



"All for Art and Art for All"

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How the Exhibition & Showcase evolved

The Gordon Art Exhibition had run for 30+ years, in the latter years operating under the umbrella of the Gordon Art Forum. In 2017 the Forum folded jeopardising the Exhibition, when the funding ceased with the demise of the Forum.

The newly formed Committee was unable to raise funding for the 2018 exhibition. The Town Hall was already booked, and a proposal was put forward to run an Artists' Showcase which would be self funded, by renting the stands to the artists. This covered the cost of the Town Hall and kept the Gordon Art Exhibition name alive in the Art Calendar.

The Committee decided that for 2019, an Artist's Showcase would run along with the traditional Exhibition. The Showcase Artists would again rent their space, with no commission to be paid on work sold.

Exhibitor's would be invited to exhibit a maximum of 3 pieces of work. 12 Showcase Artists applied for a stand, and 53 Artists entered 135 Art Works plus 6 Under 16's entering 1 Art Work each.

The event moved to the Garioch Heritage Museum when the Town Hall increased it's fees beyond the reach of the Exhibition.

Showcase Artists and Exhibitors, supported the event, and the Hanging Team did exceptionally well to hang the 140+ works. The 12 Showcase Artists set up their stands, working away creating new art works, whilst engaging with the public. The move to the Garioch Heritage Museum breathed new life into the event, as it proved very popular with both the Artists and the Public. There was a real buzz around the event with the public talking to the Showcase Artists as well as viewing the exhibits. The Garioch Heritage Museum Cafe` volunteered to open the Cafe` on Sunday, which added to the success of the event.

Several Showcase Artists have already registered their interest in participating in the 2020 Showcase & Exhibition, as they enjoyed the experience so much.

Surveys

We held surveys with both the participants and the visitors. The Artists in general were happy with the event, and its organisation. The Visitors again were happy, and enthusiastic, but one or two misunderstandings, became apparent.

Question:“Would you like to see more exhibits, if yes what would you like to see?”

Response: No increase but perhaps rotate showcases from year to year if sufficient diversity and numbers..

GAE response:The truth is that we have a selection process to allow us to keep as wide a range of disciplines as we can; however this will only be used when we have more applicants than spaces.

Response: All of the artists available to talk to visitors seemed to be older which was terrific, but there was no younger artists (teens/ young adults) which may have inspired children's and people more that age range to get creative.

GAE Response: We would love to have younger folks demonstrating their artistic skills, but they would have to apply along with other Artists. We also wonder if they would be comfortable with being watched as they create, and then there is the fee. Will their Parents pay this?

What could be done to improve your visit:

Response: Invite the artists of displayed work to attend with special, recognisable badges so that visitors could meet them and discuss their work.

GAE Response: It would be very difficult too have every artist present as we have limited space. This would also detract from the Showcase Artists who have paid for their space, and committed to be present for the whole 4 days. Exhibiting Artists have opted to only enter the exhibition as they may not be able to be present for 4 days, and may not wish to meet the public.

Lovely Response: Everything fine on day i attended. I went when busy but not too busy, may be enjoyed it as so easy to get round it all and speak with artists. Best exh of this type i have been to.

Another Lovely Response: Chatting to the artists about their work - it gave the visit more of a buzz compared to just walking round the work.

Confusion: More information about Gordon Art taking over Gordon Forum -people did not understand.

GAE Response: This was addressed in the opening paragraph

Report by Rae Osborne.