Tate Exchange Liverpool

Introduction, Guidelines and FAQs

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What is Tate Exchange?

Tate Exchange is an entirely new programme for the museum that explores how art makes a difference in society. It is an open experiment and ongoing programme of events developed by artists, practitioners, and Associates, both within and beyond the arts sector with the aim to build a dialogue around art, society, and the wider issues facing us today. The space provides opportunities for visitors and Associates to explore and activate the artwork from the Tate Collection currently on display. It’s located on the first floor of Tate Liverpool, a space for everyone to collaborate, test ideas and discover new perspectives on life, through art.

Tate Exchange is a place for you to drop in for a talk, enjoy a chance encounter with a pop-up work of art, watch a live performance, and join the debate.

In short, it’s a space for collaboration and innovation, and a forum for anyone and everyone to get involved with art in new and unexpected ways.

How will it work?

For its first year, Tate Exchange will be exploring the theme of ‘exchange’, shaped with help of artist Tim Etchells. We have invited grass-roots organisations, community groups, artists, colleges and universities to be our ‘Associates’ to work closely with us throughout the year. These Associates range from universities, independent galleries, arts collectives, theatre groups, festivals, to many more, both within and beyond the arts.

Inspired by the theme of ‘exchange’ and the art on display in the galleries, our Associates will collaborate openly and creatively with one another to develop lectures, performances, drop-in sessions, debates, and even art for the space.

Who is it for?

Tate Exchange is for you and the public. It’s for anyone and everyone who wants to participate in the creative process at Tate and who wants to explore new ways of thinking about art and its value to society. It’s for the observers, debaters, commentators, professionals, researchers, creators, hackers, tweeters, app makers, and everyone who has something to say or share about art. We want Tate Exchange to be a platform for opening up the museum, for testing ideas, and for encouraging new perspectives through the medium of art.

Programme

The programme at Tate Liverpool runs from September to August every year and aims to open up the museum to new, more diverse audiences. It will grow over the next three years to take place at all Tate sites and we will take on a small number of additional national and international Associate organisations and individuals with whom we shall collaborate.

It is an annual programme that draws directly on the different ways that art has become active over the last 60 years. Over this time, artists have changed our
understanding of what art can be and what it can do. Artists have involved the public more directly in responding and contributing to their practice and even in making work itself. Many have developed practices and processes that draw on everyday life, sometimes seeking to transform it.

Each year the Tate Exchange programme runs under an annual theme. In Year 1, the theme is exchange itself; the give and take of art and the give and take between people (shaped by artist Time Etchells www.timetchells.com).

YEAR 2: The second annual theme, starting in September 2017, will involve an exploration of the ideas held within the concept of production (shaped by artist Clare Twomey).

Tate Exchange also exists as an online platform for public engagement.

Aim, Objectives and Principles

1. AIM

Tate Exchange aims to consider what the role of art might be in relation to broader societal systems and structures; specifically to better understand how art makes a difference to people’s lives and through that to society more widely.

2. OBJECTIVES

   i. To create a common space (actual and virtual) for local, national and international public debate in which diverse voices and views generate new ideas and perspectives that contribute to cultural and societal issues of our time

   ii. To engender a deeper relationship with art for a broader public through new partnerships and approaches to engagement with art, ideas and through new social opportunities

   iii. To provide open and accessible cultural educational opportunities for all publics, with a particular focus on young people

   iv. To give participants an opportunity to contribute ideas by providing a platform and new networks reaching the broader cultural sector and generating practices, products and processes that can make a difference to culture and to society more broadly.

3. PRINCIPLES

For a programme or activity to be considered as part of Tate Exchange, it needs to:

   i. Inspire diverse audiences locally, nationally and internationally with new ways of engaging with Tate’s collection
ii. Invite and enable the audience to become collaborators in helping shape the programme, activities and outcomes.

iii. Embody the values of openness, generosity, risk and trust

iv. Make a connection to the annual Tate Exchange theme

v. Explore new ways of thinking about art, society, the museum and its changing relation to the public

**Tate Exchange Endeavours and Values**

Each new Associate will be asked to sign a Cooperation Agreement with Tate Exchange to demonstrate the values of generosity, curiosity, trust, risk and openness within their Tate Exchange programme. In turn, Associate artists and collaborators commit to these values in their approach to the participatory work along with the framing of Tate Exchange activity below:

- To commit to the responsibility of Tate Exchange as a public endeavour, participating in the Associate’s programme with the ethics and spirit that this responsibility requires.
- To not conduct any activity in relation to Tate Exchange that may have the effect of either jeopardising the delivery of Tate Exchange or that may bring either party or any other Associate into disrepute.
- To ensure new work created and published falls under Creative Commons
- To be in agreement with all operational and editorial guidelines for working in Tate Liverpool
- To deliver Tate Exchange activity within Tate Exchange in the first floor gallery of Tate Liverpool
- To frame the work within Tate Exchange Associate public engagement and not as ‘exhibition’ or ‘show’
- To refer to Tate Exchange as the programming venue in marketing and publicity materials
- To use #TateExchange or www.tate.org.uk/tateexchange in programme social media

If you are an Associate that is also a university or college, it is your responsibility to ensure the Cooperation Agreement and Tate Exchange guidelines are shared with all staff and students who are involved in contributing to Tate Exchange.

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**Protocols and Compliance**

In line with the contractual agreement between Associate organisations and Tate, Associates will work with artists and collaborators using the Tate Exchange PRODUCTION TOOLKIT that outlines the systems for compliance, operations and logistics within the Tate Liverpool building as well as working with the public and the
Tate safeguarding policy. The disclaimer below is a reminder of programme conditions:

Contributions of any kind within Tate Exchange, whether oral, in writing, in social online, or in any other form or medium should be made in consideration of other users. Contributions must not be in any way unlawful. This includes material that is defamatory, obscene or indecent, or menacing or harassing to any person or groups. Views expressed by Associates or participants through Tate Exchange are their own and, unless specifically stated, are not those of Tate. Tate accepts no responsibility for them. Contributions should never be made for the purposes of commercial advertising, marketing or promotion or to promote a party political point of view. Tate reserves the right to remove content that is unlawful or in breach of these conditions.

FAQs

When is Tate Exchange open?
Tate Liverpool and Tate Exchange are open Monday – Sunday, 10.00 – 17.00 in the winter and 10:00 – 18:00 in the summer.

We are closed 24–26 December and Good Friday, but open as usual on all other days of the year, including Bank Holidays and New Year's Day.

What resources does Tate Exchange have?

AV
Inside Tate Exchange we have a number of audio visual resources including a projector operated by a PC, a TV screen operated by a PC, two blu-ray players, HDMI and VGA connections and an audio sound system.

Furniture
We have tables and chairs that can be set up or removed depending on the use of the space.

Lighting
Lights can be controlled in Tate Exchange by easily accessible switches. To keep the space flexible for different events, Associates can choose whether to have the lights off completely (ideal for projections) or to have either the uplighters or downlighters on separately, or together.

Shelving
Within Tate Exchange are four shelves for displaying materials and objects for your event.

**What can I do in Tate Exchange?**

Tate Exchange is a place for visitors to drop in for a talk, enjoy a chance encounter with a pop-up work of art, watch a live performance, or join a debate. As a flexible space, it can be transformed into a discussion room, drop-in workshop, public talk, film screening and more. In Year 1, Tate Liverpool and founding Associates worked together to implement a judo workshop, a photography display, a dance stage and artist salon in Tate Exchange. For a detailed plan of the space with dimensions, please click here.

To see images of the space from previous events, please click here.

**What can I not do in Tate Exchange?**

As Tate Exchange is located within the gallery, we have to protect the artworks that surround Tate Exchange. Therefore, use of marker pens, paint, chalk, liquid glue, spray mount, scissors and other materials that are wet, cause dust or could be harmful are prohibited. Pencils, coloured pencils, biros, tape, vinyl and other materials are all welcome. If you are unsure on a specific material, please contact Jessica Fairclough.

Some of the artworks in the gallery also have sound so all events must be mindful of volume levels. We have worked with Associates to manage volume levels in year 1 including film screenings, use of a PA and live music.

**How do I bring my workshop or event materials to Tate Liverpool?**

If you have a large amount of materials needed for your event, you can request access to our delivery entrance. Please note, access is subject to availability and should be arranged at least 3 weeks in advance of your event. When submitting a request, please provide the vehicle registration and time of access required. Vehicles have a maximum of 30 minutes loading time. A member of the Associate organisation must be present during delivery.

Preferably, Associates and their materials would arrive via the main entrance to the building which can then be taken to Tate Exchange via lift access.

**Can I park at Tate Liverpool?**

Unfortunately there is no parking facilities at Tate Liverpool. Anyone visiting Tate Liverpool is entitled to receive 50% discount on parking for up to 24 hours at Q-Park Liverpool One. Ask for a voucher from a member of staff in the foyer when visiting the gallery.
When can I setup in Tate Exchange?

Our aim is to have activity happening in Tate Exchange, every day, throughout the year. This means that we unable to support an ‘install’ time ahead of the day of your Tate Exchange contribution. The earliest we can grant access to Tate Exchange is 09.00 on the day of your event or workshop. This needs to be pre-agreed when your proposal has been confirmed so we can designate a member of staff to supervising your arrival. The building, all galleries and Tate Exchange will then be open from 10.00 to the public. Please bear this in mind when scheduling your event.

Depending on the schedule of the building, we may be able to accept deliveries of materials prior to your event. If this is needed, please let us know as soon as possible.

All events must finish 30 minutes before the gallery closes (17.00 in winter, 18.00 in summer) and Associates must have left Tate Exchange and Tate Liverpool before closing time.

Additional Information

Filming and Photography

As Tate Exchange is situated within the Tate Collection, photography and filming is permitted throughout the gallery. However, delineating Tate Exchange from the gallery is a series of artworks by artist Tamara Henderson entitled A Fountain scratches what it knows 2016, With their tongues in madness 2016, The Archaic breath in the fernery shadow 2016, The girls in the garden 2016.

Please note this artwork cannot be photographed or filmed.

Tamara Henderson

Further to the prohibited photography and filming of Tamara Henderson’s work, please be mindful that the curtains in Tate Exchange are an artwork. They should not be touched or moved by Associates and should only be operated by a member of Tate staff.

Copy and Image for Tate Website

When a proposal has been accepted and confirmed as part of the Tate Exchange programme, Associates will then be required to submit copy and an image for the Tate website. Please be aware that all text on Tate’s website needs to adhere with Tate’s writing guidelines and tone of voice. Associate copy will be subject to editing in order to adhere with these guidelines. Published content on Tate website is final and edits to events will not be approved unless there are special or unforeseen circumstances.
**Health and Safety**
Each Associate will have a risk assessment carried out by Tate before their event in Tate Exchange. Please note access to ladders is strictly prohibited and all equipment brought into Tate must have been subject to PAT testing. PAT testing equipment not belonging to Tate is the responsibility of the Associate and Tate Liverpool are unable to carry this out on behalf of the Associate.

**Associate Toolkit**
To assist with Associate marketing and communications of Tate Exchange events, each Associate will be provided with a toolkit that will include guidelines for social media, press releases, digital/print collateral and use of Tate’s logo. Toolkits will be distributed when Associate programme is confirmed.

**Planning Your Event**

For current Associates:

1. Nominate one member of your organisation to be the lead contact for Tate Exchange.
2. Submit your proposal within the deadline specified.
3. Await to hear the outcome of your proposal.
4. If selected, Associate’s will then be asked to complete an operational and marketing checklist.
5. From this checklist we will then create an event itinerary and publish event online.
6. Liaise with Jessica Fairclough (Jessica.Fairclough@tate.org.uk) in the lead up to your event.

For new Associates:

1. Nominate one member of your organisation to be the lead contact for Tate Exchange.
2. Submit an Expression of Interest form within the deadline specified.
3. Await to hear the outcome of your expression.
4. If selected, new Associate’s will be asked to sign and return a Cooperation Agreement, agreeing to Tate Exchange’s aims, principles and objectives.
5. New Associate’s will then be invited to submit proposals for Tate Exchange.
6. Await to hear the outcome of your proposal.
7. If selected, new Associate’s will then be asked to complete an operational and marketing checklist.
8. From this checklist we will then create an event itinerary and publish event online.
9. Liaise with Jessica Fairclough (Jessica.Fairclough@tate.org.uk) in the lead up to your event.

**Questions to Consider When Proposing**

- Does your event meet the Tate Exchange aim, objectives and principles?
- Who is your event for?
- How will the public engage?
- How will you reflect the theme?
- Do you want to reference a current Tate Liverpool exhibition?
- How long is your event?
- How will you gather material for your evaluation?

Please bear in mind all of these questions when putting together your proposal.

During Year 1 we noticed our visitor behaviour in Tate Exchange changed throughout the week. We found our busiest day was Saturday with families and children visiting on weekends. Weekdays proved better for hosting discussions with visits from school and college groups and events that required booking didn’t always attract the highest amount of visitors.

Things to bear in mind:
- The majority of Tate staff work Monday – Friday so there are limited resources at the weekend. If your event requires additional support, it may need to be scheduled to a week day so we can provide more resources.
- Your designated member of Tate staff is here to assist you with your event setup and take down. It is your responsibility to manage or host your event.
- You must ensure you have a member of your organisation in Tate Exchange at all times during your event. This is for the benefit of public engagement and security of your belongings.

All of the planning and logistics for your event should be agreed and documented in an event itinerary, supplied by Tate, prior to your event. We will also complete a risk assessment for your event.

**Does Your Event Require Booking?**

All events in Tate Exchange are free to the public. If you feel as though your event requires booking, we will need to process this before an event can be added to the website. Please specify, where appropriate, which element of your event requires booking when submitting your proposal.

**Use of Clore Learning Studio**

Clore Learning Studio offers a resource that can be used as an additional space to Tate Exchange during your event. The studio is on the same floor as Tate Exchange but is separate from the gallery with the option of open or private access. For previous Tate Exchange events, Associates have used this space in a variety of ways including as an extension of their workshop, a place for live streaming, a green room for performers and a makers space (use of materials such as paint and clay are allowed).

Please note, the studio is subject to availability and on condition of the use of the space. Activity happening in the studio must be as an extension of what is happening in Tate Exchange and not as an alternative space.
Roles and Responsibilities

Tate Liverpool

The responsibility of Tate Exchange is assigned to one designated member of Tate Liverpool staff each day. Please bear in mind that Tate staff need to fulfill their daily duties and responsibilities and cannot be called upon to provide constant support in Tate Exchange.

The designated member of Tate staff will assist with setup and takedown only unless there is an emergency.

The Associate will be informed of the member of staff ahead of their event and contact information will be provided upon receiving an itinerary.

It is Tate’s responsibility to ensure Associates:

- Arrive at Tate Liverpool via the correct entrance.
- Sign in if Associate arrival is before 10.00
- Accompany Associates to Tate Exchange and supervise setup.
- Be available to assist with setup (positioning of furniture, basic AV assistance, operation of lights and Tamara Henderson’s artwork.
- Update visual communication for event.
- Brief Associate on code of conduct within the gallery as well as prohibited materials and operational rules.
- Assist with take down of event.

Associate

It is the Associate’s responsibility to:

- Manage their event
- Provide their own materials
- Welcome visitors into Tate Exchange during their event
- Engage with the public and ensure their contributions are being valued – see principles of Tate Exchange
- Not bring prohibited materials into the gallery of Tate Exchange
- Adhere to timelines and itineraries set out in collaboration with Tate
- Return a signed Cooperation Agreement ahead of any event taking place in Tate Exchange
- Consider the toolkit when publishing or distributing marketing materials
Please note this information is confidential and should only be used as a resource for planning your Tate Exchange Liverpool event.

<table>
<thead>
<tr>
<th>Floor</th>
<th>Date Range</th>
<th>Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth Floor</td>
<td>23 June 2017 – 15 October 2017</td>
<td>Otto Dix, August Sander</td>
</tr>
<tr>
<td></td>
<td>17 November 2017 – 18 March 2018 (dates TBC)</td>
<td>Egyptian Surrealism, John Piper</td>
</tr>
<tr>
<td>Second Floor</td>
<td>2 August 2016 – 29 March 2020</td>
<td>Constellations, Cindy Sherman, Joseph Beuys, Louise Bourgeois</td>
</tr>
<tr>
<td></td>
<td>22 September 2017 – 10 June 2018</td>
<td>Roy Lichtenstein</td>
</tr>
<tr>
<td>First Floor</td>
<td>26 November 2016 – 21 July 2019</td>
<td>LS Lowry, George Grosz</td>
</tr>
<tr>
<td></td>
<td>3 April 2017 – 2 September 2018</td>
<td>Reconfiguring American Abstraction</td>
</tr>
<tr>
<td>Ground Floor</td>
<td>23 June 2017 – 15 October 2017</td>
<td>Aleksandra Mir: Space Tapestry</td>
</tr>
<tr>
<td></td>
<td>17 November 2017 – 18 March 2018 (dates TBC)</td>
<td>Mary Reid Kelley</td>
</tr>
</tbody>
</table>

Year 2 of Tate Exchange will explore the theme of ‘production’ shaped by artist Clare Twomey. Proposals that acknowledge the theme or connect to current exhibitions at Tate Liverpool are encouraged.
Timeline and Deadlines for Associates 2017 - 2018

For events taking place between September – December 2017.

Please note, this period is for existing Tate Exchange Associates only. If you are wishing to submit an expression of interest to become an Associate, please see next page.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>27 February 2017</td>
<td>Submissions by Tate Exchange Associates for Year 2 open</td>
</tr>
<tr>
<td>20 March 2017</td>
<td>Deadline for proposals to be submitted if you would like your event to take place between September – December 2017. We will also accept proposals for 2018.</td>
</tr>
<tr>
<td>April 2017</td>
<td>Tate Liverpool steering committee meet to discuss and confirm proposals for Year 2 (Sep-Dec) programme</td>
</tr>
<tr>
<td>8 May 2017</td>
<td>Associates with selected proposals notified</td>
</tr>
<tr>
<td>5 June 2017</td>
<td>Deadline for sending your event copy and image. This will be used to add your event to Tate’s website.</td>
</tr>
<tr>
<td>June 2017</td>
<td>Events added to the website.</td>
</tr>
</tbody>
</table>

For events taking place between January – May 2018.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>27 February 2017</td>
<td>Submissions by Tate Exchange Associates for Year 2 open</td>
</tr>
<tr>
<td>30 June 2017</td>
<td>Deadline for proposals to be submitted if you would like your event to take place between January - April 2018. We will also accept proposals for later in 2018.</td>
</tr>
<tr>
<td>July 2017</td>
<td>Tate Liverpool steering committee meet to discuss and confirm proposals for Year 2 (Jan-Apr) programme</td>
</tr>
<tr>
<td>7 August 2017</td>
<td>Associates with selected proposals notified</td>
</tr>
<tr>
<td>15 September 2017</td>
<td>Deadline for sending your event copy and image. This will be used to add your event to Tate’s website.</td>
</tr>
<tr>
<td>September – October 2017</td>
<td>Events added to the website.</td>
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</table>

For events taking place between June – August 2018.

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<tr>
<td>27 February 2017</td>
<td>Submissions by Tate Exchange Associates for Year 2 open</td>
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<tr>
<td>22 December 2017</td>
<td>Deadline for proposals to be submitted if you would like your event to take place between June - August 2018. We will also accept proposals for later in 2018.</td>
</tr>
<tr>
<td>January 2018</td>
<td>Tate Liverpool steering committee meet to discuss and confirm proposals for Year 2 (Jun-Aug) programme</td>
</tr>
<tr>
<td>22 January 2018</td>
<td>Associates with selected proposals notified</td>
</tr>
<tr>
<td>22 February 2018</td>
<td>Deadline for sending your event copy and image. This will be used to add your event to Tate’s website.</td>
</tr>
<tr>
<td>March 2018</td>
<td>Events added to the website.</td>
</tr>
</tbody>
</table>
Timeline and Deadlines for New Associates 2017 - 2018

To become a Tate Exchange Liverpool Associate, we must receive an Expression of Interest form prior selection as an Associate. Once selected you will be required to sign a Co-operation Agreement before submitting a proposal.

For events taking place between January – August 2018.

<table>
<thead>
<tr>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>27 February 2017</td>
<td>Expressions of interest to become a Tate Exchange Associate open</td>
</tr>
<tr>
<td>3 April 2017</td>
<td>Deadline for expressions to be submitted if you would like to propose an event for Year 2 (January – August 2018)</td>
</tr>
<tr>
<td>April/May 2017</td>
<td>Tate Liverpool steering committee meet to discuss and invite new associates. Co-operation agreements signed.</td>
</tr>
<tr>
<td>May 2017</td>
<td>New associates invited to submit a proposal</td>
</tr>
<tr>
<td>16 June 2017</td>
<td>Deadline for proposals from new associates</td>
</tr>
<tr>
<td>July 2017</td>
<td>Tate Liverpool steering committee meet to discuss and confirm proposals from new associates for Year 2 (Jan-Aug) programme</td>
</tr>
<tr>
<td>28 July 2017</td>
<td>New associates with selected proposals notified</td>
</tr>
<tr>
<td>15 September 2017</td>
<td>Deadline for sending your event copy and image. This will be used to add your event to Tate’s website.</td>
</tr>
<tr>
<td>September – October 2017</td>
<td>Events added to the website taking place from January – August 2018</td>
</tr>
</tbody>
</table>

These deadlines have been set to coincide with Tate’s staff schedule and print deadlines for the Tate What’s On Guide.

Meetings

We host Associate meetings on a bimonthly basis to update you on Tate Exchange activity, work with you to create your programme and answer any questions you may have. These meetings provide the opportunity for current and new Associates to network, share and reflect their Tate Exchange contributions and keep up to date on the programme and forthcoming deadlines.

If you are unable to join us for a meeting, a copy of the minutes and PowerPoint will be provided along with the date for the next meeting.

2017 Meeting Schedule

Monday 20 March 2017, 10:30 – 12:00
Thursday 11 May, 10:30 – 12:00
Monday 12 June, 12:30 – 14:00
Monday 10 July, 12:30 – 14:00
Monday 11 September, 12:30 – 14:00
Monday 9 October, 12:30 – 14:00
Monday 6 November, 10:30 – 12:00
Monday 4 December, 10:30 – 12:00