

Application Guidelines 2021

This document serves to support you in your completion of the Spring Fling 2021 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. Please note, that due to the change in event format, the sections and questions in the form will be different.

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 (11.59pm) on Sunday 14th March 2021**.

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 & Practice

Please tell us in which media you work, and describe your work further if you need to, 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 why you would like to take part this year.

Section 3: Your Participation

Tell us how you would like to take part – full participation or online only?

If you select full participation, you won't have anything left to input on this page and can move on to the next section. If you choose online only, you will be asked how you will contribute to the online programme. We realise you might need time to think about this but please think about this in advance and note down your ideas if the options suggested don't suit.

Section 4: Bursary & Fee

Let us know if you are applying for the Step-Up Bursary or paying the full fee. This will only be eligible for New Graduates who are taking part in the full event and all other participants (apart from 2020 participants) will have to pay the full fees for full participation and online only.

If you are applying for the New Graduate scheme, please tell us why you would like this bursary. New Graduates are automatically eligible for the bursary, however, if we have a high demand, we won't be able to give this to everyone.

Section 5: Criteria & Uploads

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 and to write a brief statement. If your application is successful we will use the images you supply for our event marketing.

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:

- Digital Offering: The panel may also take into consideration the content for your virtual studio. It is important that each participant provides us with enough material to populate your studio pages. We hope that each studio will have a video and consider adding to our online programme with other digital elements. If you are taking part Online Only, we do expect all participants taking part in the event via this route to pay the required participation fee AND present a digital offering. This could be (but is not limited to) a live/recorded studio tour, demonstration, workshop, talk or discussion etc. It is also important that each participant provides us with enough material to populate your studio pages. The panel may take your proposed digital offering into consideration.
- Previous Participation (for applicants on the maybe list who do not get through the first selection step): 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 event offering
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials 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 event offering
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials in their home region.

New Graduate Scheme

This scheme is for newly graduated artists, craft makers and designers from anywhere in Scotland. Those who have graduated within the last 2 years (2019-2021) are welcome to apply. Successful applicants will be automatically awarded one of our Step-Up Bursaries however, we are anticipating a high number of bursary requests so we may not be able to offer all New Graduates a bursary. In the form, you will be asked (in the bursary section for more information). 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 2019 and 2021) 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 event offering
4. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials 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 Spring Fling marketing materials. Please consider how your work can best be represented in the digital brochure and provide images accordingly. View the 2020 rescheduled event brochure [here](#) to see how images are displayed.

Images should be consider the following:

- 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 well before the deadline.

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 2021 marketing and promotional

campaign. It is your responsibility to inform and supply us with any relevant copyright information. Spring Fling reserves the right to refuse or request alternative images if submitted materials can't be used.

> 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>

Section 5: Submission

Terms & Conditions of Entry

All applicants must agree to the following conditions when submitting their application:

I wish to apply to participate in Spring Fling 2021 and if my application is successful, I understand and agree to the appropriate terms below:

Full Participation:

- I acknowledge that although Upland is seeking insurance for work in the SF Pop-up, that Upland cannot be held responsible for any accidents or damage to work occurring during the SF Pop-up. Therefore, Upland advises that participants exhibiting in the pop-up should have their own insurance for their work.
- Any artist presenting a physical workshop, demonstration or talk is required to have their own Public Liability Insurance
- In addition to Spring Fling's marketing, participants are expected to do their own marketing in any way possible. This includes but is not limited to distributing posters/leaflets, circulating digital brochures/graphics, sharing events/press, promoting the event website and social media etc. This applies to all participants including those from Dumfries & Galloway, Neighbours, Springbacks and New Graduates.
- I understand that any promotion, distribution or activity done for or in connection to the event must comply with the Scottish Governments COVID-19 regulations.
- to comply with all COVID-19 Guidance presented by Upland
- if not already a member, to pay £30 to become an Upland Professional Member by **9am on Monday 29th March 2021**.
- to pay the participation fee of £150 (or £100 if offered the Step-up Bursary) by **9am on Monday 29th March 2021**, unless an agreement is made with Upland to pay in instalments.
- I understand that no refund will be given once I have confirmed my participation and paid my fees.
- to submit the information required for the event digital brochure and virtual studio no later than **9am on Monday 29th March 2021** (a request for information will be sent to successful applicants after opting in and videos will have a later deadline).

- to complete the Spring Fling 2021 participants' evaluation before **12noon on Sunday 4th July 2021** (more information will be sent to successful applicants in May/June 2021).
- 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 2021 and Upland projects until the end of my membership.

Online Only Participants:

- to submit the information required for the event digital brochure and virtual studio no later than **9am on Monday 29th March 2021** (a request for information will be sent to successful applicants after opting in and videos will have a later deadline).
- In addition to Spring Fling's marketing, participants are expected to do their own marketing in any way possible. This includes but is not limited to distributing posters/leaflets, circulating digital brochures/graphics, sharing events/press, promoting the event website and social media etc. This applies to all participants including those from Dumfries & Galloway, Neighbours, Springbacks and New Graduates.
- I understand that any promotion, distribution or activity done for or in connection to the event must comply with the Scottish Governments COVID-19 regulations.
- if not already a member, to pay £30 to become an Upland Professional Member by **9am on Monday 29th March 2021**.
- to pay the participation fee of £60 by **9am on Monday 29th March 2021**, unless an agreement is made with Upland to pay in instalments.
- I understand that no refund will be given once I have confirmed my participation and paid my fees.
- to complete the Spring Fling 2021 participants' evaluation before **12noon on Sunday 4th July 2021** (more information will be sent to successful applicants in May/June 2021).
- 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 2021 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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