COMMUNICATIONS TOOL KIT

Play On: The art of sport / 10 years of the Basil Sellers Art Prize
This toolkit has been developed as a resource for media, individuals and groups who would like to raise awareness of the exhibition Play On: The Art of Sport / 10 years of the Basil Sellers Art Prize and NETS Victoria.

This toolkit contains:

- About NETS Victoria
- Information about the exhibition
- Essential information
- Image credit information
- Social media posts

NATIONAL EXHIBITIONS TOURING SUPPORT (NETS) VICTORIA
C/- The Ian Potter Centre: NGV Australia, Federation Square
PO Box 7259 Melbourne Victoria 8004
T: 03 8620 2002 F: 03 8662 1575 M: 0401 046 017
E: Mardi.Nowak@netsvictoria.org
W: netsvictoria.org.au

Facebook:/netsvictoria
Instagram: @netsvictoria
Twitter: @netsvictoria

Front image: Shaun Gladwell,
The archer (after Chuang Tzu)
production still 2014, single channel HD video, 16:9 ratio
colour, sound. 10:47 minutes
Courtesy the artist, Anna Schwartz Gallery, Melbourne;
and Arenamedia
ABOUT NETS Victoria

NETS Victoria delivers the best contemporary art, craft and design to regional Victoria and beyond. We work closely with curators and galleries to develop ambitious and stimulating exhibitions that foster the exchange of ideas and promote new works by a diverse range of leading and emerging Australian artists.

Our vision

A regionally engaged contemporary art audience throughout Australia.

Our goals

*Service delivery to the visual arts sector* – The delivery of contemporary art, craft and design projects through partnerships with curators, artists, arts organisations and regional galleries.

*Outreach to audiences* – The engagement of a diverse audience in regional Australia via exhibitions, commissions, learning programs, digital platforms and publications.

*Sustainability and growth* – The creation of sustainability and growth for our organisation and as a consequence for the visual arts sector we service.

Our values

Innovation and creativity.
Excellence and best practice.
Collaboration, support and exchange.
Integrity and professionalism.
Exhibition Play On: The art of sport / Ten years of the Basil Sellers Art Prize

Curated by Jacqueline Doherty, Samantha Comte and Alyce Neal

A NETS Victoria and The Ian Potter Museum of Art touring exhibition.


Short (50wd)
Play On: The art of sport celebrates 10 years of the Basil Sellers Art Prize, the prestigious and distinctively Australian biannual exhibition that reflects upon our national obsession with sport. Featuring key works from a decade of the prize, Play On: The art of sport brings together diverse explorations of the personal and collective significance of sport and sporting culture from some of Australia's most accomplished artists.

Medium (100wd)
Play On: The art of sport celebrates 10 years of the Basil Sellers Art Prize, the prestigious and distinctively Australian biannual exhibition that reflects upon one of our great national obsessions – sport. Featuring the winners and other key works from all five installments of the Prize, Play On: The art of sport brings together diverse explorations of the personal and collective significance of sport and sporting culture from some of Australia’s most accomplished artists. The exhibition encompasses a dynamic range of media, with works that respond to an equally extensive range of sporting genres, including community footy, women's boxing, ground-keeping, gymnastics and ALF.

Long (200wd)
Play On: The art of sport celebrates 10 years of the Basil Sellers Art Prize, the prestigious and distinctively Australian biannual exhibition that reflects upon one of our great national obsessions – sport. Featuring the winners and other key works from all five installments of the Prize, the exhibition brings together diverse explorations of the personal and collective significance of sport and sporting culture from some of Australia’s most accomplished artists.

Play On: The art of sport encompasses a dynamic range of media, with works that respond to an equally extensive range of sporting genres, including community footy, women's boxing, ground-keeping, gymnastics and ALF. They portray the sports arena as a powerful theatre of emotion, where hope, fear, adversity, triumph, glory and defeat are writ large. Even more strikingly though, sport is used as a lens through which to contemplate a number of society’s most cogent issues; from mechanisms of cultural belonging and marginalisation, gender and race relations, to technology’s impact on our physical limits.

The exhibition is accompanied by a 58 page fully illustrated catalogue.
Essential Information

NETS Victoria approval

All promotional and copy material must be forwarded to NETS Victoria for feedback and/or approval before proceeding to print. (See below for contact details.) Although we are generally able to provide a quick response, please allow at least five (5) working days.

Invitations

NETS Victoria will provide a print ready pdf of the exhibition invitation and can also supply the design file (InDesign CS6) for you to insert your own information prior to printing. Please advise the Design & Communications Manager if you need assistance with the design file. NETS Victoria will also supply an e-invitation.

If you choose to design your own invitation/s make sure that you use the required header/fonts/colours and include all credits and logos. NETS Victoria will need to see all artwork prior to print (email pdfs) – see approval note above.

Essential acknowledgment statements

The following statement must be included in all promotional material:

*Play On: The art of sport / 10 years of the Basil Sellers Art Prize*
A NETS Victoria and the Ian Potter Museum touring exhibition

Logos and statements

The following logos have been provided as part of your promotions kit, please ensure that they are included on all promotional material and your webpage where the exhibition is mentioned.

The following text must also be included where space permits

National Exhibitions Touring Support (NETS) Victoria is supported by the Victorian Government through Creative Victoria, by the Australian Government through the Australia Council, its arts funding and advisory body, and through the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments. NETS Victoria also receives significant in-kind support from the National Gallery of Victoria.
Images

Images and captions have been supplied as part of the promotion kit. Any queries regarding image cropping and credits should be directed to the Communications Manager at NETS Victoria.

Promotional copy

This has been supplied as part of the promotions kit. You will find copy of varying lengths that can be used for all media and promotions. Please send through any changes to copy to NETS Victoria for approval – see NETS Victoria approval above.

Media release

A media release is included as part of your promotions kit, which can be adapted according to your requirements. Please send through any changes to NETS Victoria for approval.

Exhibition opening acknowledgments

Play On: The art of sport / 10 years of the Basil Sellers Art Prize must be acknowledged in opening speeches as:
A NETS Victoria and the Ian Potter Museum of Art touring exhibition. Please thank the exhibition supporters – see logos.

Catalogue

NETS Victoria will supply 30 catalogues. If you require a different quantity please let us know. Recommended retail price $10, wholesale price $5. At the conclusion of the exhibition at your venue you will need to contact us and let us know how many catalogues have sold. We will issue an invoice for this quantity. Any remaining catalogues should be returned to NETS Victoria.

Education resource

This has been written by Melissa Bedford for VELS levels and is available as a digital file as part of the Promotions Kit for distribution to secondary and tertiary teachers. It is also available on the NETS Victoria website: http://netsvictoria.org.au/exhibitions-projects/education/

Promotional enquiries
Mardi Nowak, Director, NETS Victoria
T: 03 8620 2002 F: 03 8662 1575
Image Captions

Shaun Gladwell
*The archer (after Chuang Tzu)* 2014
Single-channel HD video, 16:9 ratio, colour, sound
10:47 minutes
Courtesy of the artist and Anna Schwartz Gallery

Kerrie Polliness
*Marking the field*, 2012
single-channel HD video
20 minutes
Courtesy of the artist and Anna Schwartz Gallery

Fiona McMonagle
*The ring* (video still) 2014
Digital video animation, 16:9 ratio
Colour, sound
7:24 minutes
Courtesy of the artist, Olsen Irwin, Sydney and Heiser Gallery, Brisbane
Khaled Sabsabi
*Wonderland* 2014
Dual channel HD video
Colour, sound
25 minutes 30 seconds
Courtesy of the artist and Milani Gallery Brisbane

Richard Lewer
*The Theatre of Sports*, 2016
oil on canvas
12 parts, each 70 x 70 cm
Courtesy of the artist, Sullivan and Strumpf, Sydney and Hugo Michell Gallery, Adelaide.
Photo credit: Christian Capurro

Lauren Brincat
*10 metre platform* 2012
Camera: Raphael Ortega
Single-channel HD video, 9:16 ratio
Colour, sound
Courtesy of the artist and Anna Schwartz Gallery, Melbourne

Khaled Sabsabi
*Wonderland* 2014
Dual channel HD video
Colour, sound
25 minutes 30 seconds
Courtesy of the artist and Milani Gallery Brisbane
Play On: The art of sport celebrates 10 years of the Basil Sellers Art Prize, the prestigious and distinctively Australian biannual exhibition that reflects upon our national obsession with sport. Featuring key works from a decade of the prize, Play On: The art of sport brings together diverse explorations of the personal and collective significance of sport and sporting culture from some of Australia’s most accomplished artists.

#art #contemporaryart #regionalart #visualart #exhibition #sport #PlayOnTour

A NETS Victoria and the Ian Potter Museum of Art touring exhibition.

FACILITATE / This exhibition is being toured by National Exhibition Touring Support Victoria on behalf of a partner organisation.


See Shaun Gladwell’s ‘The archer’ at xxxx

“Gladwell’s cinematic work invites the viewer to celebrate value and personal honour. ‘The archer (after Chuang Tzu)’ is not merely about the impact of distraction on skill. It is about our need to discover and achieve the purpose for which we each exist.” - Suzette Wearne, Basil Sellers Art Prize catalogue, 2014

#art #contemporaryart #regionalart #PlayOnTour #exhibition #basilsellersartprize

A NETS Victoria and Ian Potter Museum of Art touring exhibition.

FACILITATE / This exhibition is being toured by National Exhibition Touring Support Victoria on behalf of a partner organisation.

Credit: Shaun Gladwell, ‘The archer (after Chuang Tzu)’ production still 2014, single channel HD video, 16:9 ratio colour, sound. 10:47 minutes

Courtesy the artist, Anna Schwartz Gallery, Melbourne; and Arenamedia
PLAY ON: THE ART OF SPORT / 10 Years of the Basil Sellers Art Prize.


Play On: The art of sport celebrates 10 years of the Basil Sellers Art Prize, the prestigious and distinctively Australian biannual exhibition that reflects upon our national obsession with sport. Featuring key works from a decade of the prize, Play On: The art of sport brings together diverse explorations of the personal and collective significance of sport and sporting culture from some of Australia’s most accomplished artists.

A NETS Victoria and the Ian Potter Museum of Art touring exhibition.

FACILITATE / This exhibition is being toured by National Exhibition Touring Support Victoria on behalf of a partner organisation.

#art #contemporaryart #regionalart #visualart #exhibition #sport #PlayOnTour