

An Easy Start to Exhibition Proposals

The objective of this template is to provide prompts and space to think about what you would like to include in an exhibition proposal. Write to describe your conceptual concerns within the context of an exhibition.



Describe the Project: *Think about what your project is about. What are the **themes/conceptual concerns/curatorial questions** you want to explore in the project? Who are the artists you will be working with? How are these themes linked to your current practice? What are your influences?*

Grid of dots for writing.

Collaborations: *What are contemporary groups or artists, or schools of thought that you consider influences? How can this exhibition help you collaborate with other practitioners with similar interests? Who else can be involved in expanding the project?*

Grid of dots for writing.

Audiences: *Who is your audience? How will they engage with the work? Are you able to take this project to more than one audience (either geographically or virtually)?*

Grid of dots for writing.

Space: *In many ways, a proposal is all about making connections with what the space (gallery, museum, artist run center) is offering so that they see your project as something that fits well with their vision. This requires research on your part. What does this particular space offer that would be beneficial to your proposed project? What physical space do they provide? What equipment do you need for the exhibition? Think about your project from the partnering space's point of view. What can they hope to get out of the project (a cultural exchange, new audiences, community connections, sales, etc.)?*

Grid of dots for writing.

Curatorial proposals are usually 300-500 words and are written in the first person. You can begin by organizing your responses to the prompts on the previous page. Create three paragraphs that can serve as your project proposal.

- 1) Introduce your **conceptual/material concerns**.
- 2) Describe the **physical aspects** of the project you want to create.
- 3) Describe where your work is going. Include your **past achievements** and describe how this opportunity can help you **develop your practice**.



First Draft Create a first draft for your exhibition proposal using some of your responses to the prompts on the previous page, and following the guidelines above.

A large grid of dots for writing the first draft of the exhibition proposal.

Budget

Most proposals will ask for a budget. Depending on what you are expected to include in the budget, you can think about the following categories:

- Artist fees
- Curator fees
- Rent
- Installation costs
- Equipment rental
- Production costs
- Shipping
- Administrative costs
- Travel
- Marketing

Resources

Some resources to help further your research into writing as part of your curatorial practice:

1. The Bombay of Critical Analysis and Research. 2022. <https://www.bicar.org/write>
2. Poneke, Me Heke Ki. *Tips and Hints for Writing Proposals*. Wellington City Council. 2018. <https://static1.squarespace.com/static/589a8c096a4963ad40f38d2f/t/5ade4f406d2a73171825c30e/1524518721817/Tips+and+Hints+for+writing+a+proposal+2018.pdf>