

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 of the LSE department which wishes to hire the space from LSE Arts.
- Funding for all exhibitions costs is the responsibility of LSE department which wishes to hire the space from LSE (see Appendix 1 for estimated costs).
- LSE Arts 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). 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 in terms of value and content (**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 for website
- Publicity distribution

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 insurance queries:** Irin Wu at I.Wu2@lse.ac.uk

Terms and Conditions of use

- Once it is agreed the exhibition will go ahead then you will need to agree to the Atrium Terms and Conditions of use. This is to ensure all parties involved have a clear understanding of their respective organisational and financial responsibilities regarding an exhibition.
- The exhibition opening statement should also include a list of exhibition content and 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 any exhibition to be presented at LSE has already been fabricated then, excluding transportation, additional costs (see budget guidelines attached) related to design, installation, documentation and catering total approximately £1100 (see appendix 1).
- When applicable, any logistical costs pertaining to an exhibition public lecture are to be covered by the exhibitor. A contract will be issued from LSE Events and payment must be received within 30 days of invoice issue.
- Please note there are no dedicated sources of funding within LSE for art exhibitions.
- Full payment **must** be paid and received one week prior to any installation. This payment should include re-painting of the atrium at the end of the exhibition, and costs for a reception if applicable. The technician costs will be invoiced separately after the installation.

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).

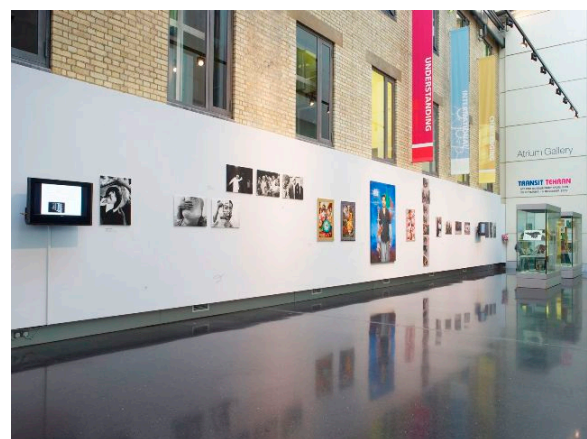
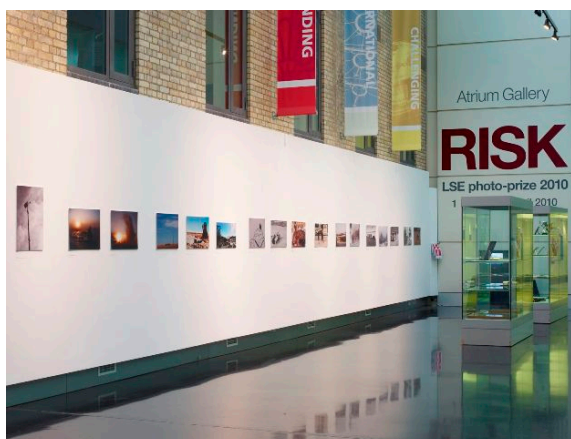
*If the LSE Arts logo is supplied, the Organiser will use it only for the purposes of marketing this exhibition and will not release it to any third party.

Design

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) which should include the LSE Arts logo
- 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 (can be supplied by 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, and the 'Atrium Gallery' sign is approximately 2m in length. 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
- 4 TV monitors (1 x 50 inch; 3 x 30inch including wall brackets)
- DVD players, these can be connected to the TV monitors, or used to just for audio without the screens (LSE Arts would need to be notified at least 2 weeks prior to any installation)
- Cables and 3 headphones (please note, headphones must be used for any media with audio)

Installation

- The exhibition will be installed between 10am-4pm, this is usually completed on Sunday prior to a Monday opening.
- Mounting and demounting of exhibitions takes place outside of office hours, due to noise pollution affecting staff in the Student Services Centre (i.e. at the weekends or after 6pm during weekdays). Occasionally we can deinstall on a Friday after 3pm.
- On the day of the installation, all art pieces must be already prepared and ready to install.
- As the Atrium is frequently used for other receptions and events the installation period should also be booked through arts@lse.ac.uk (it is frequently used as a reception space across the School so you should not assume it will be free every night during your exhibition).
- Please note that most exhibitions can be mounted using double sided velcro (depending on weight and size the exhibition parts are), you will need to provide this. Please make sure you buy the heavy duty VELCRO brand, you can buy from The London Graphic Centre in Covent Garden.

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.
- 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.
- Internal contractors for Estates will repair/repaint the Atrium wall between exhibitions. You need to book this through the arts office. They charge **approximately £600.48 +VAT per job**. Please note repair/repainting of the wall must be done through Internal Contractors/Estates.
- When you de-mount the exhibition you need to remove all hooks/Velcro etc from the wall yourself, the wall must be a blank canvas for the re-paint. They

will do some patch up jobs with holes but they will not paint if there is anything left on the wall preventing them from painting.

Public Lectures

- Exhibitions have the opportunity to hold a public event at LSE. This should be included in the exhibition proposal.
- The exhibitor must contribute to any associated logistical costs of running this event, as agreed in the issued Event Contract and abiding the Booking Terms and Conditions.

Receptions (optional)

Date and time:

- The date for receptions is ordinarily set in advance of all publicity being produced. You must contact lse.roombookings@lse.ac.uk and cc arts@lse.ac.uk to book the atrium for the evening for the reception (it is frequently used as a reception space across the School so you should not assume it will be free every night during your exhibition).
- Duration of receptions vary depending on the event but they should not be scheduled to begin earlier than 7pm (due to Student Services working). Catering will set up 30 minutes prior to start.

Catering:

- 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. It should be booked at least 10 days prior to reception.
- Payment can be made by an internal department.

AV:

- If your reception will include speeches, please ensure you book a PA system to be set up via contacting Imt.Av.Support@lse.ac.uk

Stewards:

- If your reception is to be a guest list only event, then you can hire stewards to assist should you wish. Stewards are charged at £14.50 an hour, min. 3 hours). Please request stewards via the following link:
<http://www.lse.ac.uk/intranet/LSEServices/communications/eventsOffice/information/stewardrequestform.aspx>

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 are subject to change. Costs marked in yellow are the 'basic' costs that need to be covered for all exhibitions). The cost for design and publicity have been separated, and are based on estimates of LSE internal productions.

Estimated Core costs template for all Atrium exhibitions (excluding production) LSE recommended facilities

Technical

Arts Technician	2 day £150 (Install & De-Stall)	300.00
Estates – Painting*	Repaint of Atrium wall (VAT included):	720.58

Exhibition Design

Complete Studio Signage	Vinyl lettering	150.00
Electro-Tech Colour limited	A1 Introduction panel	60.00

<u>TOTAL</u>	<u>£1230.58</u>
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Non-Core approximated costs

Technical

Stephen White	Photography documentation	130.00
Reception Documentation		80.00

General

Exhibition Reception 60 (LSE Catering)	R 11 code (see website)	492.00
Stewards for Reception £14.50 per hour	(2 stewards, 3 hours @ £14.50)	87.00

Exhibition Design

Approved CS Captions	Picture captions	130.00
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Publicity

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

TOTAL	£1509.00
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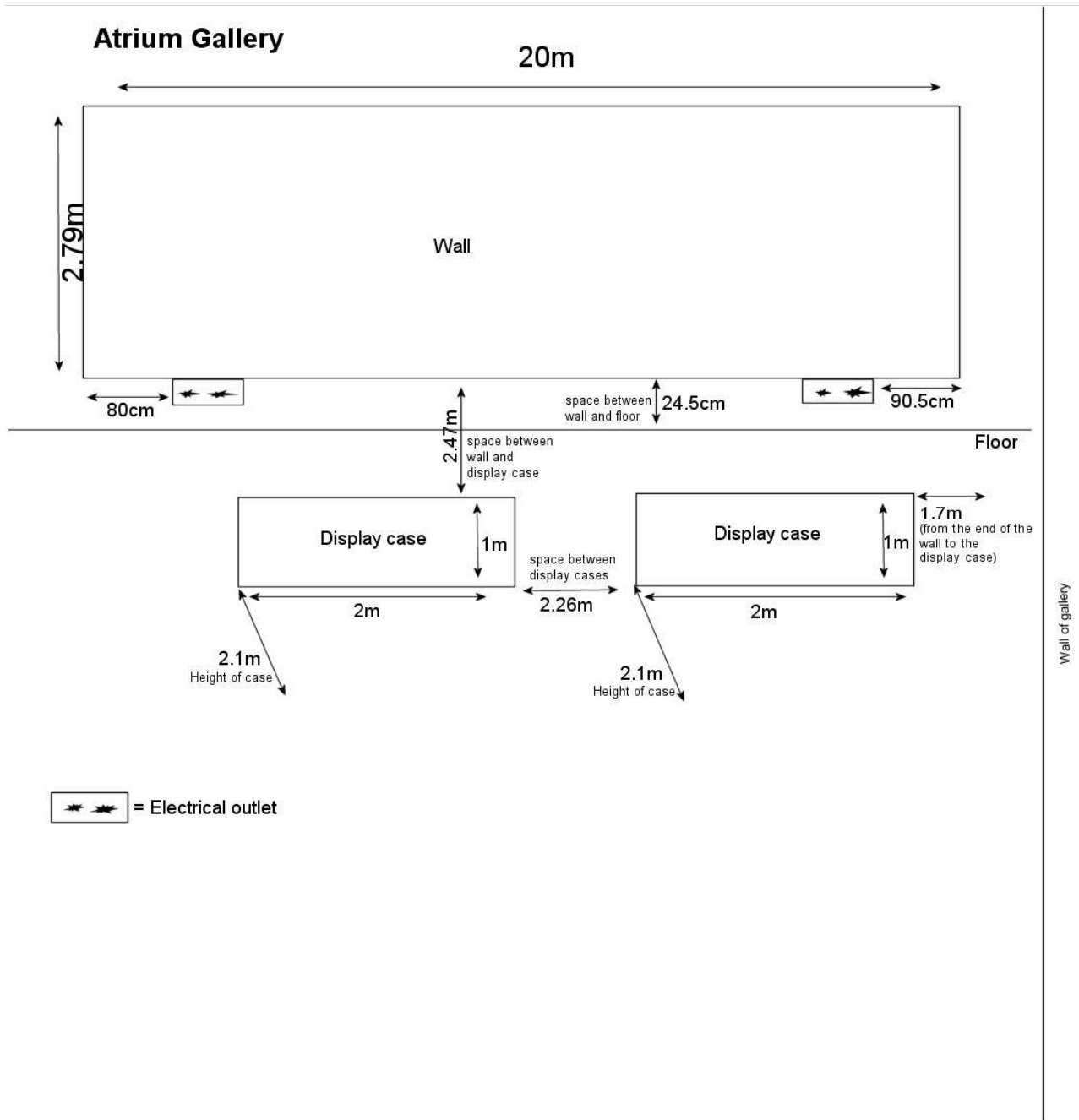
Estimated Total for All	£2739.50
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*Please note that the estimated atrium repaint costs increase on 1st August annually and are expected to increase by 5% from 1 August 2016.

APPENDIX 2

SUPPLIERS CONTACT DETAILS	
ABLISS 5 Baker's Yard Baker's Row, London EC1R 3HF T 020 7837 4959 F 020 7837 8244 E info@abliss.co.uk	FRAMERS (E.G. PHOTO PRIZE)
METRO IMAGING 32 Great Sutton Street London, EC1V 0NB T 020 7865 0000 ext 0 F 020 7865 0001 E enquiries@metroimaging.co.uk	PHOTOGRAPHIC PRINTING (E.G. LSE PHOTO PRIZE)
COMPLETE STUDIO GRAPHICS JASON sales@completestudiographics.co.uk T:02070694291	VINYL LETTERING
JOHN HARPER DELIVERS T 020 8656 5089 M 07711 626 822 E: johnharperdelivers@hotmail.co.uk	TRANSPORTER
REUBEN THURNHILL T 020 8305 6679 E saima.reuben@icloud.com	ART TECHNICIAN
STEPHEN WHITE T 020 7419 9335 M 07973195931	PHOTOGRAPHER FOR ATRIUM EXHIBITIONS

APPENDIX 3



Upon request LSE Arts Team will share a dropbox folder containing images of the exhibition space.

APPENDIX 4

Examples Design for invitation cards



Untitled, 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.

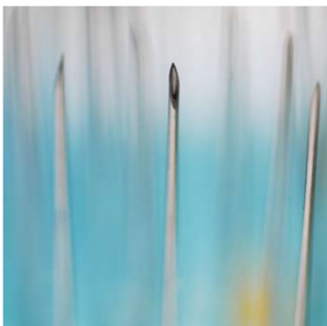
Beyond an open door, within flat 39, a rusting bicycle sits on a balcony suspended six floors in the air. It is adorned by a makeshift washing line and a pair of white socks that gently waft too and fro in a wind that carries upwards the shouts, from below, of a mother for her child.

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 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
www.lse.ac.uk/arts
 +44 (0)20 7852 3793
 Monday – Friday 10am-8pm



One Year, One Day, 2009 (Detail) Jackson Guttery at the Developing World

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)
Zoe Marriage (Senior Lecturer in Development Studies, SOAS)
Brenley 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 or +44 (0)20 7852 3793 or 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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