

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 2018, Spring Fling had another successful year in terms of visitor numbers (total: 31;439 per studio 365). With 86 artists and makers taking part in 2018, £202,814 was spent in studios. View the 2018 Facts here <https://issuu.com/springfling/docs/factsdoc-compressed>

// When is Spring Fling 2019?

Spring Fling runs from 25 – 27 May 2019

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 (24th), Saturday (25th) and Sunday (26th).

// How much does it cost?

The cost of taking part in Spring Fling is £275 (£15 application fee, £30 members fee, £230 participation fee).

If applying for the Step-Up Bursary (or the New Graduates scheme), and successful, participants will pay the reduced amount of £195 (£15 application fee, £30 members fee, £150 participation fee). On applying, applicants will be required to make a payment of £15 (included in the overall £275).

If successful, full payments are due by 5pm on Monday 26th November 2018.

What do I get for my £275?

You get lots for your money, so much so we've outlined it below:

- Advertising in local and national publications
- Print Materials (18,000 brochures, 18-20,000 flyers, 3000 prize draw cards, posters, Friends cards, stickers)
- Websites (Spring Fling and Upland)
- SF website (whole)
- SF website artist's listing
- Upland website promo
- Social media promotional campaigns
- Studio feature countdown (daily 86-1)
- Route feature (new for 2019)
- Facebook, Instagram, Twitter, Flickr, Vimeo
- Distribution of print materials
- Paid manpower in Glasgow & Edinburgh
- Posting of brochures to Friends of Spring Fling
- Posting of brochures via website orders
- Delivery across council drop points
- Artists, staff and friends manpower distribution of brochures and flyers
- Signs to point to your studio
- Ordering new signage (if necessary) due to loss, damage or not returned
- PR photo sessions with PR specialist and press photographer (not all studios)
- Professional photos of studios over the weekend (not all studios)
- Specialist articles in newspapers, magazines, TV and Radio
- Promotion from December through till June
- Staff to deliver event and coordinate all of the above
- Upland membership until August 31st 2019: member only opportunities, newsletters and more

If you spent £275 on promoting your career or selling your work elsewhere you might get an 1/8-page advert in one month of a magazine or pay for a small run of print materials. So, it is worth putting the Spring Fling participation fee in context to truly appreciate what great value for money it is (especially for new participants).

// How do I apply?

Applications are now open and can be submitted until no later than **5pm Monday 22nd October 2018**.

Applicants must create an account, log in and submit their SF2019 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) with any questions before the 19th October 2018.

To apply go to - www.weareupland.com/apply/signin

// Why should I apply?

If everything listed above isn't enough...

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 2018 participants reported our overall visits and visits per studio at a total: 31,439; per studio: 365, sales maintained in this unsteady economic climate with sales across all studios over the weekend totalling £202,814. 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 SF2019 included ITV News, BBC Radio Scotland, The Herald, Crafts Magazine, among others. It is anticipated that the Spring Fling 2019 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 2019 will aim to include:

- 18,000 brochures printed in February 2019 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.
- 18-20,000 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.
- Paid workshop opportunities for Spring Fling Artists and associated marketing
- 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.
- Press coverage locally and nationally - in 2018 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 29th October 2018. 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). Successful applicants pay £30 to become a Member of Upland which is valid until the end of August 2019. 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 2019 selection panel will consist of:

Lynne Atkinson: (craft panel): Lynne is the manager and curator of The Whitehouse Gallery in Kirkcudbright, one of the region's leading gallery spaces. The gallery prides itself on covering a wide range of disciplines, from paintings and sculpture, to ceramics, textiles, jewellery, glass and so much more.

During her ten years at the gallery, Lynne has built up a vast network and knowledge of local and national artists and makers. She is constantly striving to find interesting and unique work by visiting various galleries, art fairs and open studio events across the country wherever possible.

Alex Rigg (craft panel): Alex Rigg has been making live events since 1982. These have taken a number of forms and been shown in several different countries. If there is a common thread to the style and content of these events then it must be a strong need to push boundaries around, to set foot on unknown soil and generally to play with our concepts of art outside its accepted form. He trained as an archaeological illustrator, drystone dyker, blacksmith, fine-artist, dancer, timber-framer and costume maker/designer.

His performance work, has been shown in many countries and to many kinds of people. His approach is off-beat and either enigmatic or impenetrable..... decide for yourself. He has worked with, for and alongside many leading creative artists and companies in Scotland. Together with his wife, Florencia García Chafuén, he runs a collaborative performance company called Oceanalover whose main preoccupation is to take imaginative and poetic work out into the world.

Helen Voce (craft panel): Helen Voce is an independent project manager, programme and event producer working locally, nationally, internationally and voluntarily in the creative industries. She designs, facilitates and produces opportunities, initiatives and spaces in which creative practitioners, micro-businesses and projects can realise their full artistic and business potential. Her professional specialism and personal interest is contemporary craft and design.

Current clients and roles include Make Works as Regions Co-Ordinator, facilitator of the Tanween Design Programme for emerging designers based in the UAE at Tashkeel, Dubai, Co-

Producer of Applied Arts Scotland's Digital Craft Toolkit for the British Council Thailand and Fife Contemporary as a Board member.

Tina Fiske (visual art panel): Tina has been based in Penpont in Dumfries and Galloway for over 10 years. Until April 2016, she was a Lecturer in Contemporary Art and Curating in the History of Art department at the University of Glasgow. Prior to leaving, she oversaw the development of the new MLitt in Curatorial Practice (Contemporary Art), offered jointly by the University and the Glasgow School of Art. Between 2007 and 2015 Tina was funded by Creative Scotland as Research Associate for the National Collecting Scheme Scotland, working with curators from 9 public collections across Scotland to develop or enhance their intersections with the contemporary visual arts. In 2016, she established CAMPLE LINE, an independent visual arts organisation based at Cample Mill outside Thornhill, and currently sits on the board of The Stove Network.

Amy Whiten (visual art panel): Amy Whiten graduated from Duncan of Jordanstone College of Art in 2004 in Illustration and Printmaking. Since then she has worked freelance as an illustrator, artist, curator and educator. She is partner and founder of Recoat, the grass roots urban art specialists we partnered with on Spring Fling Rural Mural in 2014 and 2016.

Katie Anderson (visual art panel): A sculptor and public artist based in the East of the region, Katie's portfolio includes permanent and temporary public artworks across Dumfries and Galloway, as well as gallery exhibitions and community-focused working through workshops, events and festivals. Her work is primarily interested in people, places, materials and collaborative practice, working both independently and as part of arts collective, The Stove Network. Her practice draws on a wide variety of skill sets and approaches, including sculptural casting, traditional sign painting, installation and sound works.

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 three schemes which allow artists based out with the region to take part:

1. Springback Scheme

The Springback scheme is for a limited number of artists and makers (6-8) 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. Neighbour Scheme

The Neighbours scheme will allow a limited number of artists (6-8) 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.

3. New Graduate Scheme

This is a brand-new scheme introduced for the 2019 event. It is open to a limited number of newly graduated artists and craft makers (2 spaces) from anywhere in Scotland. Those who have graduated within the last 2 years (2016-2018) are welcome to apply. Successful applicants will be automatically awarded one of our Step-Up Bursaries which reduces the total fee from £275 to £195. Upland will support these artists in finding venues within the region.

// **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 2019 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 2018 have included exhibitions such as an international print exchange with the Icelandic Printmakers Association, a renewable energies exhibition at the Kirkcudbright Galleries, and further mentoring, residencies, workshops and 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.

New Graduate scheme

1. Applicant lives and works in Scotland
2. Applicant is a new art/craft/design graduate (between 2016 and 2018) and has informed in the application on their specialism/degree, place of education and year of graduation
3. 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.

Applicants could decide to apply through the other schemes if they are applicable, in doing so they would be subject to the additional criteria of the other scheme and considered against a larger pool of applicants.

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 2016 and 2018 (not via New Graduate scheme)
2. You have only started your practice as a professional artist or maker within the past two years (i.e. 2016 - 2018)
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 or haven't received the bursary within the last two years.

// What is the difference between the New Graduates Scheme and applying through the Step-Up Bursary?

The New Graduate scheme is brand new for the 2019 event. It is open to new graduates from all over Scotland who, if successful will be automatically awarded a reduced fee from the Step-Up Bursary.

The Step-Up Bursary is a financial aid scheme open to artists and makers applying through all our application routes. Whether you are an artist or maker from Dumfries and Galloway, or are applying as a Springback or Neighbour, the bursary scheme is open to all. We have a limited number of bursaries to award.

The aim of the new scheme is to promote the work of emerging and newly graduated artists, makers and designers in Scotland. We can however, promote similar talents from out with Scotland via our Neighbour and Springback schemes and should they look for financial aid, this can be applied for via the Step-Up Bursary. Applicants applying through these other schemes would be subject to the additional criteria of the other scheme and considered against a larger pool of applicants. This scheme allows new graduates to take part in an event for professional artists and makers and can allocate two spots in the 2019 event especially for New Graduates.

If you are unsure about which scheme to apply for please get in touch.

If you are an emerging artist or maker from, or with a connection to Dumfries and Galloway, look out for Emerge: a 9-month mentoring and bursary scheme.

// 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, Threave Visitor Centre, The Print Room 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 exhibition in the region. Instead, we are researching to take SF2019 to a Scottish art fair prior to the open studios event. We will also be providing paid workshop opportunities for SF participants.

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 or an agreement?

Yes. All applicants will be required to agree to the terms and conditions of taking part in the event when submitting their application. By submitting your application, you agree to these terms. These are as follows.

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 25–27 May 2019 and acknowledge that Upland cannot be held responsible for any accidents occurring on your premises during the event. If hosting workshops, public liability should cover those dates too.
- 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, Springbacks and New Graduates. (More information on what you should be doing to make the most of the event will be given to successful applicants.)
- to allow children access to studios when accompanied by a responsible adult.
- to pay £15 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 26th November 2018.
- to pay the participation fee of £230, or £150 if offered the Step-up Bursary by Monday 26th November 2018, 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 26th November 2018 (a request for information will be sent to successful applicants along with a participant's agreement.)

- to collect, place and return studio signage and other studio essentials and complete the Spring Fling 2019 participants' evaluation before Monday 17th June 2019 (more information will be sent to successful applicants in May 2019). I understand that if I do not, I may incur a late sign fee.
- To give Upland consent to hold my personal information in relation to the event and for the duration of my Upland membership in accordance with GDPR regulations. I understand this will be used by Upland only and in the promotion, facilitation and delivery of Spring Fling 2019 and Upland projects until the end of my membership.

If successful, all participants will be required to sign a version of this for SF2019 participants (Participants Agreement) by Monday 26th November 2018.

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

Each application must be accompanied with a £15 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 26th November 2018.

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 (and successful New Graduates) - The participation fee will be £150. Total fee including Membership and application fee is £195.

All participants must pay their participation fee and membership fee by 5pm on Monday 26th November 2018. In special circumstances, participants may pay the fee in two instalments - 50% before 5pm on Monday 26th November 2018 and 50% before Monday 28th January 2019. This must be agreed in writing with a member of staff at Upland before the end of November 2018.

// 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 or call 07787299487 before the 19th October 2018.

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

If successful, we will inform you that you have been selected. We will then follow this with a request to submit your participants information below **no later than 5pm on Monday 26th November 2018**.

1. Online form detailing:
 - 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
2. Signed Participants agreement
3. Total participation fee and Upland membership fee (unless paying in agreed instalments)

Please contact Joanna Macaulay, Upland's Events & Exhibitions Manager with any queries.
T: 07787 299487 or E: joanna@weareupland.com