

HIPPOLYTE

Below you can find practical instructions and guidelines for your upcoming show at Hippolyte. Please contact me if you do not find the information you need and if something in the instructions seems unclear or not applicable to your exhibition.

I will keep in touch with you during the planning phase of the exhibition and we can arrange appointments as needed before the exhibition takes place. The agenda of the meetings can be the planning of the content or installation of the exhibition, etc. and it can take place remotely or in person in the gallery or at your studio. Don't hesitate to be in touch. I'm happy to help you with your upcoming show.

With kind regards,
Anna Airaksinen
Exhibition Coordinator / Photographic Gallery Hippolyte
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COMMUNICATIONS

Hippolyte will send **invitations to the exhibitions** by e-mail in Finnish and English about a week before the opening of the exhibition. The invitation contains information about the exhibition opening in both the gallery and the studio: a picture and an abstract of the information text.

Hippolyte's list of invited guests and information includes a comprehensive range of public organisations and art actors (especially in the field of photography). We will also be happy to receive a mailing list from your own invited guests (friends, family, colleagues, etc.). **Send the list with emails no later than two weeks before the opening.** The list you provide is only used for in connection to your exhibition, the addresses do not remain permanently in our customer register.

The exhibition text/press release is based on the material you have submitted and the discussions we have on its contents. The text material must be submitted approximately **6 weeks before the opening of the exhibition.** The text is usually executed as a co-operation with the artist and the gallery. You can also write the exhibition text yourself or ask someone else to do it for you, but this must be agreed in advance. The text must be in good, general language and it may already be well completed when sent, after which it will be proofread and translated into English (or Finnish) and Swedish on behalf of the gallery. You will be able to view the proofread and translated texts before sending / publishing them.

The text of the exhibition is intended for a range of gallery visitors, who include both art professionals and art and culture enthusiasts. The text will be published in several locations where you can't see the exhibition/artworks, so adding some concreteness is key. The text is written in 3rd person. **For approximately one A4 text**, we recommend the following paragraphs:

1. What; give a concrete account of the exhibition currently on display and / or describe the installation, artworks.

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2. What is the intention of the artist; aspiration and intention, inspiration, research, etc.
3. "Reading Guide" for the viewer; what are the main themes, perspectives, questions and reflections of the exhibition? What phenomena is the exhibition possibly related to? Do your works comment in any way on cultural or social phenomena? If so, how?
4. Bio; Who are you as an artist? What is your relationship with photography and / or what kind of things / themes / questions are you working on.

The press release and the related image will be linked to the gallery's website (www.hippolyte.fi). In addition, we advertise the exhibition on the gallery's Facebook page and Instagram account. Remember to mention if any part of your material (images or text) may not be published online.

For this use, submit preliminary text material, 2 to 5 press images as web-quality files, and for posters, **1 large print-quality image** (300 dpi tiff file, 50 cm wide when printed, Adobe RGB). **Name the files: your name_artwork title/exhibition title_year**. Deliver large files with a transfer service (eg WeTransfer).

The gallery produces **the exhibition posters in accordance with the gallery's graphic design** in the vitrines on the street and next to the entrance, as well as in a separate a-stand. We also do a taping of the name of the artist and the exhibition to be affixed to the gallery wall.

The exhibitions will be documented on behalf of the gallery, usually during the opening weekend. The artist also receives the images for their own use (the name of the photographer must be mentioned).

If you want to design and post printed invitation cards yourself, we can provide you with the gallery's logo. Hippolyte no longer maintains an up-to-date mailing list for invitations sent by post.

INSTALLING AND UNINSTALLING

The installation days for each exhibition are mainly **Tuesday and Wednesday before the opening** (Monday is reserved solely for the uninstalling of the previous exhibition). You can also work in the gallery in the evening on tasks agreed beforehand. Artworks can often be submitted to the gallery before the actual installation, but this must be agreed beforehand so be sure to check the current situation in the gallery and arrange the delivery time in good time - preferably within the normal opening hours of the gallery. **You can't keep car parked in the courtyard** other than loading and unpacking it.

The usual tools and equipment for installing are available in the gallery. Any unusual installation solutions must be negotiated with the gallery in good time. The exhibitor is responsible for their realisation and the costs, including any equipment rentals.

The works can be attached directly to the gallery wall. The wall material can withstand heavy works (approx. 80 kg / point). A narrow hole is first drilled in the wall, to which a suitable screw or hook is then screwed. Plugs are not needed and should not be used!

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It is not possible to attach the works directly to the ceiling in either space. In the gallery space, the lighting structure hanging from the ceiling can withstand a weight of 300 kg divided by 50 kg / point.

You cannot drill into the floor, and when using tapes etc. low-adhesive alternatives should be preferred. A grey carpeting is available in the gallery space.

Wall surfaces can be painted, but please take into account the time required - especially during the uninstalling phase! The gallery provides white paint for repainting, but other paint material should be purchased by the artists.

It is possible to partially darken the exhibition space. For practical reasons (e.g. there is an opening between the gallery and the studio, as well as the office), complete darkness is impossible to achieve and for the safety of the guests, all passages must be sufficiently bright. Especially on the stairs, there must be enough light and they cannot be hampered by curtains or the like.

The exhibitor is responsible for installing their own artworks, as well as for any special equipment and structures needed. The exhibitor is responsible for installing the artworks securely. Gallery personnel can help with light installing during office hours, as agreed beforehand. If the installation requires special skills (eg electrical work) or extra labor, the costs will be your responsibility.

The uninstalling of the exhibition usually takes place on the Monday following the last day of the exhibition. The exhibitor is responsible for restoring the gallery space to its original condition at the end of the exhibition. If structural changes are made to the gallery, the exhibitor must ensure that a sufficient amount of auxiliary labor and time is set aside for the restoration of the space, and that the materials, etc., correspond to those previously used.

If the technical implementation of the exhibition differs from the typical gallery exhibition or the solutions proposed in your application, this must be discussed with the gallery in good time. If the exhibition includes sound, occupational health regulations must be observed, in which case the **sound level must not exceed 85 decibels**. (Note: **In the studio, sounds must always be directed to the headphones.**) Occupational health regulations must also be observed when using materials that are hazardous to health. The works should never cause harm to health or danger to the employees or visitors of the gallery.

When possible, it is recommended that works with sound and/or movement be executed with a motion sensor. The possibility of shutting /turning down the volume when there are no visitors to the gallery should also be considered. The works should be as simple as possible to turn on, and do take into consideration that it would not take an unreasonable amount of time and effort to open / close the gallery. Turning the works on/off must not require special skills. Clear, written, and if necessary pictorial instructions must be given for turning the works on/off.

OPENING

The exhibitor is responsible for the costs of alcoholic beverages offered at the opening (mainly box wine 3 x 3L). The gallery offers adequate non-alcoholic refreshments. Serving other beverages or refreshments should be agreed with the gallery. The gallery staff is responsible for serving drinks at the opening. Glasses and serving dishes are available.

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PUBLIC PROGRAMMING

In collaboration with other artist association galleries, we organize a guided tour “Kantakaupungin galleriakierros” once a month, which visits almost (but not quite) all our exhibitions. We invite the artists, if possible, to be present during the tour and talk a little bit about their work, as well as answer questions from the guide and the audience. The group stays in each gallery for about 20 minutes. This however is of course voluntary, and no fee is paid to the artist. The language of the tour is Finnish, but artist’s presentation can also be in English.

During the exhibition, it is possible to organize other forms of public programme according to the artist's interest. We are happy to participate in the planning and organization of events. However, it is not currently possible to pay speaker or performer fees. For talks and such the gallery has chairs for c. 20 people, but there is no projector or sound system.