



## How to Create Innovative, Curatorial-Based Exhibitions

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

|  |        |                                      |         |
|--|--------|--------------------------------------|---------|
| A Guide to GRAGM’s Curatorial Framework for Physical & Digital Exhibitions | Page 3 | Audience                             | Page 10 |
| Title  | Page 4 | Associated Links                     | Page 11 |
| Communication Goal   | Page 5 | Tags & Identifiers                   | Page 12 |
| Short Description  | Page 6 | Caption Information                  | Page 13 |
| Telling the Story  | Page 7 | Program, Event & Resource Ideas      | Page 14 |
| Types of Cultural Materials  | Page 8 | Broad Themes for Digital Exhibitions | Page 15 |
| What Images Are You Using?   | Page 9 | Examples of Digital Exhibitions      | Page 16 |
|  |        | Submission & Selection Process       | Page 17 |

## How to Create Innovative, Curatorial-Based Exhibitions

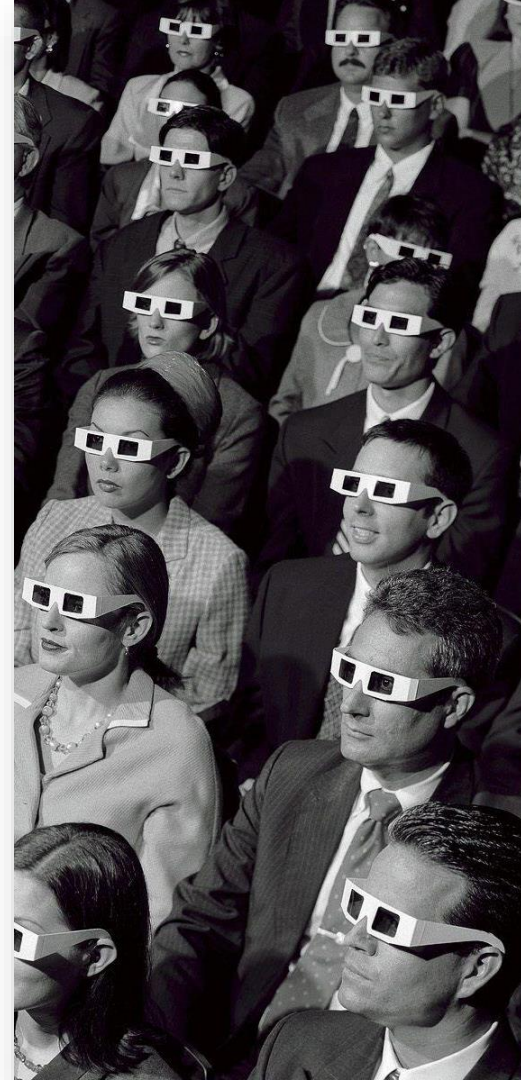
A Guide to GRAGM’s Curatorial Framework for Physical & Digital Exhibitions

# A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

We are looking for expressions of interest from artists and creatives for exhibition-based proposals for the 2021-2022 years to be exhibited within the Gladstone Regional Art Gallery & Museum (GRAGM) suite of exhibition spaces which include Town Hall Gallery, Front Gallery, Museum Room and O'Connell Space. We also offer additional exhibiting options at the Tondoon Artspace (Tondoon Botanic Gardens), and the POP-UP Window Space at 113 Goondoon Street, Gladstone.

Gladstone Regional Art Gallery & Museum (GRAGM) selects exhibition projects in several strategic ways. These reflect community desires and tourism drivers, while maintaining our commitment to growing and developing regional creative talent. The desired categories we use select projects to explore further are:

- **PLACE** - Features and promotes local or Australian creatives with their practice and progress to showcase cultural tourism
- **UNIQUENESS** - Introduces new ideas, concepts, artworks, and experiences as a point of difference to our current and future audiences
- **AUDIENCE** - Targets desired audiences to broaden visitor's worldview and understanding
- **MEDIUM** - Introduces and combines different creative mediums including theatre, film, dance, music, performance, projection, experimentation
- **COLLABORATION** - Collaborates with creatives to deliver a full, rich, engaging, deep, meaningful, multi-functional experience
- **DIVERSITY** - Celebrates uniqueness, diversity, tolerance, acceptance, inclusion, collaboration, cultural diversity, vision, inspiration and values-based approach to diversity
- **TIME** - Representation of the past, present or future
- **COMMUNITY** - Observes differing cultures, customs and lore to enrich society and community

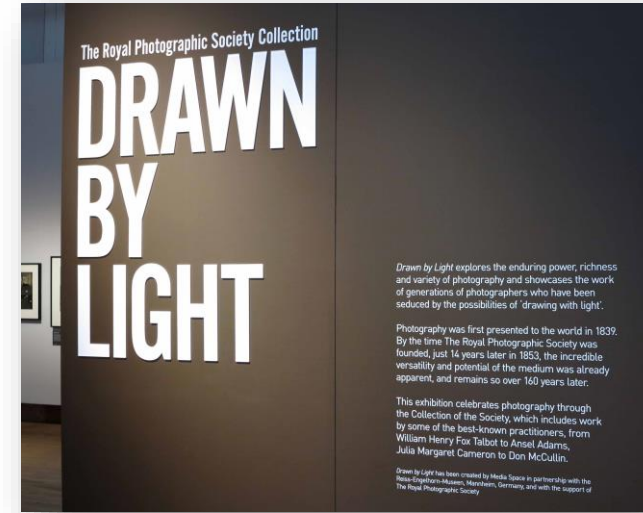


## *What is the title of your digital exhibition?*

The title of your exhibition should be punchy and purposeful and preferably **less than 8 words**.

Readers are interested in brevity first, then if they want to delve deeper, they can read the description, and/or visit the web links posted at the end. The image (right) is a great example of brevity using direct language.

## *Less than 8 words*



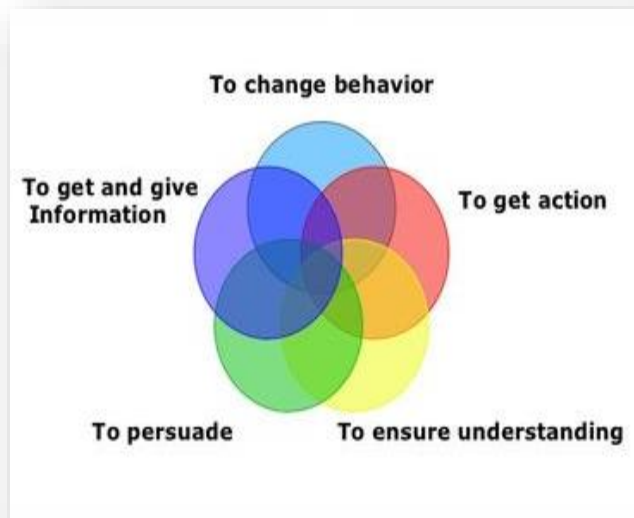
## Communication Goal

### *What are you trying to communicate?*

This should be one sentence about what you're trying to communicate to our audiences.

**Example 1:** I want to show the harsh reality of these chosen artworks depicting bushfires to my audience to remember/not forget what we went through during 2019/2020.

**Example 2:** I want to show the beauty of these chosen photography depicting the Great Barrier Reef to my audience to bolster their spirits during the time of COVID-19.



## How to Create Innovative, Curatorial-Based Exhibitions

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

### ***What is your exhibition about?***

This will be used for marketing purposes and will tell your audience instantly what your exhibition is about. Keep this interesting, informative, active (not passive voice), descriptive and captivating.

These will be the first ideas people read about when choosing to click on your exhibition link, so impact is key. If it sounds bland, write it again!

### ***Maximum 2 Sentences***



“WHAT'S  
IT ALL  
ABOUT?”

## *How are you telling your story?*

- *What are you saying about your subject?;*
- *What are your reasons for selecting objects/images?;*
- *What is your intent behind your selection process?;*
- *Add information about the objects/images featured in your exhibition;*
- *How did this subject/story come to be?;*
- *What do you want your audience to know about your subject?*

**Range 200-300 words**

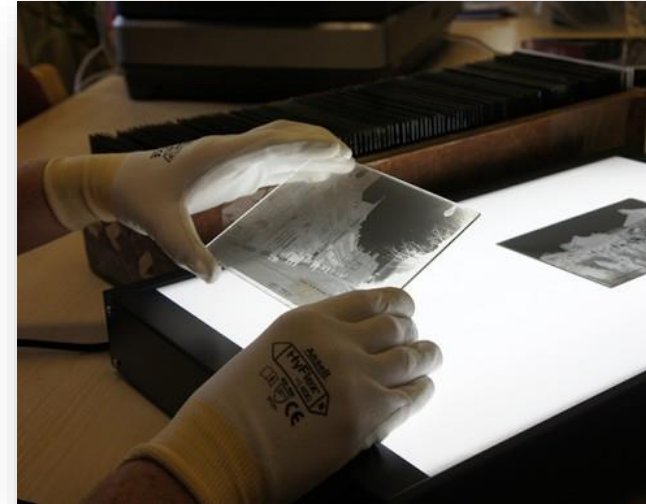




# Types of Cultural Materials

***What cultural materials are you using to help tell your story?***

- *Artworks;*
- *Works on paper;*
- *Photography;*
- *Ephemera;*
- *Social history artefacts;*
- *3D works;*
- *Digital works;*
- *Collage;*
- *Website Links;*
- *Prints;*
- *Fibre Works;*
- *Oral Histories;*
- *Transparencies;*
- *Newspaper Clippings*
- *Works requiring Digitisation or Digital Imaging*



**How to Create Innovative, Curatorial-Based Exhibitions**

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

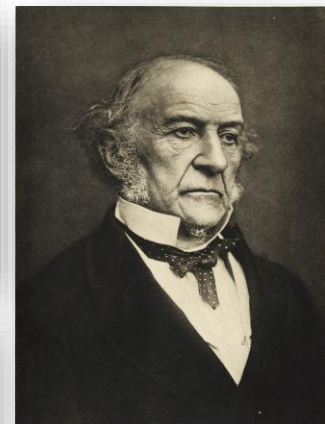


*Specifically what images are you using to tell your story?*

*These can be the **locations** where the images are stored like Dropbox links, or some other descriptive web links we can find them.*

*Don't worry if you don't have content online, however it's recommended to have an online presence for our curatorial team to view your chosen cultural materials.*

## What Images Are You Using?



**How to Create Innovative, Curatorial-Based Exhibitions**

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

## ***Who are to trying to communicate your exhibition to?***

*\*Note: this is not an exhaustive list, and don't just write 'all of the following', think about who you want to see your work.*

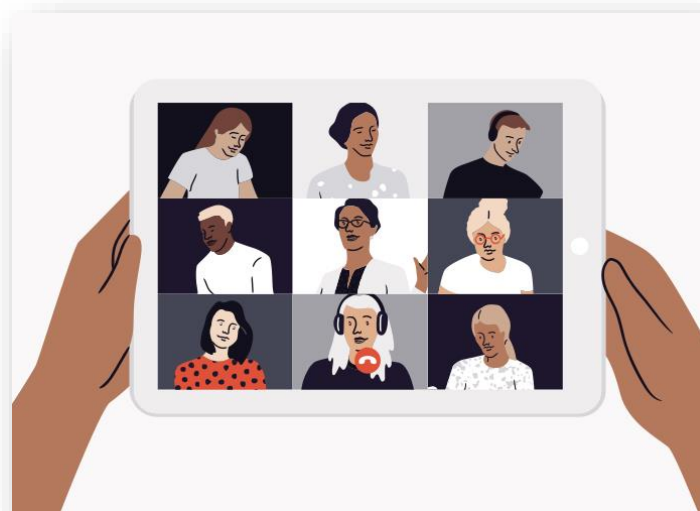
- *Children & Young People;*
- *Young Adults;*
- *18-25 Year Old's;*
- *30-40 Year Old's;*
- *Working Men & Women;*
- *Non-working Men & Women;*
- *First Nations Peoples;*
- *Over 65's;*
- *Families*
- *RSL Veterans;*
- *School Groups*
- *Specific Organisational Groups*
- *Internet Savvy Individuals*
- *History Seekers*



### *What external links are support your exhibition and it's story?*

*These are external website links associated with your subject that can be added to your exhibition for additional information. These may be links already on our website to direct visitors to more information via QR codes.*

*If you want to create QR codes, use a QR code generator similar to below for your online content*  
[www.qrcode-monkey.com](http://www.qrcode-monkey.com)



### ***How will Google identify/read your exhibitions digital footprint?***

*These are identifiers about the images and text you have included that Google uses when customers are undertaking a web search.*

*These are descriptive words/metadata that are in your exhibition, and could be subjects, locations, dates, people, movements, decades, colours, landscapes, portraits, names, places etc.*

***Approx. 5-10 words***



## *What Caption information are you providing with your digital images?*

*You can provide information about the images for captioning purposes. Make it clear which captions are associated with which images. You could include:*

- *Year*
- *Medium i.e. Inkjet Print, Oil on Canvas etc*
- *Part of a Collection/Donation/Estate of ...*
- *Accession/Collection Number (if relevant)*

**Wayne Thiebaud (b. 1920)**

***Diagonal Freeway, 1993***

Acrylic on canvas

Partial gift of Morgan Flagg in memory of his son Lawrence J. Flagg  
1998.186

## Program, Event & Resource Ideas

### *What program, events or resource ideas could be associated & explored with your exhibition?*

*Could your exhibition have a participatory element to it? Could our audiences participate in some way towards it? Could you add content to your exhibition, which could be used for an educational resource?*

*You could consider an in-situ artwork installation in one of the galleries for filming like a 360° tour that can be part of your exhibition's digital footprint (image right)*

*Make it interesting while keeping in mind the achievability of the idea. Also, our Public Programs & Exhibitions & Education Officers will assist in realising some of these initiatives.*



Consider an in-situ artwork installation in one of the galleries for filming like a 360° tour

## How to Create Innovative, Curatorial-Based Exhibitions

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions



# Broad Themes for Digital Exhibitions

***What broad theme could you use from this list to classify your exhibition?***

- |                               |                            |
|-------------------------------|----------------------------|
| Agriculture                   | Immigrants & Settlers      |
| Arts, Media & Entertainment   | Infrastructure             |
| Buildings & Homes             | Landmarks & Historic Sites |
| Business, Industry & Commerce | Law & Order                |
| Civic Service                 | Medicine                   |
| Clubs & Societies             | Natural History            |
| Conflict & Protest            | Science                    |
| Disasters & Civil Defense     | Sport                      |
| Education & Schools           | Technology & Innovation    |
| Emergency Services            | Transport                  |
| First Nations                 | Other ...?                 |
| Home Life                     |                            |
| Human Stories                 |                            |



**How to Create Innovative, Curatorial-Based Exhibitions**

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions



# Examples of Exhibitions including Digital

## Here are some examples of how museums and galleries across Australia and the World are creating digital content for exhibitions on their own platforms

Some of these exhibitions (including digital) are more in-depth, and some are basic, and we'll be creating a mixture of both over time.

- *Australian National Maritime Museum, Sydney*  
<https://www.sea.museum/discover/online-exhibitions>
- *Western Australian Museum, WA*  
<http://museum.wa.gov.au/explore/online-exhibitions>
- *Smithsonian, USA* <https://www.si.edu/exhibitions/online>
- *United States Holocaust Memorial Museum, USA*  
<https://www.ushmm.org/information/exhibitions/online-exhibitions>
- *National Women's History Museum, USA*  
<https://www.womenshistory.org/womens-history/online-exhibits>
- *National Film & Sound Archive of Australia, Canberra*  
<https://www.nfsa.gov.au/collection/online-exhibitions>
- *The Morgan Library & Museum, USA*  
<https://www.themorgan.org/online-exhibitions>
- *National WWI Museum and Memorial, USA*  
<https://www.theworldwar.org/explore/exhibitions/online-exhibitions>
- *The Peabody Museum at Harvard University, USA*  
<https://www.peabody.harvard.edu/all-exhibitions>

## How to Create Innovative, Curatorial-Based Exhibitions

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions

# Submission & Selection Process

## Selection Process

Exhibition proposals will be selected by GRAGM's curatorial team, with the addition of community members and arts practitioners. We encourage all applications especially those from underrepresented or marginalised sectors of our community. Individuals and groups can apply to either collaborate, respond, or develop new work for dissemination for exhibitions, publications, digital, or performances.

## Submission Process

Applicants should look to be guided by the information contained within this guide, addressing the desired categories on the first page of this guide.

**Send all completed forms with any associated images to**

**[gragm@gladstone.qld.gov.au](mailto:gragm@gladstone.qld.gov.au)**

**How to Create Innovative, Curatorial-Based Exhibitions**

A Guide to GRAGM's Curatorial Framework for Physical & Digital Exhibitions