

27-29 May 2017

**SPRINGFLING**

Scotland's Premier Art and Craft Open Studios Event



Upland



## SPRING FLING FAQs

### // What is Spring Fling?

Spring Fling is the most successful event of its kind in Scotland. An annual contemporary visual art and craft open studios event that takes place across Dumfries and Galloway, it was set up in 2003 to support and promote the region's professional artists and makers and their businesses. Whilst the event is about opening an individual workspace to visitors, the success of the event involves a team effort with artist and makers, the voluntary Board of Directors, and the wider tourism sector all working together to make Spring Fling a unique experience. It requires commitment from each individual artist and craftmaker to ensure that work is produced to a high quality and that the public enjoy visiting a welcoming and interesting studio where an artist or maker is prepared to talk about his or her practice. In Autumn 2015, Spring Fling CIC evolved in to Upland Arts Development CIC. Upland now provides a year-round creative and professional development programme for its members, with Spring Fling as its annual flagship event.

In 2016 Spring Fling had one of its highest number of visits and visitors per studio ever recorded (total: 40,549; per studio 431). With 94 artists and makers taking part in 2016, £216,946 was spent in studios. View the 2016 Facts here [https://issuu.com/springfling/docs/facts\\_2016](https://issuu.com/springfling/docs/facts_2016)

### // When is Spring Fling 2017?

Spring Fling runs from 27 – 29 May 2017

Participants must commit to opening their studios between the hours of 10.30am - 5.30pm each day (Saturday, Sunday, Monday) and may also choose to open for one or more evenings on Friday (26<sup>th</sup>), Saturday (27<sup>th</sup>) and Sunday (28<sup>th</sup>).

### // How much does it cost?

The cost of taking part in Spring Fling is £270 (£10 application fee, £30 members fee, £230 participation fee).

If applying for the Step-Up Bursary, and successful, participants will pay the reduced amount of £190 (£10 application fee, £30 members fee, £150 participation fee). On applying, applicants will be required to make a payment of £10 (included in the overall £270).

**If successful, full payments are due by 5pm on Friday 11th November 2016.**

## // How do I apply?

Applications open now on and can be submitted until no later than **5pm Sunday 16 October**. Applicants must create an account, log in and submit their SF2017 application through the Upland website. Applications in any other format will not be accepted.

## // Why should I apply?

Spring Fling is the most successful event of its kind in Scotland.

It is marketed as a unique opportunity for the public to visit artists and makers in their studios, see how they work and buy or commission artwork. In 2016 participants reported our overall visits and visits per studio at a total: 40,549; per studio: 431, we also saw significant increases in sales, with sales across all studios over the weekend totalling £216,946. The Upland team are committed to operating an effective press and marketing campaign to attract visitors to the region for the Spring Fling weekend and to raise awareness of the event amongst local residents.

With a regional exhibition and Spring Fling Rural Mural (SFRM) in Dumfries & Galloway, Glasgow, Newcastle and Berlin gaining national press profile, in 2016 we achieved national and local coverage valued at £86,960, reaching an audience of over 3 million. It is anticipated that the Spring Fling 2017 press strategy will include a regional press and media campaign, advertising in specialist arts press and coverage in national and international newspapers and magazines.

The marketing campaign in 2017 will aim to include:

- 18,000 brochures printed in January 2017 and distributed to 'Friends of Spring Fling', to postage paid requests through the website and through tourist information centres, libraries, museums, galleries, recommended venues and accommodation providers.
- 25,000 fold out maps distributed to our UK mailing list of over 6,500 strong UK along similar lines, as well as among relevant outlets across Scotland, the North of England and further afield in the UK and appropriate arts mailings outside the region.
- Updated web profile for each Spring Fling Artist.
- E-commerce opportunities for Spring Fling Artists.
- A social media marketing campaign using primarily Facebook, Twitter(@spring\_fling) & Instagram (@springfling). This is regularly linked up with the Spring Fling website, individual artists' websites and artist social network profiles. At 08/16 we have over 3050 Twitter followers, over 2498 Facebook fans and over 719 followers on Instagram.
- Press coverage locally and nationally - in 2016 we had press coverage in places such as The Times, Reporting Scotland, ITV Border Life, The Scotsman, The Herald, ITV News, Scotland on Sunday, Dumfries and Galloway Life magazine, Homes and Interiors Scotland and Ireland and we were also featured on many blogs in Berlin.

## // What happens with selection?

After the submission deadline, a selection panel meets to go through the applications and curate the event. As of Summer/Autumn 2016, a change in the meeting of the selection panel is now in effect (as voted in by the Members on 25.08.16). The panel is now split in to craft and visual arts, with artists and industry professionals focusing on their area of expertise in the morning and regrouping in the afternoon to make the final decisions and curate the event as a whole. The selection panel makes its decision(s) based on the application criteria.

## // When and how does selection happen?

The selection meeting is scheduled for week commencing 24<sup>th</sup> October 2016. All applicants will be notified of the outcome of their application by the 28<sup>th</sup> October. Successful applicants will receive an email detailing that their application has been successful and will receive a form for the brochure information and a request for participation fee (and membership fee if they are not already a member). Membership will now be membership of Upland CIC, previously Spring Fling CIC. Along with taking part in Spring Fling, this will also allow you to take advantage of various member's opportunities throughout the year.

Those who have not been selected will be sent an email stating they have been unsuccessful. The decision of the selection panel is final. Upland will not be giving any feedback to unsuccessful applicants. Any queries you may have regarding the outcome of your application should be addressed to Joanna Macaulay, Upland's Events & Exhibitions Manager (please do not contact members of the Upland Board or selection panel directly). Please note that Upland Board Directors are required to submit as full an application as any other applicant and do not vote on their own application.

## // Who will be on the selection panel?

At the 2016 Upland AGM, the members voted to change the selection process and the amend the selection criteria (as noted above). The selection panel will be separated into two groups, craft and visual art. Each group will consist of professionals from each field who will then make their selection. The two groups then reconvene to make the final selections and to curate the event as a whole.

The 2017 selection panel will consist of:

**Clare Hanna (craft panel):** Clare originally trained in jewellery and textiles. Having worked for Dumfries & Galloway Council as a Craft Officer in the formative years of Spring Fling, Clare returned to assist in the production of the event when she took on the role of Director of Upland (maternity cover) from September 2015 – June 2016. Clare has over 17 years' experience in the applied arts, public funding and a wealth of knowledge about the artists and makers of the region.

**Dawn Youll (craft panel):** Dawn is Craft Programme Producer at Cove Park and a ceramicist who exhibits across the UK and internationally. Prior to working at Cove Park, Dawn was Craft Officer for Dumfries & Galloway Council and taught in ceramics and the 3D departments of Glasgow School of Art and Gray's School of Art.

**Lucy Carlow (craft panel):** Lucy manages the highly successful Designs Gallery in Castle Douglas and brings a wealth of knowledge and experience in arts event programming and curating to the panel, along with a good knowledge of the local region and its artists.

**David McDonald (visual art panel):** David is a freelance Creative Consultant with over 25 years' experience working in the cultural sector, including previous roles as senior manager at Creative Scotland, Arts Development Officer at Stirling Council, lecturer in art and design, workshop facilitator and arts practitioner. He has recently been appointed as Arts Development Director of DG Unlimited.

**Rebecca Coggins (visual art panel):** Rebecca is Principal Officer for Dumfries & Galloway Council's Arts and Museums. As a previous committee member for Spring Fling CIC, Rebecca has an informed knowledge of the area and its arts practitioners.

**Bea Last (visual art panel):** Bea is a D&G based visual artist creating large scale, contemporary, abstract paintings, that by their very physicality are to be experienced. Bea has exhibited widely across the UK, with work held in both the private and corporate sector.

**Jane McArthur (observer):** Jane was Visual Arts Development Officer for the local council during which time she originated and co-produced Spring Fling. She has extensive knowledge and over fifteen years experience in curating, commissioning and managing contemporary art in commercial galleries and public spaces. Jane is a member of the Upland CIC board.

Upland staff will be on hand to facilitate the process of selection do not have any involvement or input in to the selection made.

## // Do I need to be based in Dumfries and Galloway to apply to take part?

No. We have two schemes which allow artists based outwith the region to take part:

1. The Springback scheme is for artists and makers who have a connection to either Spring Fling, Upland or to the region. For example, Springback artists may have grown up in D&G, have been a resident artist in D&G or have worked on a project with Spring Fling/Upland.
2. The Neighbours scheme will allow a limited number (6-8) of artists from the neighbouring regions of The Borders, Cumbria, South Lanarkshire, East and South Ayrshire and Northern Ireland to take part in Spring Fling just across the border (e.g., Cumbrian and Borders artists would set up an open studio in the east of D&G, South Ayrshire artists would set up an open studio in the west of D&G etc.).

## // Must I be a Member of Upland to apply to take part?

No. You do not need to be an Upland member to apply, but if you are accepted you will be obliged to become an Upland member which will be valid until August 2017 for £30. Formerly a Spring Fling member, since September 2015, Spring Fling CIC evolved into [Upland CIC](#) which is now the regions visual art and craft development organisation with Spring Fling being its flagship event. Once you have been in Spring Fling you can renew your membership each year and will be eligible for Upland's year round opportunities and support.

## // Can two artists apply together?

The only circumstance under which two artists can apply together is if they run one business and work exclusively together under one name. Please also note that artists must apply individually and each pay full fees and membership to participate in Spring Fling. 'Guest exhibitors' (or any sharing of studio space with other artists) are not sanctioned unless each artist at that location has completed an application and been selected to participate. This is to ensure that all those who participate meet the Spring Fling criteria and to keep the process fair for all.

## // What criteria are applications assessed on?

### Core Criteria

1. A creative and original approach to your art practice
2. Quality of the applicant's work (design and/or concept, technical ability)
3. Clear intention, substance and coherence in work presented
4. Professionalism, based on applicant's CV, artist statement and images

The panel may also take in to consideration:

- Proposed visitor experience -Visitors expect to see a working environment and also to talk to the artist about his or her practice. For those who are unable to show their work in their studios, the panel expects to see efforts made to recreate the studio atmosphere and show their creative process.
- Previous participation (for applicants who do not get through the first selection step immediately) - Previous participants will be given a higher priority if they demonstrate a broadening and/or deepening of their practice.

### Springback Criteria

If you are applying under the Springback (formerly Homecomer) scheme your application will be considered against the core criteria above plus these additional criteria:

1. The applicant demonstrates a strong link with Spring Fling and/or Dumfries and Galloway.

2. The applicant offers a complementary practice that will enhance the Spring Fling open studio trail and will use the space (allocated or chosen) to re-create a studio atmosphere.
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of print marketing in their home region.

### **Neighbours Criteria**

If you are applying under the Neighbours scheme your application will be considered against the core criteria above plus these additional criteria:

1. The applicant lives and works in one of the following regions: South Ayrshire, East Ayrshire, South Lanarkshire, Scottish Borders, Northern Ireland and Cumbria.
2. The applicant offers a complementary practice that will enhance the Spring Fling open studio trail and will use the space (allocated or chosen) to re-create a studio atmosphere.
4. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of print marketing in their home region.

### **Step-up Bursary Scheme**

We started the Step-up Bursary in 2014 to help artists in need of financial aid to take part in Spring Fling. The bursaries will be awarded in the form of discounts on the participation fees. If you are applying under the Step-up Bursary scheme your application will be considered against the core criteria above plus ANY of the additional criteria:

1. You are recent art school graduate who has graduated between 2014 and 2016
2. You have only started your practice as a professional artist or maker within the past two years (i.e. 2014 - 2016)
3. You are based in a remote area of Dumfries & Galloway where fewer visitors will be visiting, but believe the quality of your work will be a great addition to Spring Fling
4. Your work is less commercial but the quality of work and what visitors can experience in your studio will be a great addition to Spring Fling
5. You are participating as a Springback or Neighbour artist or maker, but will need the relief on the fee to justify the additional cost for transportation, travel and accommodation

Priority will be given to new applicants and those who haven't taken part in the last 2 years.

## **// What if I don't have a studio?**

In the first instance we will try to match artists without studios with other artists who have the space and are willing to pair up. We also have a bank of venues in the region that are willing to host artists for the weekend. The types of venues that we have used in the past include Gracefield Arts Centre, The CatStrand and The Mill on the Fleet.

## // Are there any extra events or projects planned?

For those who have participated in Spring Fling Open Studios before, you will know that each year we present a series of add-on projects and associated events on the lead up to and during Spring Fling. These additions to the main event come in the form of either regional, national and international exhibitions or public arts projects such as Spring Fling Rural Mural and serve to assist in further promoting the Open Studios weekend and draw in new audiences. These event add-ons have proved a great success and help to make the event different from year to year.

### Spring Fling Exhibition

The 2017 Spring Fling exhibition will take part out with Dumfries & Galloway at New Brewery Arts in Cirencester. Participation in this exhibition is not mandatory, applicants are invited to submit their work for this exhibition. They can do this in the application form. This exhibition will take place from the **Saturday 25th March till Sunday 14th May 2017**. This is a selling exhibition which serves to promote Spring Fling Open Studios and its participants to new audiences and to draw these audiences up to D&G for the SF weekend.

We invite artists to put forward their work for this exhibition. Please note that although applicants may be successful in being selected for Spring Fling Open Studios, this does not guarantee selection for the exhibition at New Brewery Arts. Selection for this exhibition is at the discretion of the New Brewery Arts curatorial team and will be made based on the following:

- Work relative to NBA exhibition space
- How the artist/work fits with NBA audiences
- Work should be inspiring and high quality, highlighting creativity & skill

New Brewery Arts is a craft focused organisation, and therefore they will be assessing submitted work in this context. However, 2D and fine art is invited also. Visit [www.newbreweryarts.org.uk](http://www.newbreweryarts.org.uk) to see more information about New Brewery Arts.

## // Are there any conditions of entry?

All successful applicants are obliged to agree to the following conditions:

- to be present, whether as sole occupant or sharing a studio / workshop / temporary Spring Fling space, during the weekend opening times (10.30 - 5.30) at all times (the public come to meet you as much as to see your work).
- to have Public Liability Insurance for the duration of Spring Fling 27 - 29 May 2017 and acknowledge that Upland cannot be held responsible for any accidents occurring on your premises during the event.
- In addition to Spring Fling's marketing, participants are expected to do their own marketing in their own areas by distributing brochures and leaflets, this applies to all participants including those from Dumfries & Galloway, Neighbours and Springbacks.

- to allow children access to studios when accompanied by a responsible adult.
- to pay £10 non-refundable application fee on application.
- if not already a member, to pay £30 to become an Upland Professional Member for one year by Friday 11<sup>th</sup> November 2016
- to pay the participation fee of £230, or £150 if offered the Step-up Bursary by Friday 11<sup>th</sup> November 2016, unless an agreement is made with Upland to pay in instalments.
- to submit the information required for the Spring Fling brochure (statement, recommendations, directions, facilities, friends offers) no later than Friday 11<sup>th</sup> November 2016 (a request for information will be sent to successful applicants).
- if selected to take part in the exhibition at New Brewery Arts, to submit information and pieces of work to the gallery when required.
- if included in other events or projects, to submit the required pieces of work for the exhibitions when required.
- to collect, place and return studio signage and other studio essentials and complete the Spring Fling 2017 participants' evaluation before Friday 9 July 2017 (more information will be sent to successful applicants in May 2017).

## // How much does it cost to apply and take part?

Each application must be accompanied with a £10 non-refundable application fee.

If your application is successful, you will be required to become a member of Upland which costs £30.00 per year by Friday 11th November 2016.

**For D&G Artists / Makers, Neighbours, Springbacks** - The participation fee will be £230. Total fee including Membership and application fee is £270.

*Please note, if you are applying as a Neighbour or Springback and need a venue, Spring Fling will help you in arranging your venues. Although in most cases the venues will be available for free, e.g. sharing a local artist's studio etc., if there is a cost, you will be obliged to pay for this.*

**For Step Up Bursary Artists** - The participation fee will be £150. Total fee including Membership and application fee is £190.

All participants must pay their participation fee and membership fee by Friday 11th November 2016. In special circumstances, participants may pay the fee in two instalments - 50% before Friday 11th November 2016 and 50% before Monday 30<sup>th</sup> January 2017. This must be agreed in writing with a member of staff at Upland before the end of November 2016.



## // Are there any reduced fees?

Supported by the Barfil Charitable Trust, Spring Fling will offer a limited number of **bursaries to reduce the standard participation fee** (£230 reduced to £150) for artists and makers who are in need of financial aid due to them just starting out, because of geographical reasons, or due to the nature of their work. Priority will be given to new applicants and those who have not taken part in the last two years. Criteria for applicants in this category can be found in 'What criteria are applications assessed on?' section above.

## // Do I have to complete an evaluation form after the event?

Yes. It is a condition of taking part that you must submit a post event evaluation within a month of the end of the event.

## // How can I get help or advice before I apply?

You can contact Joanna Macaulay, Upland's Events & Exhibitions Manager, [joanna@weareupland.com](mailto:joanna@weareupland.com) or call 07787299487

## // What further information will Spring Fling request if I am successful?

We will request the following information from successful applicants after the selection that must be submitted **no later than Friday 11<sup>th</sup> November 2016** via an online form:

- Brochure statement
- Directions to studio
- Recommendations (e.g. places to eat and local sites of interest)
- Friends offers
- Facilities on offer
- Marketing information - numbers of brochures / signage required