



CHAPTER HOUSE LANE

MEDIA RELEASE

Tuesday 18 October 2011

Chapter House Lane – a not-for-profit contemporary art space in Melbourne

The small talk:

- Chapter House Lane is a new art space coming to Melbourne this November.
- It's located between Flinders Lane and Flinders St, alongside St Paul's Cathedral.
- The high exposure, public facing window space is currently undergoing a transformation. See video at <http://chapterhouselane.pozible.com>.
- Exhibitions will change each month, showcasing contemporary artwork by emerging and established Australian and International visual artists.
- Media and opening event Thursday 10 November

The big talk:

- Careers Australia licensed the space to Chapter House Arts Inc, for a peppercorn rent, freeing them from the most inhibiting cost - rent.
- Chapter House Arts Inc is crowd-funding in October to cover the many other start-up costs and raise awareness of the space, Chapter House Lane.
- With a target of \$3000, Chapter House Lane was 20% funded after its first day on Pozible, by appealing to networks, friends and family, and is now 66% funded.
- The surrounding community, notably Careers Australia, Alpha60, Ezard, Peter Rowland Catering and St Paul's Cathedral, has been supportive in a variety of ways.

The timeline:

Mar - Amy Rudder first sees the empty space

Apr - sees it's still empty

May - investigates the background of the space

Jun - approaches Careers Australia to enquire about using the space

Jul - approaches Louise Klerks to get involved; they invite other members later in month

Aug - Chapter House Arts incorporate as a not-for-profit organisation

Sep - license agreement with Careers Australia formalised

Oct - crowd-funding period

Nov - launch of Chapter House Lane

The key details:

- Pozible crowd-funding project profile: <http://chapterhouselane.pozible.com>
- You can catch info, pics and updates at – [facebook.com/chapterhouselane](https://www.facebook.com/chapterhouselane) & [chapterhouselane.org.au](http://chapterhouselane.org.au) – or for interview requests and images please contact:
- Amy Rudder | 0414 625 525 | [amy@chapterhouselane.org.au](mailto:amy@chapterhouselane.org.au) or
- Louise Klerks | 0404 118 105 | [louise@chapterhouselane.org.au](mailto:louise@chapterhouselane.org.au)

Chapter House Lane is supported by:



Chapter House Lane, entry via Flinders Lane, Melbourne 3000  
[chapterhouselane.org.au](http://chapterhouselane.org.au)