

THE ART ENTRANCE GALLERY

INTRODUCTION

The Art Entrance Gallery is the foyer space of the Army & Navy Building, available to the KGA courtesy the TATA Group, for the purpose of the exhibitions to encourage and provide space for Art collections and a platform for budding Artists. With this unconventional use of the Foyer, it is our belief that this bustling commercial area can help provide some relief to people in an otherwise busy day, as well as sensitise us to aspects that improve the quality of our daily lives in the city. **Booking of exhibits (Paintings, Sculptures and Pottery) is allowed, and can be collected by the respective buyers on the last day of the Exhibition.**

ART ENTRANCE GALLERY BOOKING PROCESS

- Available on a first-come-first-served basis only.
- Minimum booking period is one week.
- Bookings must be made at least six months in advance from the date of the Exhibition.
- Bookings must be made in person or through an authorized representative only.
- Booking confirmation will be made against a completed booking form along with all the **artists' bio-data, 4 or 5 photographs** of the work/paintings, **PAN card photocopy** and full payment, after samples of the artist work is approved by the KGA committee.

No Refund will be possible in case of cancellation. In case of postponement of an exhibition the artist has to find another artist to exhibit for those dates then only his/her exhibition will be postponed.

- The sale price of paintings, sculptures/pottery should not exceed to Rs 75, 000/- per painting.
- Exhibitors are requested to submit all the images of paintings, sculptures and pottery that are going to be exhibited a week prior to the exhibition at the Kala Ghoda Association office.
- Exhibitors are required to use the Art Entrance Gallery for the specified purpose only and objections raised by the owners of the space have to be adhered to.
- Non-compliance can invite closing down of the show without any advance notice for which our Art Entrance Gallery will not in any way be held responsible.
- Any unforeseeable reasons for cancellation or adjustment of the dates would have be accepted by the applicant.
- Any feedback on use of the premises, to be given in writing by the exhibitor to the Kala Ghoda Association.
- The Exhibitor must vacate the Art Entrance Gallery premises on completion of their exhibition. Any delay on this account by the Exhibitor would entitle the KGA to remove the exhibits from the Gallery premises. The KGA will not be held liable/responsible for any damages to the exhibit.

- The Exhibitors will make no demands for any extra facilities other than whatever is available at the Art Entrance Gallery. The Art Entrance Gallery will take normal care and precaution for the safety and security of the exhibits. If any loss or damage is caused, the KGA will not be liable. The exhibitors will manage their shows.
- The Kala Ghoda Association Committee reserves the right to remove any exhibit or exhibits from the Art Entrance Gallery which in its opinion are found to be obscene or objectionable in any matter or are not within the scope of the purpose mentioned in the application for the exhibition.
- If the Art Entrance Gallery is to be closed for reasons beyond its control, such as strikes, natural calamity or by Government notification, no refund of charges will be made by the Art Gallery. If, however, the management decides to close the Art Gallery, either will give another day in lieu of the closed day or will refund the charges for the day.

These rules are subject to alteration and modification at any time as per the discretion of the Committee of Management of KGA.

Kindly note that **NO ART GALLERIES** would be permitted to exhibit their work/paintings and in case it is found that the booking of the 'ART ENTRANCE GALLERY' has been done through an ART GALLERIES or ART PROMOTER, the exhibition will be **TERMINATED** with immediate effect.

Please note that you will need to bring your paintings on Friday evening at 5.00 pm to have them put up. Please do not bring them earlier as there is no storage space for the same.

TIMINGS

- Saturday to Friday – 10 a.m. to 6 p.m.

EXHIBITION OPENING

- The Exhibitor is permitted to organize an opening ceremony for their show, on the first day i.e. only **on a Saturday, between 6 p.m. to 8 p.m.**
- Non-alcoholic beverages along with finger snacks can be served. No heating arrangements will be permitted. The Exhibitor will have to make his own arrangements for serving snacks Care must be taken to not to cause any kind of damage to the premises. The Exhibitor must ensure that the place is left clean after the opening event.

PAYMENT DETAILS

- **Solo Show:** Rs 15,000/- per week
- **Group Show:** Rs 20,000/- per week

Only DD or cheques in favor of "**Kala Ghoda Association**" would be accepted (Rs 15,000/- for Solo Show and Rs 20,000/- for Group Show) **NO CASH** payments will be accepted.



C/o. A.T.E. Enterprises Pvt. Ltd, 4th Floor,
Dr. V.B. Gandhi Marg, Fort, Mumbai 400 001.
Phone: 65055034. Telefax: 22885972
Email: mail@kalaghodaassociation.com

The Exhibitor will give the amount applicable to him/ her as a Donation to the Kala Ghoda Association for which an official receipt with an 80-G tax exemption certificate will be issued.

- Also, on the last day of the Exhibition, the dismantling of the work/paintings can only be done only between 5 p.m. to 7 p.m.

For all correspondence with reference to the Art Entrance Gallery, please mention the following address:

KALA GHODA ASSOCIATION,
C/o, A.T.E ENTERPRISES PVT LTD,
4TH FLOOR 43 Dr. V.B.GANDHI MARG,
MUMBAI 400023.
Tel No - 65055034/ 22885972

Note: - Invites for an exhibitor should mention the venue / gallery address for the Exhibition as follows:

'THE ART ENTRANCE'
ARMY & NAVY BUILDING FOYER,
148. M. G. ROAD,
MUMBAI 400001.

The text matter for the invitations MUST be shown to KGA before printing for its approval.



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THE ART ENTRANCE GALLERY BOOKING FORM

NAME OF EXHIBITOR

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CONTACT DETAILS

ADDRESS.....

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TELEPHONE.....FAX.....

MOBILE.....EMAIL.....

PAN CARD DETAILS.....PHOTO-COPY ATTACHED-----YES NO

CORPUS DONATION FOR KALA GHODA ASSOCIATION

AMOUNT PAID.....CHEQUE/DD NO.....

DRAWN ON.....DATED.....

IN WORDS RUPEES.....

.....

EXHIBITION DETAILS

BOOKING DATES.....

EXHIBITION OF: PAINTINGS PHOTOGRAPHS OTHERS

SIGNATURE.....

DATE.....