

## THE O3 GALLERY

The O3 Gallery is an exciting new gallery for Oxford situated within the City's oldest quarter, the Oxford Castle Heritage project.

The gallery will present a dynamic programme of selling exhibitions by regional artists, offering the very best contemporary visual and applied arts.

Presented through a unique partnership between OVADA (Oxfordshire's Visual Arts Development Agency) and the Oxford Castle Trust, the gallery will aim to stimulate a buying market for art in Oxford, building on the success of Oxford Art Weeks Open Studios by providing a high quality central venue for solo selling exhibitions.

The space itself is of the highest quality and presented as an unusual circular gallery on two half levels. Fitted with state of the art lighting and hanging systems, flagstone floors and painted stone walls, the Gallery combines contemporary design with the unique heritage of Oxford Prison. Adjoining the Malmaison Hotel and adjacent to Carluccio's, the Gallery is only a few steps away from the newly opened Oxford Preservations Trusts' visitor attractions at the Castle and Mound.

Adding a new and unique dimension to the growing visual arts scene in Oxford, where visitors can already see world-class exhibitions at Modern Art Oxford and the best emerging and new artists at OVADA, this space will fill an acknowledged gap by providing a high quality commercial gallery where the profits remain within the voluntary sector.

We aim to ensure that the O3 Gallery provides a milestone in the development of an artistic career - a commercial launch pad providing publicity and exposure for the artist and generating selling opportunities for their work. The gallery will take fixed commission at well below commercial rates, giving artists greater opportunity to generate income from their exhibitions whilst not diminishing the quality of presentation.

The O3 Gallery will aim to draw new visitors to Oxford, to bring existing visitors into the gallery as part of their visit to the City and to stimulate a buying market as part of the growing cultural sector economy in the County.

In order to ensure that artists maximise the opportunity that the O3 Gallery presents, OVADA will offer exhibiting artists support in designing and presenting exhibitions, pricing, selling work, technical requirements, writing artists statements and publicity. Exhibitions will be marketed to the widest possible audience, connecting to visitors on site, cross marketing with other venues and networking within the commercial gallery sector. The O3

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Gallery website will provide an exhibitions and events listing as well as a wide range of links.

**The O3 Gallery: selling the best art in Oxford.**

[www.ovada.org.uk/news](http://www.ovada.org.uk/news) Tel: 01865 201782 email:  
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