

*City of*  
**NELSON**  
**ART RENTAL PROGRAM**  
**Background, Submission Guidelines & Rental Conditions**

The City of Nelson and its Cultural Development Committee are dedicated to the development, promotion and enhancement of Nelson's arts, culture and heritage sector. In 2016, in alignment with the City of Nelson's Public Art Policy, the City piloted an Art Rental program, which saw the City's indoor public spaces reflecting the creative nature of the City, displaying curated artwork and heritage objects. The success of this program has led to its continuation.

As a background, the City's Art in Public Places Policy is intended to:

- Increase the livability and attractiveness of the urban environment
- Increase awareness, understanding and enjoyment of art as part of everyday life in Nelson
- Increase the visibility of and pride in local and regional artists and art production
- Promote excellence in the visual arts
- Increase the engagement of residents and visitors with Nelson's public spaces
- Promote aesthetic enhancement of Nelson's public spaces and capital projects
- Enhance cultural tourism assets
- Increase economic development and business opportunities for artists and artisans, and the community at large

The Cultural Development Committee will annually advertise a call for artists to submit their work to the Art Rental Program. Artist submissions will be adjudicated by the Cultural Development Committee's Public Art Working Group.

#### **Artist Guidelines for Submission**

- Applicants must submit a hi-res digital image of the art, along with the medium, dimensions, and market value. **There is a limit of one submission per artist.**
- Applicants must submit a brief (1 paragraph) biography, headshot & full contact details.
- The artwork must be suitably framed and ready for hanging.
- For 3D work a plinth and appropriate mounting has to be supplied by the artist.
- If you are submitting photography, please print on photographic paper and not canvas.
- Appropriate screening devices (monitor, TV, etc.) have to be supplied for digital work.
- If requested, the artist will be responsible to assist in the installation of the art.

#### **Rental & Sale Conditions**

- Monthly rental fees are based on 3% of the estimated sales value of the piece (estimated sale value must fit within market norms), i.e. a painting with a sales value of \$1000 will rent for \$30/month. This amount is capped at a maximum of \$500 annually.
- The rental period is one calendar year.
- Should the lessee wish to purchase the artwork at the end of the rental period, the rental fees will be applied towards the purchase price.
- All submitted artwork will be available for sale, with 70% of all sales going directly to the artist. A 30% sales commission will go directly into the City of Nelson's Public Art Reserve Fund to fund the continuation of the Art Rental Program. The City of Nelson will process all sales, and pay the artist upon receipt of the funds.
- Artists are responsible for submitting a formal invoice to the City.
- Copyright remains with the artist during this time and in perpetuity.
- Artwork will be insured under the cover of the City of Nelson Insurance.