

26-28 May 2018

**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 craft maker 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 2017 Spring Fling had its highest number of visits and visitors per studio ever recorded (total: 43,134; per studio 463). With 93 artists and makers taking part in 2017, £213,565 was spent in studios. View the 2015 Facts here [https://issuu.com/springfling/docs/facts\\_2017](https://issuu.com/springfling/docs/facts_2017)

### // When is Spring Fling 2018?

Spring Fling runs from 26 – 28 May 2018

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 (25<sup>th</sup>), Saturday (26<sup>th</sup>) and Sunday (27<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 Monday 27<sup>th</sup> November 2017.**

## // How do I apply?

Applications are now open and can be submitted until no later than **5pm Monday 23<sup>rd</sup> October 2017**.

Applicants must create an account, log in and submit their SF2018 application through the Upland website. Applications in any other format will not be accepted. Please avoid submitting your application in the final days if possible as due to a high concentration of applicants applying last minute the system may be liable to overload and we want to make sure we have staff on hand to provide support. Please make sure you contact Joanna Macaulay ([joanna@weareupland.com](mailto:joanna@weareupland.com)) with any questions before the 17<sup>th</sup> October 2017.

To apply go to - [www.weareupland.com/apply/signin](http://www.weareupland.com/apply/signin)

## // 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 2017 participants reported our overall visits and visits per studio at a total: 43,134; per studio: 463, sales maintained in this unsteady economic climate with sales across all studios over the weekend totalling £213,565. 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.

We have built up a strong audience and sustainable relationships with local, national and international press and media. Coverage for SF2017 included ITV News, BBC Radio Scotland, The Herald, Crafts Magazine, among others. It is anticipated that the Spring Fling 2018 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 2018 will aim to include:

- 18,000 brochures printed in February 2018 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 flyers distributed 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 5<sup>th</sup> September 2017, we have over 3306 Twitter followers, over 2732 Facebook fans and over 1057 followers on Instagram.
- Press coverage locally and nationally - in 2017 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 industry blogs.

## // What happens with selection?

After the submission deadline, a selection panel meets to go through the applications and curate the event. The selection panel makes its decision(s) based on the application criteria. Upland staff will then inform on their selection.

## // When and how does selection happen?

The selection meeting is scheduled for week commencing 30<sup>th</sup> October 2017. All applicants will be notified of the outcome of their application by the following week. The selection panel is 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.

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.

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

The 2018 selection panel will consist of:

**Jo Scott: (craft panel):** Jo manages Craft Scotland's programme of exhibitions and events both in the UK and internationally. Jo works closely with Craft Scotland's partners to develop high-quality projects and helps makers grow their practice.

**Samuel Sparrow (craft panel):** Samuel is a Designer. After graduating from Glasgow School of Art he cut his teeth working for home-ware giants Ikea and Habitat in London before establishing his own company. Sparrow and Co. (The Sunday Times' Top 10 Online Interior Shops, 2015) is a British homeware brand that promotes traditional making processes and celebrates the imperfect and inherent beauty that comes from functional, handmade products. He returned to Dumfries and Galloway with his family in 2016.

**Maggie Broadley (craft panel):** Maggie is a graduate of the Ceramics Department of Glasgow School of Art and former Executive Director of Craft Town Scotland, an award-winning, community-led creative regeneration project based in West Kilbride. Maggie has

recently launched CoCreate, offering a collaborative approach to craft, creative and community development. She is particularly interested in enabling local communities, artists and makers to manage and participate in creative and entrepreneurial projects.

**Jo Hodges (visual art panel):** Jo Hodges is a public artist based in Scotland with a diverse practice that explores relationships, systems and change. Her practice is multidisciplinary and driven by research and context. She is interested in public space, public engagement and in research and experimentation at the intersection of environment, culture, science and technology. She is Co-Curator of Sanctuary Lab, a 24-hour event in the Galloway Forest Dark Skies Park exploring darkness and technology.

**Dawn Henderby (visual art panel):** Dawn Henderby is the Arts Officer at Gracefield delivering a programme of local, national and international art and craft and looking after a permanent collection of over 600 artworks. A graduate of Edinburgh College of Art, and the MLitt, Museum and Galleries Studies at St Andrews University, she has worked in the arts for over 26 years.

**Diana Sykes (visual art panel):** After adventures driving the Travelling Gallery around Scotland and its islands Diana Sykes settled in Fife as Director of the Crawford Arts Centre in St Andrews. With a small team, she now runs Fife Contemporary, a pioneer organisation delivering a programme free from a venue. Working across Fife through a series of partnerships it has developed and supports an artists' network as well as delivering public activities including exhibitions, residencies and engagement. With work from the local to the international it has a particular interest in the dialogue between visual art and craft.

**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.

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 out with the region to take part:

1. The Springback scheme is for a limited number of 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. Upland will support these artists in finding venues.
2. The Neighbours scheme will allow a limited number 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.). Upland will support these artists in finding venues.

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

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 2018 for £30. 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. Membership opportunities in 2017 have included exhibitions out with the region, mentoring, workshops and further creative and professional development opportunities.

## **// Can two or more 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.

Generally, artists must apply individually and each pay full fees and membership to participate in Spring Fling. Artists can share studio but must apply individually. '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 2015 and 2017
2. You have only started your practice as a professional artist or maker within the past two years (i.e. 2015 - 2017)
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?**

Spring Fling is an Open Studios event and you must give a very good reason as to why you wish to take part if you cannot open your own studio but if your application is successful Upland will support you in finding 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. If you want to arrange your own studio that is fine, however, Upland will want to make sure it is suitable. If you have concerns about what makes a studio suitable, please contact us for a chat.

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

This year we will not be doing a Spring Fling only exhibition. Upland's year-round remit does however mean that Upland Professional Members will have the chance to get involved in a variety of other opportunities.

## **// Are there any terms and 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 26–28 May 2018 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 Monday 27th November 2017.
- to pay the participation fee of £230, or £150 if offered the Step-up Bursary by Monday 27th November 2017, 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 Monday 27th November 2017 (a request for information will be sent to successful applicants.)
- to collect, place and return studio signage and other studio essentials and complete the Spring Fling 2018 participants' evaluation before Monday 25th June 2018 (more information will be sent to successful applicants in May 2018). I understand that if I do not, there may be a cost to me for loss of signage.

(Signage is expensive to produce and care must be taken to return all signage as soon as possible after the event before planning for the next event begins. There may be a cost to you if signs are not returned.)

## // 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 5pm on Monday 27<sup>th</sup> November 2017.

**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 5pm on Monday 27<sup>th</sup> November 2017. In special circumstances, participants may pay the fee in two instalments - 50% before 5pm on Monday 27<sup>th</sup> November 2017 and 50% before Monday 29<sup>th</sup> January 2018. This must be agreed in writing with a member of staff at Upland before the end of November 2017.

## // 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 before the 17<sup>th</sup> October 2017.

## // **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 5pm on Monday 27<sup>th</sup> November 2017** 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