

23-25 May 2020

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 into 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 2019, Spring Fling had another successful year in terms of visitor numbers (total: 36,333 visits). With 93 artists and makers taking part in 2019, £203,715 was spent in studios. View the 2019 Facts here <https://issuu.com/springfling/docs/factsdoc>

// What is an open studios event?

An open studios event is when artists and makers open their studios to the public. Visitors get to see where work is made, how it is made, what tools are used, what materials are used, works in different stages of completion and some finished work too.

This is the core of Spring Fling.

Please think about this when applying for Spring Fling, especially if some applicants are not using their own studio. As the event puts emphasis on the studio feel, this is what participants need to recreate if using a different venue, rather than just an exhibition of work.

// When is Spring Fling 2020?

Spring Fling runs from 23 – 25 May 2020

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 (22nd), Saturday (23rd) and Sunday (24th).

// 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 4th December 2019.

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, 10,000 joint flyers with Arts Festival, 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 (e.g. daily 93-1)
- Route feature
- Facebook, Instagram, Twitter, Flickr, Vimeo
- Distribution of print materials
- Paid manpower in Glasgow, Edinburgh, Belfast and Carlisle
- 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 the above
- Upland membership until August 31st 2020: member only opportunities, newsletters and more

Putting the costs into perspective...

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 **Midnight on Sunday 27th October 2019**.

Applicants must create an account, log in and submit their SF2020 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.

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 2019 participants reported our overall visits and visits per studio at a total: 36,333; per studio: sales maintained in this unsteady economic climate with sales across all studios over the weekend totalling £203,715. 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 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 2020 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 2020 will aim to include:

- 18,000 brochures printed in February 2020 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.
- Exhibition advertising/print/promotion for exhibition in Belfast
- New audience reach in Belfast will support core Spring Fling weekend

// 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 during the week commencing 4th November 2019. 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.

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 2020. 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 Assistant Director (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 2020 selection panel will consist of:

Irene Kernan: (craft panel): Irene Kernan joined Craft Scotland as Director in September 2018 having worked previously at Edinburgh Sculpture Workshop. There she led a major capital project and the strategic development of the organisation over a 15-year period and set up the national network of production facilities. She is currently Acting Chair of Glasgow Sculpture Studios.

Carol Sinclair (craft panel): Carol is a ceramic artist and graduate of Grays School of Art. She has been running her own studio for the last 28 years, formerly in Edinburgh before moving to Forfar in Angus in 2017. A keen collaborator Carol has been involved in a number of artist led initiatives, most recently as part of the Smart Plastics Group. She is currently a Director of Really Interesting Objects CIC and is Chair of Applied Arts Scotland. Carol has been working as a creative business adviser and trainer for the last 17 years, with clients including Cultural Enterprise Office, NESTA and the British Council, with international projects in Iceland and Thailand. Carol currently represents craft on the Creative Industries Advisory Group to the Scottish Government, was a specialist adviser for the Scottish Arts Council (now Creative Scotland) and member of Creative & Cultural Skills Council employers groups, Scottish and Crafts.

Rebecca Coggins (craft 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.

Louise Briggs (visual art panel):

Louise Briggs is currently the Arts & Heritage Programmer at Studio Pavilion at House for an Art Lover overseeing a robust and diverse year-round programme of exhibitions, events, residencies, courses and public engagement opportunities that span art, design and architecture. She was previously Programme Curator for Glasgow Sculpture Studios where she coordinated international residences and solo commissions by artists including Teresa Margolles; Jimmie Durham; Zofia Kulik; Siobhan Hapaska and Gareth Moore. Whilst there she also initiated and established the Glasgow Marseille artist exchange and the MFA Graduate Fellowship. In 2017 she presented new work by Canadian artist Megan Rooney in partnership with Cove Park, Argyll & Bute and Tramway, Glasgow. Louise has worked as a writer and curator since 2012 after graduating in postgraduate studies in Contemporary Art Theory from Edinburgh College of Art.

Lucy MacLeod (visual art panel):

Lucy founded OutPost Arts in 2018 - a rural arts organisation established to create opportunities for artists/makers and residents of Langholm & Esk Valley, promoting regeneration, learning and health/wellbeing. Prior to this, Lucy studied Fine Art (graduating with a degree in Drawing & Painting) and developed a successful commercial art and illustration practice with a focus on fashion, beauty and music; creating striking original visuals for an eclectic and prominent list of clients including Warner Bros, Disney/Marvel, British Airways, Levi Strauss, Harvey Nichols, House of Fraser, La Perla, Royal Mail, Virgin, The Guardian, The Independent, The Times, Marie Claire and Nylon Magazine

Mary Morrison (visual art panel): With extensive, in-depth knowledge of the creative arts and industries sector, Mary has managed the CABN project since its pilot year in 2009, building the network and support it provides within the Scottish Borders.

Mary has worked with Scottish Borders Council since 2005, initially managing the youth film making project (VOMO - Voice of My Own), and as a Cultural Co-ordinator for Moving Image. Before this, she worked in the film industry for many years, latterly as an award-winning producer for Red Kite Animation in Edinburgh.

Mary has a MA Hons in Fine Art from Edinburgh College of Art and Edinburgh University and Post Graduate Diploma from Edinburgh College of Art for which she received a Distinction. After a spell teaching in Barcelona, she returned to her native Western Isles to work in Heritage and Environmental Interpretation before embarking on a career in the developing Scottish animation industry.

Mary is a practicing visual artist, based at a WASPS Studio in Selkirk and exhibits regularly.

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?

Although the event is primarily for artists and makers living and working in Dumfries and Galloway, 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 was 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 (2017-2019) 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 2020 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 2019 have included exhibitions such as a pop-up exhibition in Dumfries, a stand at the Great Northern Contemporary Craft Fair, a pop-up exhibition in Edinburgh, subsidized professional photography and PR sessions 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 into consideration:

- Proposed visitor experience - Visitors expect to see a working environment and 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 core criteria 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.

New Graduate scheme

1. Applicant lives and works in Scotland
2. Applicant is a new art/craft/design graduate (between 2017 and 2019) 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 2017 and 2019 (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. 2017 and 2019)
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 was 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 2020 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. As well as the bursary and mentoring, successful Emerge awardees take part in Spring Fling 2020 for free!

// 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 are delighted to present a brand new exhibition opportunity with new partners across the sea at Island Arts Centre, Lisburn. This is an exhibition opportunity open to all Spring Fling participants and will be a collaborative exhibition with artists and makers from Northern Ireland. This exhibition will take place from 23 April – 20 May 2020 and will be an invaluable tool in driving audiences to Spring Fling, increasing awareness of the event and distribution of event print materials.

As well as the exhibition, selected participants will also have the chance to present a workshop in Lisburn which will be a paid opportunity.

This exhibition follows a brief and will be selected based on its criteria as we cannot accommodate all Spring Fling participants at the venue.

In the application form you will be asked to express your interest in this exhibition opportunity. After the open studios selection is made, Upland will send out more information to those interested and will curate this exhibition with Island Arts.

// 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 take part in Spring Fling Open Studios 2020. Once my application has been selected, I understand I have committed to the event. Only under special circumstances will the participation fee be waived if I pull out after this point.
- 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 23–25 May 2020 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, Springbacks, New Graduates.
- 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 2nd December 2019.
- to pay the participation fee of £230, or £150 if offered the Step-up Bursary by Monday 2nd December 2019, 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 2nd December 2019 (a request for information will be sent to successful applicants.)
- to collect studio signage and event promotional materials, to place signage in suitable locations for the event and takedown and return signage after the event. I understand it is my responsibility to look after the signage.

- to complete the Spring Fling 2020 participants' evaluation form and return all signs by Monday 15th June 2020 (more information will be sent to successful applicants in May 2020). I understand that if I do not return signage, 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 2020 and Upland projects until the end of my membership.

If successful, all participants will be required to sign a version of this for SF2020 participants (Participants Agreement) by Monday 2nd December 2019.

// 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 2nd December 2019.

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 2nd December 2019. In special circumstances, participants may pay the fee in two instalments - 50% before 5pm on Monday 4th November 2019 and 50% before Monday 27th January 2020. This must be agreed in writing with a member of staff at Upland before the end of November 2019.

// 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.

This form will be sent to you before SF2020 and is due to be completed no later than Monday 15th June 2020.

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

Upland is happy to offer advice to applicants to support their applications. We do this across a range of methods: through our application guidelines and FAQ documents, by offering advice sessions and by encouraging applicants to make contact with any queries.

Each year we present advice sessions for Upland members and potential new members to come and discuss any projects, funding, support they need, Spring Fling application advice etc. This year we will be holding advice sessions at the Upland AGM on Wednesday 23rd October at St Ninian's Church Hall in Castle Douglas. Sessions will be 15-20 minutes in duration and will be booked in advance. More information on this will be put out soon. If you want to express interest in booking a slot, contact Joanna on the email address below.

You can also contact Joanna Macaulay for anything to do with Spring Fling Open Studios. Please make sure you contact Joanna Macaulay with any questions before the 22nd October 2019.

E: joanna@weareupland.com

T: 07787299487

// 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 further information and a participant's questionnaire. This information, and your fee payment, is due back to us **no later than 5pm on Monday 4th December 2019**.

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

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