

23-25 May 2020

SPRINGFLING

Scotland's Premier Art and Craft Open Studios Event



Upland



Application Guidelines 2020

This document serves to support you in your completion of the Spring Fling 2020 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 last year, you will be aware of this 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 **Midnight on Sunday 27th October 2019**.

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, a Neighbour (based in Cumbria, Scottish Borders, South Ayrshire, East Ayrshire, South Lanarkshire & Northern Ireland) or via the New Graduate Scheme.

For D&G Artists – those living and working in the region

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

For Neighbour Artists - please tell us what region you are from and 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.

For New Graduates – please tell us what art school/college you attended, when you graduated and what you studied/specialised in. This scheme is open to artists, makers and designers from Scotland that have recently (in the last 2 years) graduated from art school or college and are embarking on a career in their chosen practice.

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 etc. 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 into 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 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

This was a brand-new scheme introduced for the 2019 event. It is open to a limited number of newly graduated artists, craft makers and designers 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. 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.

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.

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 2019 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 1600
- 300 dpi
- Maximum 4MB for each image
- Jpeg, jpg or png
- In sharp focus
- Should be well lit
- 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 22nd October 2019.

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 2020 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 (Min. 100 words - Max. 300 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 hear 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. This year we have introduced a minimum word count as this information is just as important as the quality of your work and other criteria.

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
- pictures, books, music - anything that influences the making of your work

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 and will also be required to sign a similar agreement once successful.

I wish to apply to participate in Spring Fling 2020 and if my application is successful, 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.

You will then be asked to tick a box to confirm that you have read and understand the terms. Once ticked you can go on to submit your application.

Please note: Your application will not be accepted until you have paid the non-refundable £15 application fee via PayPal. You will be taken to PayPal to pay the £15 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!

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Registered office: Gracefield Arts Centre, 28 Edinburgh Rd, Dumfries DG1 1JQ