Light Box Exhibitions: Information for Curators and Artists

Project responsibilities
It is the artist’s responsibility to manage the process of developing an exhibition in the light boxes from inception to realisation. This includes managing the grant budget and co-ordinating with printing and installation teams.

The City Arts team will support each project, ensuring that the artist has all the relevant information about the light boxes and providing necessary advice throughout the life of the project.

A City Arts team member will meet regularly (once or twice every 2 months) with the artists/curators to see how the project is progressing. Marketing & Communications, through City Arts, will also provide assistance with publicity, 3-4 weeks prior to installation, or before.

Cost of project
Artists and curators receive a fixed project grant of $13,500 from Council’s Public Art Fund to develop and deliver an exhibition in the light boxes. If the proposing artist/curator, to whom the project grant is paid, is GST registered, then GST will also be paid based on the full grant amount. If the proposing artist/curator, to whom the project grant is paid, is not GST–registered, then the GST–related costs for services will be paid in addition to the $13,500. It is Council’s preference to pay artists/curators who are GST registered, but this is not a mandatory requirement.

The project grant covers all costs relating to the production and realisation of an exhibition, from printing to installation and includes artist's/curator's fees, publicity, any documentation or publications, and any opening function. The grant is paid upfront to the proposing artist/curator, or, with the agreement of the Arts Advisor, to another artist or curator within the project team (for example, one that is GST–registered).

Even though the amount of the project grant is fixed, the Arts Advisor will need to sign off a budget detailing project costs before payment is made. Non–GST–registered artists should include the costs of GST where it is applicable.

Publicity and Publications
Artists/Curators should liaise with the Arts Advisor regarding the development of a Media Release. Once finalised, this can also be distributed via WCC’s Marketing and Communications team.

All printed and online material related to the project should present the Public Art Fund Logo and the use of the logo should be approved by the Arts Advisor. In addition, the Arts Advisor should receive any draft publications for sign-off, prior to print. The most recent Public Art Fund logo will be e–mailed to the artist/curator by the Arts Advisor.
**Light box dimensions**

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light box glass:</td>
<td>2658mm (h) x 1055mm (w)</td>
</tr>
<tr>
<td>White border (one along each edge):</td>
<td>51 – 53 mm</td>
</tr>
<tr>
<td>Image print size to allow overlap with borders:</td>
<td>2575mm (h) x 975mm (w)</td>
</tr>
<tr>
<td>Image print size if borders removed:</td>
<td>2668mm (h) x 1065mm (w)</td>
</tr>
<tr>
<td>(allowing 10mm trim on two sides)</td>
<td></td>
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</tbody>
</table>

**Printing**

Please note that art works must be presented as digital files and are printed on vinyl that is adhered directly to the glass panel door of each light box.

Final artwork for the light box panels and tags must be signed off by the Arts Advisor prior to printing. It is not necessary to provide full-sized files for sign-off.

Curators/artists are to select a supplier and contact them for a quotation. To date, DPOD (who became part of printing.com in March 2015) has provided printing services to curators/artists and is familiar with printing work for the light boxes. However, other printing companies can also be found online. Prices for printing the 16 artworks including labels (tags) and proofs can vary depending on specifications and can be up to around $6,600 incl GST. Pricing can depend on ink colours and coverage required. A quote should be requested.

Images have been printed CYMK one side on 3M Premium Clear Adhesive. Finishing has included hand mount translucent laminate over gloss prints for reverse print light boxes. Printed images have a degree of translucency due to the nature of the light boxes. Artists must ensure that their images have a good saturation of colour, particularly if they wish to achieve greater colour contrasts. Artists wishing to minimise the effects of light should avoid using transparent colours and images which are close to the background colour.

The artist/curator should finalize print specifications with their printer. With DPOD, final artwork files should be supplied at full size or half size and resolution should be between 120-300dpi at full size. Files can be supplied as tiffs, jpegs or pdf’s.

Each work should be labelled with a number that corresponds to the site layout plan developed by the artist/curator.

**Light box tags**

Tags are printed on electrostatic vinyl and die-cut by the printer. They are then installed between the 2 acrylic tag holders on one side of each light box. Two guides will be provided to the artist/curator: one showing the physical dimensions of the tag, and the other, the layout. Artists are able to utilize their own choice of font within the tag in line with their exhibition, but the most recent Public Art Fund logo should be used consistently at the bottom of the tag.

**White Borders**

The white borders degrade slightly with the removal of each exhibition. Artists should ask installers to patch the borders with the same white vinyl stock as they go, so as to remove the visibility of tears, cracks or holes. Abbey Signs are accustomed to doing this at no extra cost.
Council periodically replaces the white borders. It may be possible to co-ordinate an exhibition with Council’s removal of the borders in order to allow the presentation of artwork without borders. However, this should be fully discussed with, and approved by, the Arts Advisor. If it is possible to remove the borders, the artist will be faced with slightly higher printing and installation costs. Please note that the installation cost increases because the glass door panels of the light boxes must be completely removed to adhere images right to the edges (a white border normally provides a buffer where it is not possible to access the inside edge due to the hinge mechanism). Artists should liaise with their suppliers about these increased costs. The project budget will not be increased to cover these extra costs, so artists should give careful thought to whether the removal of the borders is absolutely necessary to their concept and presentation.

**Installation of prints**

Curators/artists are to select a supplier and contact them for a quotation. Abbey Signs have managed the installation of light box exhibitions in the past and are, therefore, familiar with the site and related requirements. This includes the installation of the 16 artworks and tags. Prices have ranged from $1550 - $1700. Other signage installation companies can also be found online.

We recommend that artists/curators be on-site when works are installed and that they be on time to ensure the first work is placed correctly, and that they remain throughout installation to ensure subsequent works are place correctly. Work is unfortunately destroyed in the process of removal, so if work has to be removed, it will need to be reprinted and then re-installed, which introduces unnecessary time delays and additional costs to the artists/curators.

For all installations, the artist should have a layout plan that numbers each image panel, from 1A to 8B, as per the site layout guide (template) provided by the Arts Advisor. This plan should be provided by the artist/curator to both the printer and the installer. The printer should be instructed to number the works in relation to the site plan before work is despatched to the installation company.

It is not recommended that artists/curators attempt installation themselves. If artists/curators believe this is necessary, they should discuss their requirements with the Arts Advisor.

Artists/curators need to take care that their work is printed to the specified size so that it does not need to be trimmed during installation. If the print size is too large, the installers will have to trim the work at the time of installation, and this could compromise the artwork.

If you have any further queries then please don’t hesitate to contact the Arts Advisor: Eve Armstrong: phone (04) 803 8207, email eve.armstrong@wcc.govt.nz