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CITY OF JOHANNESBURG

ONLINE EXHIBITION

GUIDELINES

Responsible Department and Unit: Community development – Arts, Culture and Heritage

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DEFINITIONS

The following definitions apply in the context of the online exhibition guidelines:

Artist a person involved in an activity related to creating art and / or practicing the arts; and resides within the COJ jurisdiction;

Accounting Officer means Community Development: Executive Director of the COJ as defined in Section 56 of the Municipal Systems Act;

COJ means the City of Johannesburg Metropolitan Municipality, a metropolitan municipality duly established by virtue of Provincial Notice 6766 dated 1 October 2000, as amended;

Department means the Department of Community Development of the COJ;

Directorate means the Arts, Culture and Heritage under the City of Johannesburg Community Development department;

Exhibition Application means a written request (forms) by an artist in response to a call by the COJ to submit such request for an exhibition opportunity on the COJ online platforms;

Intellectual Property means patents, designs and manufacturing techniques, specifications and formulae, know-how, copyright, data systems and process, production method, trade secrets, trademarks, undisclosed inventions, confidential information and includes all future additions or improvements to that Intellectual Property;

Memorandum of Understanding means a written agreement between the COJ and the artist that the COJ will use available COJ online platforms to exhibit artworks of an artist with no financial obligations from both parties;

Project Co-ordinator means the official(s) responsible for overseeing implementation of the online exhibition programme;

Selected Artist means an artist selected by the selection panel to exhibit on the online exhibition programme;

Selection Panel – means a panel approved by the department’s Accounting Officer or his / her delegated official to assess and select artworks and content to be exhibited.

The panel will comprise of:

- (a) Officials appointed as curators and / or with curatorial knowledge and experience;
- (b) Officials for Arts Section

Third party – means any person or party that is not involved with the online exhibition programme, including but not limited to individuals, companies, any other organisations and the COJ officials neither involved nor playing any role in the programme.

1. PURPOSE

The purpose of the online exhibition guidelines is to regulate support of artists within the COJ jurisdiction, by: “Availing opportunities for exhibiting their creative artefacts through the COJ available online mediums and publications; thereby providing a platform for direct interaction of artefacts producers and potential consumers”.

2. BACKGROUND

As a result of limited entrepreneurship opportunities for artists, the online exhibition programme seeks to form direct linkages of artefacts producers and potential buyers. It will complement other available platforms within the sector, thereby expanding opportunities for individual artist’s studio sales and direct commissioning of works of art.

Section 16, Subsection 1 (c) of the constitution of the Republic of South Africa stipulates that everyone has the right to freedom of expression, which includes “freedom of artistic creativity”.

It is stated in section 4.2 of the White Paper on Arts and Culture, 3rd Draft that “*Although the right to artistic expression is enshrined in the Constitution, South African*

society is still characterised by stark imbalances in opportunities and facilities to exercise this right, hence the ongoing drive towards the decolonisation of the arts in South Africa since 1994” .

Furthermore, the White Paper on Arts and Culture, 3rd Draft purports that challenges identified in the Visual Arts, Craft and Design sector includes “*Inadequate promotion of the sector by government and compounded by insufficient exhibition, display and marketing opportunities*”.

The online Exhibition programme as an ongoing programme is designed to bridge the gap identified as a challenge for the sector in terms of scarce promotion and insufficient exhibition, display and marketing opportunities by extending marketing opportunities to the artists residing within the COJ jurisdiction. This in line with the Department’s mission of creating an enabling environment through a network of diverse Arts Culture and Heritage; Library and Information Services; and Sport and Recreation Services.

It is also designed to assist local artists to increase their public exposure and to keep pace with the current trend of online promotion and exhibition of artists in the cultural and creative sector.

3. AIMS AND OBEJCTIVES

- 3.1 To organize online exhibitions to assist and empower artists within the COJ jurisdiction by creating online exhibition opportunities for artists thereby positioning themselves in the creative industries locally, nationally and internationally
- 3.2 To promote art activities to communities within the COJ and beyond by presenting a variety of works by local artists
- 3.3 To encourage Joburg artists to connect with their communities and encourage the public to analyse, celebrate and engage with Joburg artists thereby creating a wider platform for the arts in the COJ and beyond
- 3.4 To display cultures that mirror different COJ human experiences
- 3.5 To give a voice to artists that are disadvantaged.

4. REGULATORY FRAMEWORK

- 4.1 Constitution of the Republic of South Africa, 1996
- 4.2 Revised white paper on arts, culture and heritage: third draft, 2017
- 4.3 City of Johannesburg Communication Guidelines, 2018

5. ROLES AND RESPONSIBILITIES

- 5.1 **Accounting officer** – Approving of online exhibition practises including but not limited to online exhibition guidelines and selection panel.
- 5.2 **Directorate** – Custodians of the online exhibition programme.
- 5.3 **Arts Section** – Preparing calls for exhibition; Receiving applications; Coordinating selection panel meetings; Submitting applications to the selection panel; Profiling selected artists; Handing to over completed items for exhibition.
- 5.4 **Info services** – Exhibition uploading and sharing uploaded data with Networks Partnership and Stakeholders Management to upload and place in other COJ online mediums.
- 5.5 **Networks Partnership and Stakeholders Management** – Responsible for placing calls for exhibition opportunities and accessing other available COJ online channels / communication mediums for exhibition e.g. Joburg Website etc.
- 5.6 **Programme Coordinator** – Overseeing successful implementation of the programme.
- 5.7 **Professional Photographer** – High Resolution photographing of artworks
- 5.8 **Selection Panel** – Assessing, selecting artworks and scheduling exhibitions.
- 5.9 **Group Communications** – Giving guidance and compliance support on content to be uploaded. Uploading exhibition content on COJ Communication platforms.

6. PROCEDURE

6.1 Call for applications

6.1.1 A call for exhibition application would be made through the COJ available communication channels, including but not limited to the City of Joburg social media accounts- Twitter @CityofJoburgZA, Facebook- City of Joburg, Facebook – Joburg Culture.

6.2 Application

- 6.2.1 Applications shall be done by means of an application form available on request from the Programme Coordinator as per the call for applications;
- 6.2.2 Applications shall be submitted timeously for consideration by the selection panel;
- 6.2.3 Applications shall include an (1) Application form (fully completed and signed); (2) Images of artworks with titles; (3) Write up of artworks; and (4) a Biography of the applicant;
- 6.2.4 An incomplete application would not be considered.

6.3 Selection Process

- 6.3.1 The selection panel approved by the accounting officer shall be vested with authority to assess applications and conduct selection;
- 6.3.2 The selection panel will select and schedule exhibitions;
- 6.3.3 A decision by the selection panel will be deemed final;
- 6.3.4 A minimum of at least three members of the selection panel will participate during each selection process; ad hoc meetings might be convened by the Programme Coordinator when necessary;
- 6.3.5 The selection panel will meet biweekly to discharge the assessment and selection process;
- 6.3.6 Information of selected applications will be communicated to selected artists by the programme coordinator;
- 6.3.7 Selected applicants will be required to sign a memorandum of understanding with the Directorate as an implementing agent of the COJ;
- 6.3.8 Only submitted artworks will be eligible for exhibition i.e. there will be no changing of selected artworks;
- 6.3.9 A selected artwork shall be made available by owner of the artwork for high resolution photographing session.
- 6.3.10 Artworks submitted must be available for sale. In other words artworks cannot either belong to someone else or on consignment or on reserve for another buyer

6.4 Selection Criteria

- 6.4.1 An applicant must reside within the COJ jurisdiction;
- 6.4.2 Submitted application must be own original artwork;
- 6.4.3 Eligible art forms shall include: painting, drawing, collage, printmaking, ceramics, photography, and sculpture;
- 6.4.4 An artwork will be selected by a selection panel that will consider a wide range of artistic expression and educational value indiscriminately;
- 6.4.5 An artwork must not be offensive to the general public in any nature, it must be of acceptable and/or non-offensive standards; artworks may not endorse and / or advocate any form of prejudice on the basis of sex, gender, sexual orientation, race and religious belief.
- 6.4.6 An artwork deemed to be offensive in any nature will not be suitable for selection.
- 6.4.7 Artworks may cover any genre or category but special emphasis in selection will be on modern-contemporary works as well as craft which exemplifies a high degree of conceptual and technical achievement and exceptional value and pushes the boundaries of the genre

6.5 Photographing of artworks and Artists profiling

- 6.5.1 Selected artworks shall be availed for high definition photographing at a venue and date to be communicated to the artist;
- 6.5.2 An artist shall be responsible for bringing and removing own artworks before and after the photographing session; COJ will not be liable for any loss or damage sustained onto the artwork while in transit or at the photography venue due to handling or other unforeseen event
- 6.5.3 Artworks would not be retained at the photographing venue before and / or after the photographing session;
- 6.5.4 Final profile of selected applicants would include full name of the artist, contact details, summary of a biography, title of artworks and write-up of each artwork.

6.6 Exhibition

- 6.6.1 All exhibition activities shall adhere to the COJ Communication Guidelines;
- 6.6.2 Exhibition(s) will be uploaded on various COJ available communication platforms;

6.6.3 The exhibition information will include full name of the artist, contact details of the artist, biography of the artists, Images of artworks with titles and write-up of artworks;

6.6.4 Selected artists must be willing to have their work displayed alongside artworks of other artists included in an exhibition.

6.6.5 The artist shall be responsible for conducting negotiations including but not limited to all costs arising from transactions with potential buyers;

6.6.6 Exhibition duration on the COJ online platforms will be communicated upon success of the application.

7. REPORTING

7.1 Reporting of the online exhibition programme shall be executed quarterly;

7.2 Reporting shall include progress, developments and known returns for artists utilising the Joburg online exhibition programme;

7.3 For purpose of reporting and tracking success and achievements of the programme, the COJ shall request through a signed MOU that artists give feedback on any benefits and / or achievements resulting from featuring on the Online Joburg Exhibition Programme.

8. DISCLAIMER

8.1 Resolution not to exhibit artwork(s)

8.1.1 The COJ reserves the right not to exhibit artworks that will be deemed patently inappropriate and offensive to the general public as per the selection panel recommendation;

8.1.2 The COJ reserves the right to disqualify and / or take legal action against submission of an artwork submitted as one's own but not belonging to an applicant.

8.2 Copyright

8.2.1 Ownership of intellectual property remains sole proprietary of the artist;

8.2.2 The COJ will take reasonable steps to protect copyright of exhibited artworks by including the following statement in all mediums used for exhibition:

“Any use of exhibited artwork’s images, not limited to downloading and / or reproduction is prohibited; and will be liable to any recourse by the owner of the artwork”;

8.2.3 Whereas the COJ will take reasonable steps to assure that exhibited artworks’ copyrights are protected, it is the responsibility of the artist to copyright own artworks by any means essential;

8.2.4 Concepts, Impressions and / or perceptions that might originate from an artwork exhibited on the Joburg Online Exhibition Programme shall not necessarily be of the COJ and / or and its staff; but the owner of artwork.

8.2.5 COJ reserves the right to use selected artworks for a specific purpose of promoting COJ Online Exhibition programme

8.3 Inventory records

Whereas the artwork and intellectual property remains sole proprietary of the artist, the COJ will keep an inventory record of exhibited artworks which shall include artwork(s) images; full name of the artist, contact details of the artist, biography of the artist; and a write-up of exhibited artwork.

9. INDEMNITY

The artist and / or the potential buyer shall defend, release, indemnify and hold harmless the City, City officials or agents from any and all claims, demands, loss or damage and causes of action or equitable proceedings of any kind of nature emanating from the exhibition, to such extent that any such loss or damage is not the result of a City Official’s negligence or wrongdoing.

10. GUIDELINES REVIEW AND AMMENDMENTS

- a. Online Exhibition guidelines shall be reviewed after a period of two consecutive financial years and / or as per new developments arises in terms of regulatory framework and fair practice.
- b. Amendments of the online exhibition guidelines shall be signed-off by the accounting officer upon circulation and input by all parties in interest.