which is unique for gallery lighting.

Timing- 10am to 8 pm (Tuesday to Sunday)

RULES & REGULATION

General

1. The Galleries of then Academy of Fine Arts, Kolkata can be booked by Artist/Group of Artists (Not exceeding three artists in group) Diplomatic/Missions/ Galleries/ Commercial / Institutions (Govt. or non-Govt.) by obtaining the prospectus along with the Application Form. The cost of the prospectus long with the Application Form is Rs,
2. Galleries shall be booked on weekly basis (i.e., six days). The Managing Committee may consider an extension of the time period of an exhibition with valid reasons in the interest of promoting of art as per the objective of Academy.
3. All requests for booking of smart art gallery must be made through Application Form. No reservation can be made on verbal basis. contact details-9433766891
4. The exhibitor has to have double vaccinated.
5. Mask is mandatory for exhibitor as well as visitors.

6. *Commercial rate shall be applicable for private art school, college, institutions (Govt. or non-Govt.),*

Payment

Artists will be allowed to display their art works free of cost for the first week. From the second week he/she has to pay of Rs 5000/+18%GST per week as a promotional offer.

Display

All exhibits such as Paintings, Drawings, Photographs and Graphics Prints should be suitable framed and displayed on the walls of the Exhibition Galleries. No nailing on wall or hanging from ceiling will be allowed. The smart art gallery management reserves the right to cancel an exhibition, even after its inauguration, for failure to comply with this rule. No Refund will be admissible to the Artist/ Organisation.

Galleries

Display or installation of objectionable exhibits in any Gallery, if found violating the ethics of the gallery, will not be permitted and may force the management of the gallery to cancel the exhibition. No refund will be even admissible to the Artists/ Organisation. The management, at its sole discretion, may consider against any further allotment of gallery in future to the artists / organization.

Note

Applicants are requested to Read the rules & regulations Carefully before submitting The Application Form

1. *Use of Alpona by chalk/ paint/ any other kind of material on the floor and walls of the Gallery is prohibited.*
2. *Use of cellotape or any type of glue on the Walls/ Floors/ Stands/ Pedestals of the Exhibition Gallery are strictly prohibited. Any violation will invite a penalty of Rs 2000/- from the applicant*
3. *No Food or Beverage will be allowed to be served inside the galleries except for drinking water.*
4. *Use of plastic disposal cups is prohibited for environmental reason.*
5. *Smoking of Tobacco or use of Narcotic Drugs inside the galleries is strictly prohibited.*
6. *Consumption of Alcohol inside the premises of the Academy is strictly prohibited.*
7. *Applicants allotted Exhibition Galleries shall use the same including its furniture, fittings accessories, equipment and articles with utmost care and caution.*

8. *Should an Allotee be compelled to close down his / her exhibition due to an electrical power break down / pandemic / strike / bandh or an act of nature such as flooding days, if any, will have to be borne by the Artist(s). No further extension of exhibition dates or refund of accommodation charges are admissible.*
9. *Smart Art Gallery will remain open for visitors every day except Mondays (except National/ Festival Holidays). including Sundays. However, galleries booked for commercial exhibitions shall be open to visitors from 10am to 8 p.m.*
10. *On the last day of the exhibition. All exhibits must be removed from the Gallery latest by 8 p.m.*
11. *Parking space will be available beside the gallery only for the exhibitor.*
12. *Applicants should enclose CD/DVD of their recent artworks, For a solo show it should contain minimum 5 nos.of recent artworks, a bio data and a self photo. For Group shows for artworks, bio data of each artist with self photpgraph is required. Failure to submit a complete Application Form with CD/DVD and bio-data is liable to be cancelled. Kindly note that CD/DVD will not be returned.*
13. *Any damage while hanging and removing the pictures will be borne by the artist only.*
14. *The management will reserve the right to change any these **terms and conditions at any time without** prior notice.*

ENTITLEMENTS

Exhibitors who have paid their reservation Charges in full are entitled to the following at the Academy.

1. *Use of allotted gallery for exhibiting his / her / their Art Works for the specified period*
2. *Use of electrical energy through lights and AC already fitted in the Gallery for the period of allotment of the Gallery. Any additional electricity consumed by way of additional lights / fans etc. will have to be paid for (if provided).*
3. *Available pedestal stands for placing sculpture, four chairs and one table for each gallery will be provided by the Academy.*
4. *Clenliness of the exhibition galleries.*
5. *For Slide / Film shows etc.... should there be any additional requirements of light points, electrical energy etc. the management must be informed at least one week in advance, in writing, of the specific items required. A flat rate of Rs. 500/- per day will be charged for the additional electricity consumed.*

SMART ART GALLERY

Exhibition proposal and application form

Please complete this form as fully as possible and return it to:

About You

Name:

Address:

Email:

Telephone no:

Your exhibition proposal

Title of exhibition:

Brief description of your exhibition:

Preferred dates for exhibition:

Who is the target audience for your exhibition?

Please provide the following information

Medium of work:

Proposed number of works to be exhibited:

Dimensions of work (range from smallest piece to largest):

Price range of work to be exhibited where appropriate (inc.VAT & 30% commission if relevant)

Total value of exhibits (for insurance purposes):

I have read and understood the Agreement & Conditions of Exhibiting and I agree to the terms and conditions laid out therein

Signed:

Date:

Exhibits amount from 2nd week onwards is Rs 5000/ +18% G.S.T.

Please pay the amount in advance in the following Bank details:

Bank Name: ICICI BANK LTD

A/c No: 330305000160

Address: RAJARHAT NEWTOWN ECOSPACE

IFSC Code:ICIC0001934