

# Guidelines for organising exhibitions in the Atrium Gallery at LSE

## Introduction

- All administrative and organisational aspects of exhibitions held in the Atrium Gallery, Old Building are the responsibility LSE departments or of the external company who wishes to hire the space from LSE.
- Funding for all exhibitions costs is the responsibility of LSE departments or the external company who wishes to hire the space from LSE (see Appendix 1 for estimated costs).
- Conferences and Events offer a limited amount of administrative support via the part time Arts Assistant. This support will ordinarily comprise promotion of the exhibition via LSE arts website.

## Booking the Atrium

- The Atrium Gallery needs to be booked for exhibitions through Arts ([arts@lse.ac.uk](mailto:arts@lse.ac.uk)). Exhibitions will ordinarily be expected to run for between 4 to 6 weeks.
- The Atrium is used by Student Services for registration and graduation therefore the Atrium has limited availability during these times.
- In order to allow sufficient time to organise exhibition and publicity, it is recommended that exhibition slots are requested at least six months in advance.

## Planning an exhibition

Whilst exhibitions invariably come in different forms and require different levels of planning, funding and organisation, it is recommended that organisation of exhibitions should commence a minimum of four months prior to its scheduled opening. This will allow sufficient time to coordinate delivery of exhibition, related events, design production and dissemination of publicity. For example, if you are planning an exhibition to take place in November, then planning should begin no later than July. Bear in mind, you will also need to book the Atrium (with Arts) in advance of this.

Prior to deciding whether an exhibition should take place in the Atrium, it is useful to assess whether:

- It will actually fit in the Atrium (see gallery plan – Appendix 3)

- The material to be displayed is suitable (**NOTE:** the Atrium does **not** have dedicated security or invigilation. This may affect content selected for exhibition and the way in which items are securely displayed.)

It's useful to set a timescale for the production of all aspects of the exhibition including:

- Selection of exhibition content
- Delivery/storage of exhibition at LSE
- Confirmed dates for exhibition (including installation, reception and demounting)
- Deadline for exhibition copy
- Deadline for publicity design
- Installation dates
- Publicity distribution
- Dates for demounting exhibition

#### **Liability & Insurance**

- LSE accepts no liability whatsoever for loss of or damage to the exhibition, however caused.
- Any insurance cover required will be arranged and paid for by the Organiser.
- The Organiser agrees to assume liability for any loss or damage to LSE accruing directly from the hosting of the exhibition.
- Answers to queries contact: Rudi Ghosh [r.ghosh1@lse.ac.uk](mailto:r.ghosh1@lse.ac.uk).

#### **Letter of agreement**

- Once it is agreed the exhibition will go ahead then a contract will be produced. This is to ensure all parties involved have a clear understanding of their respective organisational and financial responsibilities regarding an exhibition.
- The agreement should also include a list of exhibition content, a schedule of deadlines agreed in advance.

#### **Exhibition costs**

- These can vary widely depending on the nature of the exhibition. Is new work being commissioned, fabricated? Or is the exhibition ready for display?
- If an exhibition to be presented at LSE has already been fabricated then, excluding transportation, additional costs (see budget attached) relate to design, installation, documentation and catering totalling approximately £2800 (see Appendix 1).
- Please note there are **no** dedicated sources of funding within LSE for art exhibitions.

## Approval

- The organiser will clear all proposed parts of the exhibition with LSE Arts at least 8 weeks prior to the exhibition installation.
- LSE reserves the right to reject any part of the exhibition, before or during the exhibition, at its discretion. This will normally only be done to avoid damage to the reputation of LSE or to avoid severe offence to viewers.

## Copyright & Marketing

- The Organiser gives LSE Arts the right to use images from the exhibition.
- To promote both the exhibition and the work of LSE Arts.
- LSE at its discretion may aid the promotion of the exhibition through such means as the LSE website.
- The Organiser must write clearly on any promotional material, and the introductory boards for the exhibition the following sentence “This exhibition is in association with LSE Arts”.
- Any advertisement for the event (including invitations for any reception etc) must contain the LSE Arts logo\* in approved form (this can be supplied by LSE Arts).

\*If the LSE Arts logo is supplied, the Organiser will use it only for the purposes of marketing this exhibition and will not release it to any third party.

## Design

If you are organising an exhibition and are external to LSE you cannot use the LSE Design unit, the design of the exhibition is left to you, but you must check all proofs with the LSE Arts team before you produce them and incorporate LSE Arts logo.

The Design Unit (DU) may be used by internal LSE departments and has a template for invitation cards to receptions (if one is planned – see Appendix 4). This means it should be relatively straightforward dropping in copy for exhibitions. Ideally, the entire design work for an exhibition should be booked in with DU no less than 3 months in advance.

Design for exhibitions ordinarily includes:

- Introductory text panel (usually A1)
- Production of captions for artworks (known as ‘rubdowns’). These are typeset by DU and produced by Approved Creative Solutions (DU have all contact details for printers).
- Alternatively, DU can produce in-house paper captions.
- Production of an eps file for exhibition signage in the form of vinyl lettering (supplied by [sales@completestudiographics.co.uk](mailto:sales@completestudiographics.co.uk)). An eps file makes it easier for the supplier to provide lettering as designed by DU. The running space available for this is approximately 2.77m. The cap height of letters can vary depending on the length of the exhibition title. It is recommended that this should be between 20cm and 100cm (see below).



## Equipment

- The LSE Arts store is located in the basement of the Old Building (next to the computer room). LSE Arts has some tools and equipment stored here.
- Keys for this store are kept with LSE Arts.
- Tools include: 2 cordless drills, screwdrivers, screws, spirit levels, paint brushes, ladder, packing tape, extension leads, trolley
- 3 TV monitors (1 x 50 inch; 3 x 30inch including wall brackets)
- Cables and headphones
- 4 DVD players

## Installation

- Mounting and demounting of exhibitions takes place outside of office hours, due to noise pollution affecting staff in the Student Services Centre (i.e. 6pm onwards during weekdays or all day over weekends).
- As the Atrium is frequently used for other receptions and events the installation period should also be booked through [arts@lse.ac.uk](mailto:arts@lse.ac.uk).
- The painting of the atrium wall must also happen at the weekends.

## Technical

- It is recommended that exhibitions are installed by the LSE arts technician or someone familiar with layout and handling of exhibition material. If you chose not to use the LSE recommended technician you must put a case forward as to what you intend to do. Occasionally, certain organisations may provide technical assistance. However, this is not usually the case; therefore, a technician should be factored into any budget. Most exhibitions can be installed over one or two days.
- The Atrium Walls are constructed from MDF backing covered with plasterboard. This means it is relatively easy to hang both lightweight and relatively heavyweight items using appropriate size wood screws.

- Sykes (Internal contractors) for Estates will repair/repaint the Atrium wall between exhibitions. You need to book this through the arts office. Sykes charge approximately £719 per job. Please note repair/repainting of the wall **must** be done Sykes/Estates.

## **Receptions**

- The date for receptions is ordinarily set in advance of all publicity being produced.
- Only LSE's internal catering division can provide refreshments and food for receptions held at LSE.
- Catering for the Atrium receptions can be ordered through the online catering system (you can find menus on the catering homepage) or by contacting Hospitality and function enquiries: telephone: 020 7852 3732; or email [A.Charalambous@lse.ac.uk](mailto:A.Charalambous@lse.ac.uk) This should be booked at least 10 days prior to reception.
- Duration of receptions vary depending on the event but they should not be scheduled to begin earlier than 7pm. Catering will set up 30 minutes prior to start.
- Payment can be made by either an internal department or external organisation.
- 2 stewards will need to be booked (£14 an hour, min. 3 hours) through [conferences@lse.ac.uk](mailto:conferences@lse.ac.uk).

## **Documentation**

- Keeping a record of all exhibition activity, may be useful, as this may form the basis for seeking future funding for exhibitions.
- Photographing exhibitions is more complicated than it might appear. In order to get well composed, undistorted and high resolution images it is recommended that a photographer specialising in this photography should be used (see Appendix 2).

# APPENDIX 1

Costs (please note these are just estimated and may change, the costs marked in yellow are the 'basic' costs that need to be covered for all exhibitions)

## Estimated Costs template for Atrium exhibitions (excluding production)

### Exhibition Design

Complete Studio Signage	Vinyl lettering	150.00
Electro-Tech Colour limited	A1 Introduction panel	60.00
Approved CS Captions	Picture captions	130.00

### Publicity

Printing Invitation cards 2000		140.00
Design Unit	£30 per hour x 15	450.00

### Technical

Arts Technician	2 day £130 (Install & De-Stall)	260.00
Estates - Painting	Repainting Atrium wall	719.00
Stephen White	Photography documentation	130.00
Reception Documentation		80.00

### General

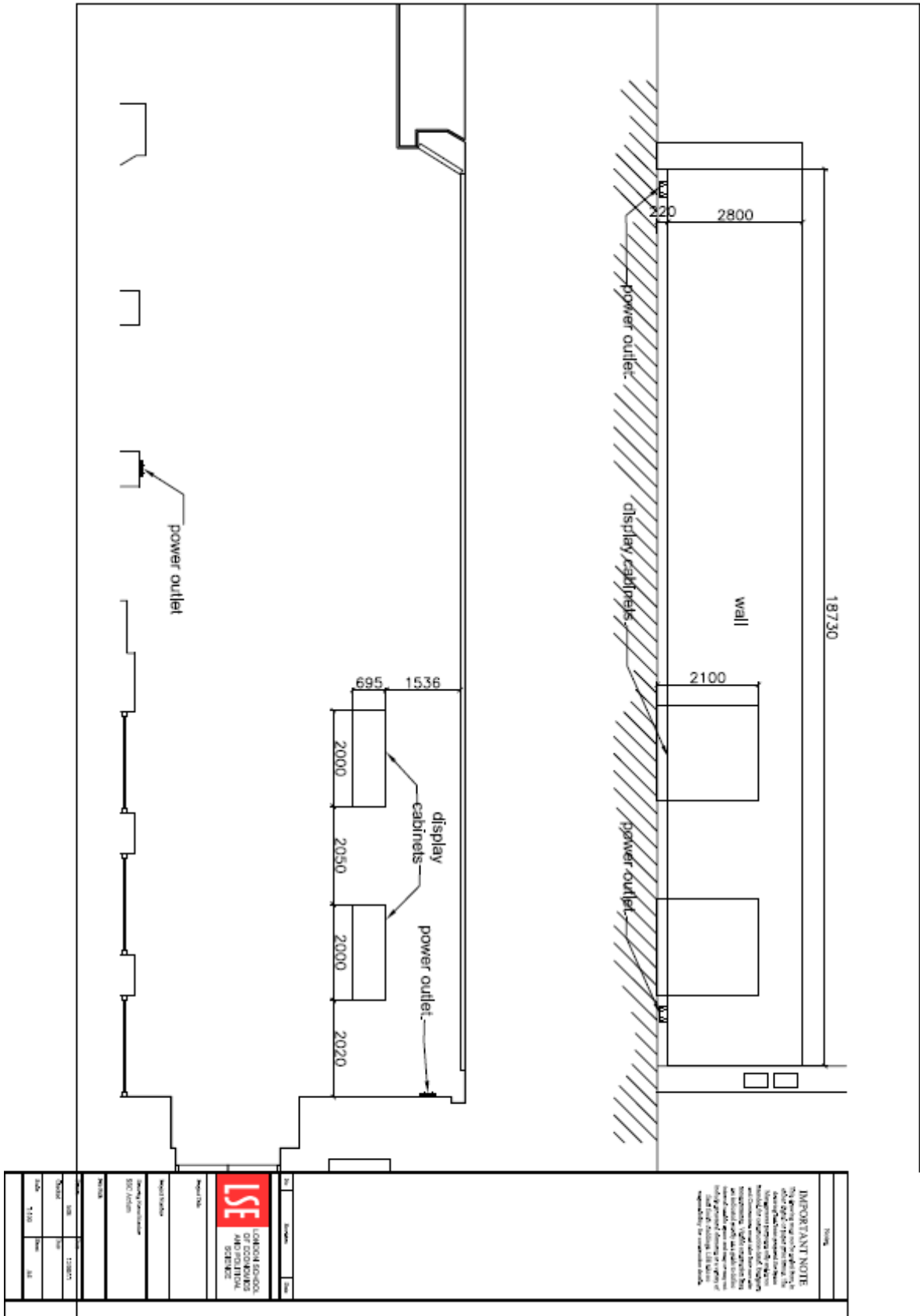
Exhibition Reception 60	R 1 code	614.00
Stewards for Reception £14 per hour	(2 stewards, 3 hours @ £14)	84.00

<b>TOTAL</b>	<b>2777.00</b>
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# APPENDIX 2

<b>SUPPLIERS CONTACT DETAILS</b>	
<p>ABLISS            5 Baker's Yard Baker's Row, London EC1R 3HF            T 020 7837 4959            F 020 7837 8244            E info@abliss.co.uk</p>	<p>FRAMERS (E.G. PHOTO PRIZE)</p>
<p>METRO IMAGING            32 Great Sutton Street            London, EC1V 0NB            T 020 7865 0000 ext 0            F 020 7865 0001            E <a href="mailto:enquiries@metroimaging.co.uk">enquiries@metroimaging.co.uk</a></p>	<p>PHOTOGRAPHIC PRINTING            (E.G. LSE PHOTO PRIZE)</p>
<p>COMPLETE STUDIO GRAPHICS JASON  <a href="mailto:sales@completestudiographics.co.uk">sales@completestudiographics.co.uk</a>            T:02070694291</p>	<p>VINYL LETTERING</p>
<p>JOHN HARPER DELIVERS            54 Watlings Close, Croydon CR0 7XQ            T 020 8656 5089            M 07711 626 822            E: johnharperdelivers@hotmail.co.uk</p>	<p>TRANSPORTER</p>
<p>REUBEN THURNHILL            Flat 1, 97 Manor Avenue, Brockley, London, SE4 1TD            T 020 8305 6679            E saima.reuben@tiscali.co.uk</p>	<p>ART TECHNICIAN</p>
<p>STEPHEN WHITE            45 Pratt Street, London, NW1 0BJ            T 020 7419 9335            M 07973195931</p>	<p>PHOTOGRAPHER FOR ATRIUM            EXHIBITIONS</p>

# APPENDIX 3



# APPENDIX 4

## Examples Design for invitation cards



United 20 x 16 inches, digital c-type print, 2009

The lift arrives and out steps a man followed by the smell of nicotine and sweat and as the door closes he remains in the lift until the doors open again on the sixth floor and he is gone.

Beyond an open door, within flat 39, a rusting bicycle sits on a balcony suspended six floors in the air. It is adorned by a makeshift washing line and a pair of white socks that gently waft too and fro in a wind that carries upwards the shouts, from below, of a mother for her child.

Inside, and behind me, a mobile phone rings twice and then stops; and another, albeit coded and distant message, has been sent by a mother to her daughter from a village in Europe to a tower block in the West Midlands.

Then the door is closed, and its lock turned, and all that has come before is forgotten – and the world becomes real once more.

**Andrew Jackson**  
**The Golden Road: New photography, film and writing on contemporary Britain and economic migration**  
 11 January – 13 February 2010  
**Reception:** Monday 18 January 2010, 7-9pm  
 Introduced by Professor **Sarah Worthington** (Pro-Director, LSE)  
 Exhibition opened by **Peter Sutherland** (Chairman of the LSE Court of Governors)  
 Please RSVP: [arts@lse.ac.uk](mailto:arts@lse.ac.uk) or +44 (0)20 7107 5342

**Atrium Gallery**  
 Old Building  
 The London School of Economics and Political Science  
 Houghton Street  
 London WC2A 2AE  
 +44 (0)20 7852 3793  
[arts@lse.ac.uk](mailto:arts@lse.ac.uk)  
[www.lse.ac.uk/arts](http://www.lse.ac.uk/arts)  
 +44 (0)20 7852 3793  
 Monday – Friday 10am-8pm







Chris Ware, 80p, 2010 (detail), Siskin, Courtesy of the University of York

**The lottery of birth and the role of young people in development**  
 Wednesday 28 April 2010, 6.30-8pm,  
 New Theatre, East Building

Chair: **Thandika Mkandawire** (Professor, African Development, LSE)

Speakers:  
**Espen Berg** (CEO & Founder, United Youth Development Organization)  
**Zoh Marriage** (Senior Lecturer in Development Studies, SOAS)  
**Bremley Lyngdoh** (Co-founder of the Global Youth Action Network)  
**Andrew Lamb** (CEO, Engineers Without Borders)

The event is free and open to all with no ticket required. Entry is on a first-come, first-served basis.  
 For more information email: [arts@lse.ac.uk](mailto:arts@lse.ac.uk) +44 (0)20 7852 3793 or [www.lse.ac.uk/arts](http://www.lse.ac.uk/arts)

**The Lottery of Birth**  
 An international exhibition of art by young people  
 26 April – 28 May 2010  
 Organised by United Youth Development Organisation,  
 Development Studies Institute, LSE and LSE Arts

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