

Daylesford Macedon Ranges Open Studios 2018

Sat 21, Sun 22 April

Sat 28, Sun 29 April

Sat 5, Sun 6 May

Group Exhibition 21 April – 6 May

Submission process

Read these GUIDELINES thoroughly

COMPLETE the separate APPLICATION FORM

Ensure all the required ATTACHMENTS are included.

DEADLINE: closing date for 2018 program

Friday 15 September 2017, 5pm.

Submission is by electronic means only.

Submissions will be assessed by a Curatorial Panel of independent experts, appointed by the Committee.

Participation numbers are limited, incomplete applications will not be accepted.

On selection you will be required to pay the **Participation Fee** of \$300.00 and sign your agreement to observe these guidelines.

Artists Selected for the April/May 2018 program will be contacted by the middle of October to arrange inspection of their studio by members of the Committee.(Studios previously assessed exempt) If your studio meets the criteria, you will be **notified by email by 24 October.**

DMROS Mission Statement

Daylesford Macedon Ranges Open Studios is an event that brings together visual artists and the public.

Over three consecutive weekends each year, artists in the DMR region will invite the public into their studios to discuss and demonstrate their processes and skills and will be profiled as artists of the region for the following twelve months.

The program is only open to artists with a permanent studio in the DMR region. It exists for the purposes of promoting the making of original works of art and craft, to provide an opportunity for the public to become involved in the arts by meeting the artists in their studios, seeing their work and how it is produced.

Overall, the program aims to reflect the quality and range of fine arts and craft practised in the region. It fosters supporting programs and enables artists to support and encourage each other, develop new working relationships and provide mentoring.

How the Artist Benefits from this Event:

- Inclusion in the official **Guidebook**, (8,000 copies) which acts as an Arts Directory for the region for the next twelve months and is distributed widely throughout Victoria.
- Promotion of your profile on the official website for twelve months - until the April 2019 program.
- Twelve months Social Media exposure.
- Professionally designed and produced marketing material.
- A professional marketing campaign leading up to and during the studio openings.

- Provision of professionally designed exterior signage.
- Opportunity to collaborate with other artists in the region.
- Opportunity to sell your work directly to the public.
- Participation in the Group Exhibition, which runs for the duration of the program.
- Invitation to you and your guest to the Opening Event on Friday 20 April.
- Exposure to NGV Members promotion and special event studio visits.

Open Studio dates:

Wednesday, 18 April, Deliver artwork to Gallery

Friday 20 April, Group Exhibition Opening 6pm - 8pm

Saturday 21 April, Open Studios 10am - 5pm

Sunday 22 April, Open Studios 10am - 5pm

Saturday 28 May, Open Studios 10am - 5pm

Sunday 29 April, Open Studios 10am-5pm

Saturday 5 May, Open Studios 10am - 5pm

Sunday 6 May, Open Studios 10am-5pm

Monday 7 May, Collect artwork from Gallery and hand in **all**

Signage and Visitor book for Data Collection

ARTIST BRIEFINGS attendance essential

Friday 10 November 2017, Artist Briefing 1

Friday 2 February 2018, Artist Briefing 2

Friday 16 March, Artist Briefing 3

Friday 13 April, Artist Briefing 4 (final)

Friday 18 May, Artist Debrief

Participation Fee:

The participation fee is \$300.00. This will be used for marketing and promotional purposes. On notification that your application is successful, cheques or money orders made out to Daylesford Macedon Ranges Open Studios Inc. or direct bank transfers (contact us for details) **MUST be received by 24 October 2017 to confirm your participation and reserve your place in the Guidebook and Website.**

Artist Pack:

- Year-long promotion and exposure through DMROS marketing materials
- 100 Guidebooks
- 12 months website promotion and links to personal website.
- 2 Silk Banner Flags (DMROS owned to be returned)
- 4 Directional Signs (DMROS owned to be returned)
- Digital A4 maps to download
- Visitor Book for data collection (DMROS owned to be returned)

Eligibility:

To be eligible for the program the following criteria must be met:

- Be a practising artist living and working within the Hepburn or Macedon Ranges shire.
- Working in, but not limited to, the following fields: painting, sculpture, ceramics, textiles, printmaking, photography, jewellery, fibre art, glass and metalworking.
- Be willing to discuss and/or demonstrate your skills and processes in your studio to the public.

- Display a selection of your work in progress and realised, which can also be for sale.
- Have a safe, accessible and dedicated working studio, reflecting the quality of your work.
- Ensure your home insurance includes Public Liability to cover accidental injury to visitors
- Commit to abide by the Organising Committee stipulated terms and procedures.
- Commit to being present in your studio and **visibly open** with **DMROS signage ONLY during all the hours and days of the program.**
- In a case of illness or other emergency during the program, you must notify the Creative Producer or a Committee member immediately, in order to prevent visitors making the trip to your studio. **This is critical.**
- Commit to keeping a record of the number of visitors and to submitting it at the conclusion of the open studios.

These Guidelines are critical to the professional standing of the program and to the success of its future funding.

Submission requirements:

- Submission of a completed application form, including required photographs by 5pm Friday 15 September, 2017
- If selected for participation in the program, pay the fee of \$300.00 for marketing and promotion by Friday 24 October, 2017.
- All deadlines associated with the program must be met.

- Artists must be available at an arranged time to allow members of the Committee to inspect their studio.
- All briefing sessions must be attended. There will be four preceding the Open Studios event on Friday: 10 November, 2 February, 16 March, 13 April; **plus the Debrief on 18 May.**

Please mark these dates in your diary.

- Artists are required to assist with the promotion of the DMROS program through their own contacts by distribution of their allocated guidebooks, posters and other marketing material.
- All artists must promote each other and DMROS as a whole.
- **DMROS is a collaborative program**; artists are encouraged to visit the studios of other artists nearby to be familiar with their work, studio and location; prior to the open weekend or during designated Artist Visit Days during the program.

Artists are required to be at their studio on all days and specified hours during the designated opening period: i.e. the three weekends.

- Artists must be prepared to discuss their work regularly over the duration of the program. DMROS is an interactive occasion, not a static presentation of your work in an exhibition format.
- Signage, flags and data collection material are the property of DMROS and **MUST** be returned within two weeks of the event in good condition with all adhesive material removed ready for reuse next year. Any lost or damaged property will incur a replacement cost.
- **ONLY** DMROS signage and promotional material can be used

during the opening period, unless prior approval obtained. No DMROS collateral (e.g. flags, DL Flyers, signage) can be used outside of the opening period unless approved by the Committee. This includes, but is not limited to, use of colours, type, logo and photographs.

- All artists must submit **ONE artwork** for inclusion in the **Group Exhibition**, the work is for sale and a min 25% commission will be deducted from the sale price (works NFS will not be accepted). Selection of the work will be by consultation with the Exhibition Curator. Work to be delivered and collected on designated days, to be advised.
- The Organising Committee accepts no responsibility if the program is cancelled due to circumstances beyond our control.
- Bus tours or other commercial visits are only accepted on successful application to DMROS and the agreement of destination artists.
- **All taxation, insurance and other legal requirements are the responsibility of the individual artist.**

Submission Material:

1. A current C.V. or Biography
2. 3 to 10 images of work completed in the last two years, including a portrait of yourself working in your studio. The artist may also include images of the process of their practice.
3. Images of the studio environment, including both interior and exterior.

4. You can provide other support material including links to websites that supply your work, e.g. Gallery work and any press-related work that profiles you or your practice.
5. Images and application must be received via email. All images must be labeled correctly with the artists name and must be high resolution or at least 2000px wide. Please ensure that images are no larger than 1MB each and are in JPEG format.

Photography and Copyright:

1. All ancillary photographs will be by a professional photographer nominated by the Organising Committee. This is to maintain the professional and consistent appearance of the Guidebook.
2. Any works within studios are likely to appear in photographs. It is the artist's responsibility to ensure that the studio is ready for photography and that any items that you do not wish to appear in a photograph are removed from view.
3. The photographs are taken to convey the atmosphere of the studio, not to provide a catalogue of artwork.
4. Photographs may be used for promotional purposes relating to DMROS.
5. Final decisions regarding photographic selections for the Guidebook are made by the graphic designer appointed by DMROS.
6. The copyright of all images taken by a DMROS representative and used for the purposes of promotion and

reproduction in the Guidebook remain the property of the Organisers.

PLEASE PRINT OUT THESE GUIDELINES AND KEEP AS YOUR REFERENCE DURING THE YEAR.

DATES WILL BE AS STATED UNLESS NOTIFIED BY EMAIL.

2018 Curatorial Panel:

Isobel Crombie: Assistant Director,
Curatorial and Collection Management,
National Gallery of Victoria

Lesley Harding: Curator, Heide Museum of Modern Art

Beverly Knight: Executive Director, Alcaston Gallery

