

# Open: The People's Exhibition

## Adult Category - Terms and Conditions of entry

These terms and conditions relate to your participation in the Open: The People's Exhibition 2024-2025. In applying to the Open you signify your agreement to be bound by these terms and conditions throughout the selection process and installation and de-installation of the exhibition. Please read the terms and conditions carefully before applying.

Open: The People's Exhibition will be on display at Leicester Museum and Art Gallery from **Saturday 14 December 2024 to Friday 31 January 2025.**

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## 1. Eligibility

1.1. To qualify for Open: The People's Exhibition, you must be 19 years of age or above. If you are aged between 5-18 years, please apply to [Open: Young People](#).

1.2. Entrants must live or study in the East Midlands i.e., Leicestershire, Rutland, Derbyshire, Lincolnshire, Nottinghamshire, or Northamptonshire. If your work is selected, proof of address/place of study will be required (please see section 3.4 for details).

1.3. If you are applying from a school or college, please use the separate Zealous application form for Schools.

## 2. Entry

2.1. Entries to the Open must be made online via Zealous and include a digital image of work for the selection process. You will need access to a computer and the internet, a valid email address and clear digital image(s) of your artwork(s) for the submission process. Please visit [Open – Leicester Museums](#) website for more details. For any technical help with using Zealous please use live chat on your Zealous account (Mon-Fri 9am-5pm) or email Zealous ([info@zealous.co](mailto:info@zealous.co)).

2.2. Submissions can be made from **mid-August – Monday 30 September**. Applications will close at **1:00pm on Monday 30 September**. No late submissions will be accepted.

2.3. You are advised to enter your submission at your earliest possible convenience to avoid last-minute technical problems.

2.4. Selected artworks will be shown at Leicester Museum & Art Gallery and should be appropriate in content for a family audience. Please note that if the subject matter is not appropriate for a family audience, it should not be submitted for selection.

2.5. Each entrant can submit up to three artworks. The artworks do not need to be in the same medium.

2.6. We accept artwork made in collaboration. If you are entering work made by 2 or more people, please email [openexhibition@leicester.gov.uk](mailto:openexhibition@leicester.gov.uk) so the museum records are updated.

2.7. Work in a series, for example, diptychs and triptychs, should be considered as one piece and therefore should only have one image to represent it. The overall size of a series should be less than 150cm on its longest side.

2.8. The photograph of your work does not need to include the frame unless it is an integral part of the artwork.

2.9. Please submit only one image of the artwork. All images of works must be saved in a jpeg/jpg file format. The jpeg/jpg filename must begin with the initials of the artist in capitals, underscore and then the title of the work in lower case. E.g., For Jacinda Smith's work *Trees in Winter* would have the filename **JS\_treesinwinter.jpg**.

2.10. Images submitted from a mobile phone must have the filename in the required format.

2.11. Each submitted image must be a minimum of 1000 pixels and a maximum of 3000 pixels along the longest edge (maximum file size 5MB). This is to ensure that your work is represented to the best possible standard when judged. Please see 'How to Photograph Your Work' to help you deliver the best image, available to download from: [Open – Leicester Museums](#)

2.12. Selected works must remain in the museum for the entire duration of the installation, the exhibition and the de-installation.

2.13. Please ensure you have supplied in your application form the correct information for the exhibition label: artist name; artwork title; medium; date and price. Errors cannot be rectified at a later date.

### 3. Entry fee

3.1. The standard entry fees per artist for Open: The People's Exhibition are:

**1 artwork: £20.00**

**2 artworks: £30.00**

**3 artworks: £40.00**

3.2. Concession rates are available to students holding a valid student ID or Over 60s holding ID. They are:

**1 artwork: £15.00**

**2 artworks: £20.00**

**3 artworks: £25.00**

3.3. All fees must be paid as part of the online submission process. If the entry fee is not paid, none of the submitted works will be considered for selection.

3.4. Those applying for concessions must present appropriate proof of status at the point of delivery or the artwork will be disqualified. Appropriate proof includes: Identity cards, University ID cards with a course end date, a TOTUM card with a valid end date, or a digital UNiDAYS ID with a course end date and a photograph. If you have any queries, please contact [openexhibition@leicester.gov.uk](mailto:openexhibition@leicester.gov.uk).

3.5. The entry fee is not refundable. For any payment errors, this is processed through the online Zealous portal.

## 4. Artwork

4.1. Work can be in the form of paintings, drawings, prints, photographs, textiles, collages, sculpture, models, ceramics and other 2D and 3D materials. This is not an exhaustive list, but an example of the works that we consider for exhibition. We will not accept digital artworks, including audio-visual artwork such as films or sound pieces.

4.2. 3-dimensional work includes the following (this is not an exhaustive list): sculpture, models, ceramics and installations of the size and weight given below. All 3D work should be self-supporting and be strong enough to be moved around and withstand visitors interacting with the work. Dependent on size, 3D work will be presented in a Perspex box or barriered to prevent damage occurring to it.

4.3. We recommend that you avoid submitting works that are particularly fragile with unprotected surfaces, dangerous protuberances, and elaborate frames. Work will not be accepted if it includes any transferable material (e.g., wet paint, loose pigment, etc.) or if it is assessed by museums staff to be too fragile to be exhibited, e.g. the artwork would be put at risk by the process of installing or likely to suffer damage during the exhibition. The exhibition receives high visitor numbers and therefore artworks need to withstand the number of people interacting with the work.

4.4. Work must match the image supplied in the application form. If not, Leicester City Council reserves the right to disqualify it.

4.5. The work must weigh less than 25kg and be no larger than 150cm on its longest side once framed. Framed sizes must be quoted on the submission form. If the work consists of more than one part (e.g., a triptych) the overall size must be noted on the form. On delivery, we reserve the right to reject any work heavier than 25kg and larger than 150cm on its longest side.

4.6. All selected work must have the artist's name and the artwork title clearly and securely noted on the reverse. This is to ensure that the correct work is handed back to the correct person. For more information, please see the 'Delivering Your Artwork' guide, available to download from [Open – Leicester Museums](#) website.

4.7. Please ensure the top of your work is clearly indicated on the back of your work to ensure it is hung properly. If this is not marked, Leicester Museums & Art Gallery reserve the right to display the work the way we see best.

4.8. The artist must hold all relevant copyrights for the presentation and reproduction of the work. The artist is responsible for any sitters portrayed being aware of their likeness being displayed. Any sitter may request their recognisable likeness be removed from the exhibition.

4.9. 2-dimensional work must be framed for display purposes unless it is a stretched canvas. This is for the protection and suitable presentation of the artwork. The exhibition receives many visitors per day. Therefore, artworks need to withstand the number of people visiting the show and interacting with your work.

4.10. All framed work must have mirror plates attached to the work to facilitate secure wall hanging. We reserve the right to disqualify work if it does not have adequate bracketing to securely affix it to the gallery walls. Please see the 'Delivering Your Artwork' guide for more information on what mirror plates are and how to attach them.

4.11. Leicester City Council reserves the right to reject 2D work which cannot be wall mounted or has no readily available hanging or display mechanism.

4.12. Leicester City Council cannot accept any liability for any damage to works if they are required to attach mirror plates or equivalent brackets.

4.13. A valid PAT (portable appliance test) certificate must accompany any work submitted with electrical connections or components.

## 5. Gallery Price and Final Amount Payable to Artist

(see also Section 8 concerning insurance)

5.1. The purpose of the Open exhibition is to support artists and to allow the public to acquire affordable artwork. As a result, all work submitted for the Open in the adult category must be available for sale.

5.2. Work sold during the exhibition is subject to a museum commission of 40% and 20% VAT on the commission. Please ensure you have factored this into the price of your artwork.

5.3. From research of previous Open exhibition sales, we have found that artworks priced between £50 - £200 sell more frequently than artworks valued higher than £200. The minimum price for artwork on sale in the gallery must be £50.

5.4. When offering works for sale, the artist must state a **Gallery Price** of the work on the submission form. This is the amount the work will be sold at in the gallery. This figure should consider the 40% commission that will be taken by Leicester City Council for all sales, plus the 20% VAT payable on this commission. It should also include VAT if the artist is VAT registered.

5.5. The Gallery Price is to be quoted on the application form. Please ensure that this is correct as it will be used to label work in the exhibition.

5.6. The **final amount payable to the artist** is the amount the artist receives from the sale, after the commission and VAT on commission has been removed from the Gallery Price. In the below example, for an artwork priced at

£100, the final amount is £52.00.

**E.g.:** £100.00 deducting commission (40%) of £40.00 and VAT (20%) on the commission of £8.00 gives a final amount payable to the artist of £52.00.

For further help pricing your artwork, please see the 'How to Price Artwork' guide, available to download from the website, [Open – Leicester Museums](#).

## 6. Selection Process

6.1. The selection of artwork for the Open exhibition will be undertaken by three or more independent judges.

6.2. The work is judged anonymously and without access to personal information. The only information available to judges during the selection period will be the submitted images alongside the title and size of the work.

6.3. Leicester City Council members and the exhibition judges will not enter into any discussion regarding selection of work.

6.4. Due to the large number of applications received, feedback cannot be provided to those with unsuccessful entries. The People's Exhibition is a very popular exhibition with almost 1000 individual entries submitted last year, therefore, it is possible that your work may not be selected. This is due to the exhibition's competitive nature and the high standard of work submitted from across the East Midlands.

6.5. Applicants will be informed of the outcome of their application by early November via the e-mail address provided on the application form. Please check the junk folder as it may not be received in your primary inbox.

6.7. The judges' decision is final and cannot be overturned.

## 7. Delivery of work

7.1. If your work is selected for exhibition, you will be required to bring it to Leicester Museum & Art Gallery in December. Further details, including dates and directions will be supplied to successful entrants via email.

7.2. The entrant is responsible for the delivery and collection of their work. If delivery is entrusted to someone else, they must bring a signed letter of authority from the artist.

7.3. The entrant must bring proof they live or study in the East Midlands when delivering selected work (see Section 1.2).

7.4. Concessions must present appropriate proof of status at the point of delivery of artwork, or the work will be disqualified. Appropriate proof includes Identity cards, University ID cards with a course end date, a TOTUM card with a valid end date or presentation of a UNiDAYS ID with a course end date and photograph. If there are any further queries, please contact [openexhibition@leicester.gov.uk](mailto:openexhibition@leicester.gov.uk)

7.5. Leicester Museums & Galleries cannot store any protective wrapping on delivered artwork. Any work that is delivered in protective wrapping must be unwrapped at delivery. Leicester City Council reserves the right to dispose of any wrapping that is left on artwork.

7.5. To make sure that your artwork is ready to be exhibited, please see 'Delivering Your Artwork', available to download from [Open – Leicester Museums](#) website.

## 8. Insurance

8.1. Works selected for the exhibition will be insured by Leicester City Council from the point of entry into the exhibition to the point of its collection from the museum after the exhibition closes.

8.2. In the unlikely event of significant damage or destruction being suffered by an artwork while covered by Leicester City Council (LCC) insurance, LCC will reimburse the insurance value.

8.3. Minor damage to the work and/or its frame may be liable for an insurance payment of less than the full amount, as appropriate.

8.4. The insurance value is the maximum amount paid out to the artist. It should reflect a reasonable market value. It is calculated as the Gallery Price, minus 40% commission and VAT on commission. For example, for an artwork priced at £100.00, the maximum insurance value is calculated in the following way:

£100.00 deducting commission (40%) of £40.00 and VAT (20%) on the commission of £8.00, gives a maximum insurance payment of **£52.00**.

For more information, please refer to the 'How to Price Artwork' guide, available to download on the website [Open – Leicester Museums](#).

## 9. Display of Artwork

9.1. The hanging of selected work will be undertaken by Leicester Museum & Art Gallery. No selected artist or their representative will be involved in the hanging.

9.2. Leicester Museums & Art Gallery reserve the right to display work as they see best.

9.3. The artist will not enter into any discussion with any Leicester City Council employee or the independent judges concerning the display of their work in the gallery.

## 10. Prizes and Prize winners

10.1. All works selected for the exhibition will be considered for sponsor prizes. A list of prizes will be shared on [Open – Leicester Museums](#) website.

10.2. All prize winners are selected by independent prize givers.

The prize-giving judges and members of Leicester City Council will not enter into any conversation with exhibitors regarding selection of prize winners.

## 11. Sold artworks

11.1. Payment is made by Bank Transfer (BACS). When you are informed of the sale of your work your bank details will be requested to make the payment. These must be received within two weeks of the request or payment may be forfeited.

11.2. If your artwork has been sold, you will be notified by e-mail by Leicester Museum & Art Gallery. Please check the junk folder of your e-mail, as it may not be received in the primary inbox.

11.3. If your artwork has sold, Leicester Museum & Art Gallery cannot put you in touch with the buyer. As part of our data protection policy, we do not keep details of the buyers and therefore cannot pass on any details.

## 12. Collection of works

12.1. Collection of artworks will be on **Sunday 2 February and Monday 3 February 2025**. Collection times are 11.00am – 3.00pm. Further details, including directions will be supplied to the exhibiting artists.

12.2. The entrant must present ID, such as a valid driving license or passport, when collecting work. If the collection is entrusted to someone else, they must bring a signed letter of authority from the artist.

12.3. Sold work can be collected by the buyers on **Sunday 2 February and Monday 3 February 2025. Collection times are 11.00am – 3.00pm.**

12.4. Due to venue storage constraints, it is imperative that artists collect their work during the given dates and times. If you are having difficulties collecting your work or do not want it back, you must let us know. Any work not collected within 6 weeks of the exhibition closing will be destroyed unless prior arrangements have been agreed.

12.5. Leicester City Council reserves the right to destroy any uncollected artwork if it has not been collected within the organised time frame.

## 13. Publicity

13.1. Leicester Museum & Art Gallery reserves the right to photograph any selected exhibits and use these images for educational and publicity purposes only.

## 14. Breach of Terms

14.1. If any work submitted is discovered to break the above terms and conditions, Leicester Museum & Art Gallery reserve the right to decline display of the work or to remove it from display. In this unlikely event, the work must be collected by the artist within 7 days of notification or Leicester City Council reserves the right to destroy any work.

## 15. Data Protection Policy

15.1. Any personal data that you provide will be processed in accordance with current data protection laws. It will be used by Leicester City Council and our partners to deliver and improve services and fulfil our legal duties. We will not disclose any personal information to anyone else unless required or allowed to do so by law. Read more about how we use personal data in our privacy notice on our website: <https://www.leicester.gov.uk/>

15.2. By completion and submission of the entry form, you provide consent for Leicester City Council to collect your information.