

ANDY DINAN IN A NUTSHELL

| founder & owner MARS Melbourne Art Rooms| art consultant | philanthropist| proud mum|

M +61 412999652 E andy@marsgallery.com.au W www.marsgallery.com.au

GALLERIST & ART CONSULTANT (10 yrs-ongoing)...

From passionate art collector to gallerist and art consultant, Andy Dinan created MARS (Melbourne Art Rooms) in 2004 after a long-term, deep-held belief that art should be for everyone. MARS was inspired by a need observed by Andy for a commercial gallery in Melbourne that supported mid-career Australian artists in a non- elitist manner, as well as providing support to emerging contemporary artists. MARS celebrated its 10th year by moving from their former dairy digs in Port Melbourne to a new purpose built commercial gallery at 7 James Street in Windsor in July 2014. Designed by JAM Architects in collaboration with Andy Dinan, the amenity brings new thinking to contemporary gallery spaces. Features include: Gallery; Black Box; Light Room; Drawing Room and basement stock room.

MARS is committed to best practice and transparency in the gallery process and provides the following key services: gallery/exhibitions, art rental strategy, consultancy/public art projects, pop-ups and Art Fair attendance. MARS works collaboratively with each artist to formulate a career strategy that responds to the question: what does the artist need and how can the talents of the [MARS] team and the [MARS] space help? MARS has responded to changes in the way people are buying art driven by global economic challenges and the internet by evolving a new and very different model to the market. To date MARS has: exhibited approximately 180 artists | assisted 84 Art graduates get a foot in the industry door since 2004 via the MARS Intern program | collaborated on many notable public art installations in collaboration with clients e.g.: *Centricity* Footscray Plaza (artist Matt Harding) | World Trade Centre 2014 | Smith Street Collingwood | The Acacia Place Light Wall Haven apartments|

PUBLIC RELATIONS DAYS (19 yrs) ...

1991-1999: Andy Dinan founded her own consultancy, P.R Works and later sold to Clemenger BBDO in 1999. Key accounts: Ericson mobile phones; Kraft foods; The Age; Gillette; Royal Melbourne Show; Kellogg's; Coffex; Melbourne Food and Wine Festival; Bryant and May; RACV; Myer; Jennings; St Michael's Grammar School.

1980-1990: PR consultant, Professional Public Relations, a top 5 Melbourne PR consultancy comprising 9 years in Melbourne office and 1 year in LA office. specialised in P.R. for arts organisations. Projects included several art exhibitions at Heide and the Fifth Australian Sculpture Triennial and profiling many leading Australian artists. The firm merged to Rowland Neilson Mc Carthy and later The Rowland Company.

CONCEPT CREATOR OF...

MARS [Melbourne Art Rooms] Gallery 7 James Street, Windsor in Melbourne.

MARS Intern program; MARS artist Mentor program; MARS artist retreat.

Off Your Back – Winter Coat Drive - Co-founder in 2006 – ongoing.

Art Beat – NGV – founding committee in 2004 – program aimed at engaging youth with contemporary art. Continued as a volunteer for 3 yrs.

Gallery Girl – column & TV series. www.artcollector.net.au/AndyDinanlaunchesartshowoncommunityTV

PHILANTHROPY INITIATIVES...

- Co-founder of *Off Your Back* coat drive for the homeless (2005-ongoing). 48,000 coats distributed to the homeless.
- MARS gallery has played host to more than 200 charitable and cause related fundraising functions since 2004 and is a drop-off point for *Off Your Back* coat drive for the homeless.
- Through the MARS Gallery Intern program Andy has mentored some 84 Art graduates. The program equips interns with a unique, hands-on industry introduction and career start.
- Andy sponsors a country retreat master/mentor program for fledgling artists to facilitate the passing on of skills from established artists.

- *Business Chicks*: Launched in the 80s to raise money for the Kids Helpline service.
- HEAT (Hospitality Employment and Training) luncheon 2013 for St Kilda Youth Services program. Andy supplied venue and PR for the event with 100% revenue going to the charity.
- Salvation Army board member/marketing committee: championed the marketing of the Red Shield Appeal and promoting the Salvation Army more broadly (7yrs). The campaign remains one of Australia's best-known and respected door knock events in Australia.

BOARD & COMMITTEE SERVICE...

TLC For Kids – Advisory committee (on-going) | Salvation Army-marketing committee (7yrs) | Off Your Back (since 2005) | NGV - Art Beat (3yrs) | Malthouse Theatre (2yrs) | Bayside Council Cultural committee (former) | City of Port Phillip Tourism and Cultural committee (former)

GETTING BACK TO CHARITY BASICS: ANDY'S PHILANTHROPY PHILOSOPHY...

It's about deeds, not words...Rolling up your sleeves and getting on with it...

Living it day to day...Keeping the cause or charity as the unabashed hero...Doing what it takes to return 100 per cent of fundraising to the cause/charity...It's not what you do, it's about doing something that's true to your style...because you believe in it and without expectation of commercial return or recognition.

SELECT MEDIA: PROFILES, INTERVIEWS, COLUMNS & COMMENTS PUBLISHED IN MEDIA...

Selected as one of The Australian Financial Review and Westpac 100 Women of Influence for 2104, one of 6 in the Philanthropy category.

http://www.afr.com/p/national/work_space/100women/australia_women_of_influence_IJvUBoVUxhHrnfqdhwC8l

Listed in "Who's Who of Australian Women" publication every year since its inception in 2006.

<http://www.theage.com.au/victoria/are-melbournes-commercial-galleries-becoming-an-endangered-species-20140623-3aoua.html>

<http://www.theweeklyreview.com.au/release/2941-the-ladies-who-lunch#.UGuZxa0H0A>

<http://www.smh.com.au/entertainment/my-secret-melbourne-andy-dinan-20140529-zrs5p.html>

<http://www.theage.com.au/national/melbourne-life/how-to-give-without-receiving-20130502-2ivm4.html>

<http://ocula.com/magazine/conversations/andy-dinan/>

<http://www.artnewsportal.com.au/art-news/industry-insights-with-andy-dinan-mars-gallery>

<http://visual.artshub.com.au/news-article/people/visual-arts/andy-dinan-182245>

<http://womanwithdrive.com.au/caring-for-your-artwork/>

<http://www.artcollector.net.au/MARSGalleryLandingonMARS>

<http://www.artcollector.net.au/MARSGalleryleadingpublicartcommissions>

http://www.afr.com/p/lifestyle/life_leisure/traveller_andy_dinan_402PepRY9oTi4NLgtXYNjK

www.marsgallery.com.au

<http://heresheis.org.au/voluntary-work/2013/02/andy-dinan/>

<http://au.linkedin.com/pub/andy-dinan/31/285/682>

https://www.facebook.com/MARSGallery/page_map

<http://whateverywomanneeds.blogspot.com.au/2013/09/a-stylish-life-andy-dinan-art-gallery.html>

MEDIA SEGMENTS & SPOTS

Gallery Girl column advises what is on in the visual arts scene in Melbourne has another life as a TV series on Channel 31. *This week with Gallery Girl* and can be found online. <http://vimeo.com/85412073>. The Block Channel 9 appearance.

EDUCATION & TRAINING...

RMIT – Certificate in Business Communications | Mercy Creative Arts School – Sculpture | Christies and Sotheby's (various art courses).

PEOPLE WHO CAN TELL YOU SOME MORE ABOUT ANDY...

Peter Clemenger AM, Clemenger Group | Maudie Palmer AO, Arts Curator | Kevin Luscombe AM, Luscombe & partners | Dure Dara, President of Victoria Women's Trust | Toni Joel, Tonic Products |

TOPICS ANDY WOULD BE DELIGHTED TO CHAT TO YOU ABOUT...

Giving without receiving...philanthropy...fundraising...all things contemporary art...issues facing sculptors today...life as a gallerist...work life balance...marketing and public relations (guest presenter at Monash Business Studies and Swinburne)...and much more