

---

# DARK HORSE EXPERIMENT

---



---

## EXHIBITION APPLICATION FORM 2025

Exhibition proposals are invited from individuals, groups, artists, performers, innovators and curators.

400 Spencer St. West Melbourne 3003  
03 9328 5556

GALLERY HOURS:  
Wed–Sat 12–5pm

[www.darkhorseexperiment.com](http://www.darkhorseexperiment.com)  
[info@theblenderstudios.com](mailto:info@theblenderstudios.com)

## DARK HORSE EXPERIMENT

### **Contemporary art examining the limits of experimental art**

## **WELCOME TO DARK HORSE EXPERIMENT**

---

Dark Horse Experiment is a contemporary art gallery whose philosophy seeks to push the idea of contemporary and experimental art. We began as a research gallery, and still hold true to this philosophy of experimentation and exploration in art. The gallery opened its doors in 2008 as Michael Koro Galleries but changed its name in 2011. After ten years on Franklin Street, DHE moved to the edge of the CBD in 2019 and is now in Spencer St.

Director Adrian Doyle has curatorial responsibility and promotes and supports both emerging and established artists and curators.

The gallery accepts proposals year-round, however we are currently looking for exhibitions from April-Dec 2025.

### **Applications are now open.**

The Director will consider applications by all artists and in all mediums, including those who have an installation based proposal. Installation and performance artists and curators should be aware of the gallery space and the construction fabric of the space (walls, floor, ceiling, etc.).

And as such should visit the gallery before making a submission to be able to satisfy that the installation of works will not materially affect the integrity of the space.

Applying for an exhibition at Dark Horse Experiment does not guarantee your proposal will be accepted. We are, however, more than happy to provide feedback on unsuccessful applicants, to help them in their future applications. .

We realise as an artist you are more interested in the arts than the administration, but remember, a clear, complete, and comprehensive application will allow us to review your work fairly. But in the end the art should talk for itself.

## SELECTION CRITERIA (what we are looking at during the application process)

---

- Quality of Design and Production
- Original and distinctive work
- Professional background of the artist/ creator
- Suitability of proposed project/ exhibition/ workshop

## APPLICATION PROCESS.

---

### **You need to submit:**

- A completed Application Form [here](#)  
Including:
  - A current CV & artist bio (brief is better – 1 page selected please)
  - A brief description of your proposed project and explanation of concept, and any technique or constructing issues that may be encountered.
  - Up to 10 x files, images, videos and any other supporting material

## EXHIBITION TIMELINE (If your application is successful)

---

### **Upon selection:**

- Send back 2 x copies of signed contract (to be supplied upon confirmation)

### **5 weeks prior the opening date:**

- Send a media release wording and 3 high-resolution images of the artwork for the show.
- Let us know any electrical equipment/additional equipment you will be using/bringing into the space
- Confirm which 'hero image' (primary image from your collection) you would like to be used in our collateral (invites, online, etc.)
- Work out with the gallery any construction hanging or other foreseeable implementation issues.

### **7 days before the opening date:**

- Send in finalized listings for the exhibition including work titles, medium, year
- Submit exhibition price-lists
- Finalise art statement

**Day after closing:**

- Begin bump-out/de-installation

**COST:**

	1 week	2 week
gallery 1	\$1000 +gst	\$1500+gst
gallery 2	\$600 +gst	\$1000 +gst
full gallery	\$1350 +gst	\$1850 +gst

½ gallery meaning: our curator will pair you up with another artist so there will be 2 artists per exhibition.

Note: WE DO NOT TAKE COMMISSION FROM SALE  
ALL SALES ASPECTS WILL BE MANAGED BY YOU.

**1 week show**

- 1 day bump in
- 1 night opening
- 4 days open to the public (wed-sat)
- 1 day bump out

**2-week show**

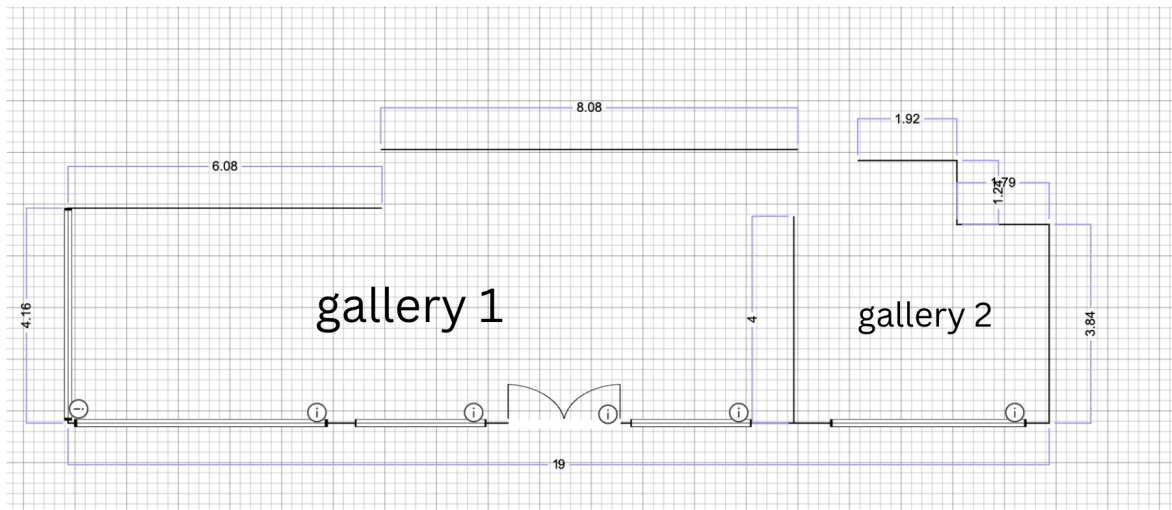
- 2 day bump in
- 1 night opening
- 8 days open to the public (wed-sat)
- 1 day bump out

**WHAT IS INCLUDED IN YOUR EXHIBITION FEES •**

- Electronic invitation mailed out to over 5,000 subscribers
- Social media marketing through instagram and facebook channels •
- Supply of standard installation devices (nails, screws, hammer, spirit level, tape measure, ladder)
- Plinths x 4 • Ready-made shelves (varying sizes) •

- Opening Night drinks (for sale – beer, wine, sparkling wine, soft drink)
- Advertising your exhibition on the DHE website•
- DHE staff managing and administering your show for the exhibition duration
- printing price list and poster for the exhibition

## FLOOR PLAN



## Gallery responsibilities

### The gallery will:

- Assist in curatorial decisions when required.
- Ensure that the space is clean and ready to install
- Send out to its media list and gallery contacts
- Print out the price list and print out the artist's statement
- Sit the gallery for the duration of the show unless otherwise specified
- Sales and administration unless otherwise stated

**The artist/curator will:**

- Ensure that they give information/ art statements C.V. etc by the proposed date
- Fix all walls and return the gallery to its original state.
- Create the show to the best of their abilities.
-