

26-28 May 2018

SPRINGFLING 

Scotland's Premier Art and Craft Open Studios Event

Upland 

Application Guidelines 2018

This document serves to support you in your completion of the Spring Fling 2018 application form.

Please visit <http://www.weareupland.com/apply/signin/> to apply.

You will be asked to register and will be able to save and come back to your application. If you applied for Spring Fling 2017 you will be aware of this new system – please login rather than register. Those who did not apply for last year's event should register. Returning users can reset their passwords if necessary.

Once you have an account you can login in when and as often as you want until your application is complete. The deadline for applications is no later than **5pm on Monday 23rd October 2017.**

Questions you will be asked:

Section 1: Contact Details

Correspondence Contact Details and which type of artist you are.

Tell us if you are applying as a Dumfries and Galloway artist, a Springback artist or a Neighbour (based in Cumbria, Scottish Borders, South Ayrshire, East Ayrshire, South Lanarkshire & Northern Ireland)

For D&G Artists

For Springback Artists –Please tell us your connection to D&G, Spring Fling or Upland.

For Neighbour Artists - please tell us if you require a venue or if you have one already. Please also tell us which region you live and work in. Neighbours will be placed in the area of D&G closest to their region, e.g. Cumbrian artists in the east and South Ayrshire artists in the west.

Section 2: Your Work & Studio

Please tell us in which media you work, and describe your work further e.g. techniques, materials, styles, and your price range. If you can't price your work or it is not for sale then please insert 0 into the to, from boxes and provide information on why you can't price it.

If you have taken part in Spring Fling before, we'd like to know. Also, if this is your first time.

Tell us about your studio plans. If you are using your own studio, are you willing to share with another artist? If you need to use another venue we will need to know why e.g. you are applying as a neighbour. If you cannot use your own studio and have not arranged one do you need support from Upland to do this? As this is an open studios event we would like some more information on why and where you propose to use.

Section 3: Bursary & Fee

Let us know if you are applying for the Step-Up Bursary or paying the full fee. If you would like to apply for financial aid you will need to answer the questions that are applicable to you in this section.

Section 4: Spring Fling Criteria

In this section, you have information on what your application will be assessed on and you will be asked to upload your images and CV, to write a brief statement and information on the visitor's studio experience. If your application is successful we will use image 1 in the brochure and the others on the Spring Fling website.

YOUR APPLICATION WILL BE ASSESSED ON THE FOLLOWING:

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 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.

Images

Applicants are required to submit four images of work from the last three years.

Note: The first image you upload should be the one that you prefer to use in the Spring Fling brochure. Please consider how your work can best be represented in the brochure and provide images accordingly. View the 2017 brochure [here](#) to see how images are displayed.

Images should be:

- 1000 x 1000-pixel minimum in size (both height and width) e.g. 1800 x 1200
- 300 dpi
- Maximum 4MB for each image
- Jpeg, jpg or png
- In sharp focus
- On a plain, clean or neutral background
- Shot with professional lighting or even daylight
- **Of the work only** – i.e. please exclude frame, glass etc.

The images you submit will need to demonstrate the quality of your work, and for applicants who have taken part before, they should also demonstrate a progress in your practice from previous years. We highly recommend that you commission a professional photographer to capture your work. Local photographer [Euan Adamson](#) has worked with many artists from Spring Fling and also award winning, Edinburgh based, [Shannon Tofts](#). You can also outline the progress in your work in your Artist Statement.

If you are an artist working with the moving image and you wish to submit visual material in film format, please contact Joanna Macaulay on joanna@weareupland.com before 17th October 2017.

Applications will not be considered unless visual material is submitted. Please note it is your responsibility to ensure these images are your copyright and are cleared for use in the Spring Fling 2017 brochure, marketing and promotional campaign. It is your responsibility to inform and supply us with any relevant copyright information. The brochure designers must also approve all images for

content and reproduction quality. Spring Fling reserves the right to refuse or request alternative images if submitted materials do not meet standards.

> Upload your images

CV

We welcome artists and makers at different stages of their careers and with diverse experiences. Your CV will be assessed on its clarity, relevance and professionalism, and is a good way for the panellists to understand where you came from.

Tips on how to write an artist CV: <http://www.artquest.org.uk/how-to-articles/artist-cv>

Artist Statement - Max. 200 words.

Your statement is crucial for the panellists to see the idea, influence, context and aims of your work, and a good statement should add weight to the images you have submitted.

Tips on how to write an artist's statement

<http://www.artquest.org.uk/how-to-articles/artist-statement>

Proposed quality of the visitor/studio experience (Max. 200 Words)

Spring Fling is promoted as a unique opportunity for visitors to enter artists' private and/or creative spaces to find out what they make, how they make and, importantly, where they make. What the visitor experiences at each studio is crucially important. We would like to see examples of what you will offer the visitors to Spring Fling to enhance their experience of visiting a real studio - for many visitors that 'behind the scenes', personal experience is the reason they come back both to Spring Fling and to particular studios, and purchase work.

Some examples are: demonstrations, sketchbooks, works in progress, collaborations, 'have-a-go' opportunities, equipment or tools of the trade, recent press coverage, competitions, pre-event social media campaigns, etc. These are merely suggestions - you may have many more, or utterly different ideas. This is important for all artists - both those in their own studios, and those in temporary studio venues or studio shares.

Section 5: Submission

Terms & Conditions of Entry

All applicants must agree to the following conditions:

I wish to apply to participate in Spring Fling 2018 and if my application is successful I understand and agree to the following:

- 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.

By submitting your application, you agree that you have read and understood the application process to Spring Fling 2018 and confirm that the information provided in this application relates only to the event in respect of which the application is made and is correct to the best of my knowledge at the time of writing. I confirm that the images supplied in this application are my copyright and do not infringe the copyright of others and that, if my application is successful, they are cleared for use in the Spring Fling 2018 brochure, marketing and promotional campaign.

Please note: Your application will not be accepted until you have paid the non-refundable £10 application fee via PayPal. You will be taken to PayPal to pay the £10 application fee. You do not have to have a PayPal account, nor do you need to set one up. You can simply choose to pay by card (debit or credit).

Once payment has been made you will be redirected to a page thanking you for your submission. You will also receive an email receipt.

GOOD LUCK WITH YOUR APPLICATION!