



GALLERY 475

HIRING INFORMATION – 2023

475 FULHAM ROAD
LONDON
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ABOUT THE GALLERY 475

Gallery 475 is a new rental space for exhibitions and pop ups. Previously the site was the Piers Feetham Gallery, which has relocated to Aldeburgh, Suffolk. Piers Feetham Framing and Restoration has remained on site.

EXHIBITION SPACE

The Gallery consists of a main exhibiting area and lends itself especially well to two artists sharing or a small group show:

- The Front Gallery (30 sq. metres; height: 2.2 to 2.45 metres) is ideal for showing small /medium scale work.

The window frontage onto the Fulham Road has space to show 3 to 4 paintings on easels. Additionally there are a number of shelves and plinths within the Gallery for displaying small sculptures or ceramics. A floor plan can be found towards the end of this information pack.

HIRE FEE

The hire fee is £900 per week and includes:

One late opening evening for the private view (6.30-8.30pm)
Wireless internet access
Shared use of the kitchen and bathroom facilities.

Optional extras (subject to availability)

One additional late opening evening (6.30-8.30pm) - £30
One staff member to manage Private View sales - £50

Application process

We are interested in hearing from potential hirers whose work fits with the Gallery's own exhibiting ethos. Please get in touch with examples of your work to discuss availability.

Bookings and Payment

Booking is confirmed by payment of a non-refundable deposit of £400 and the remaining balance must be paid in full 3 clear weeks before the start of the exhibition. Payment can be made by bank transfer. For our own planning it is helpful if optional extras are requested at the time of booking.

KEY INFORMATION FOR EXHIBITORS

We ask that exhibitors arrange a meeting with the Gallery shortly prior to their exhibition to see how things work and discuss any particular requirements they may have.

Exhibition Hire Period

The rental period runs from 10am on Monday morning to 1pm the following Saturday.

The Gallery opening hours are as follows and must be adhered to by all exhibitors.

Monday – Friday 10am-6pm

Saturday 10am – 1pm

Exhibitors must provide their own invigilation during opening hours but will not be responsible for opening or closing the Gallery (or operating the security alarm) . A set of keys will be provided for use during opening hours only, to lock the gallery whenever it is unmanned.

The Gallery must be cleared and vacated on the Saturday by 1pm.

Exhibition installation/ De-installation

The Gallery has a picture rail system for hanging paintings, drawings and prints (picture rail hooks are provided) and exhibitors should come prepared with a basic toolkit (spirit level, tape measures, screwdrivers etc.) to hang their work. Please note that NO other form of hanging is permitted i.e. nails, screws etc.

A number of surfaces, shelves and plinths are available for showing small sculptures and ceramics.

There is no secure storage space available for art work but exhibitors may store their packing materials in the garden store.

At the end of the week, the Gallery must be left clean and tidy, and any damages to the property, walls or furniture must be reported and paid for in full.

Private View

Exhibitors are allocated one late opening evening (6.30-8.30pm) within their contract for the private view. The space can accommodate 40-50 people in the Gallery. **Please note the 6.30 start time for private views**; this allows time for our framing workshop to close up before the opening starts.

We recommend that Monday is used for set-up with a private view on either Monday or Tuesday evening. Because of the proximity of Chelsea Football Club, care has to be taken in planning the private view so that it does not conflict with one of the (occasional) evening matches at the football ground.

The Gallery has a trestle table and 72 wine glasses which are available for use during the Private View. There is a small kitchen area for washing up and cooling drinks.

The Private View should end by 8.30pm, with the premises vacated by 9pm at the latest. The exhibitors are responsible for ensuring that the Gallery is left clean and tidy with all glasses washed and put away and any rubbish removed. A Gallery staff member will lock the Gallery and set the security alarm at the end of the evening.

Card payments

The client should provide/source their own mobile card payment machine, or other alternative.

Insurance

Exhibitors should ensure they have sufficient insurance cover in place. The gallery policy does not cover exhibitors' artwork.

Promotion

The Exhibitor is responsible for all marketing activities such as invitations, posters, flyers and advertising.

The Gallery can include rental exhibitions in the 'Exhibitions' section on the website but do not feature them on the main pages.

To ensure that all information regarding the Gallery 475 is correct, we ask that exhibitors provide the gallery with proofs of any marketing material for approval, prior to printing.

Please note that the Gallery's own mailing list is not available for rental exhibitions.

Location

Gallery 475 is located on the Fulham Road opposite the main entrance to Chelsea Football Club stadium.

Underground: Fulham Broadway station (District line) is 7mins walk away

Buses: 14, 414 and 211

Parking is available in the Fulham Broadway Centre or Chelsea Football Club car park directly opposite the Gallery. Pay and Display is available in local streets during the day but please note there is NO on-street parking allowed in this area between 6.30 and 8pm and a strict tow-away policy is enforced.

Floor Plan

