



Application Guidelines 2022

This document serves to support you in your completion of the Spring Fling 2022 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.

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 24th October 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 & Your Studio

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.

Tell us if you will be exhibiting in your own studio or not. If you are not in your own studio, we'd like to know why and what space you intend on using. If you don't have one, please tell us if you need help in finding a studio.

Please tell us about what visitors can expect when visiting your studio.

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.

The selection panel may take the proposed visitor experience into consideration during the selection process.

Section 3: Event Programme

This section informs you on some of our additional programming – for 2022, we have two exhibitions.

Please read the information and tell us if you are interested in being involved in any of the exhibitions. There are no guarantees but at this stage we want to know if you are interested.

Section 4: Bursary & Fee

Let us know if you are applying as a full participant (full fee), for the Step-Up Bursary (reduced fee) or via the New Graduate scheme.

If you are applying for the Step-Up Bursary please tell us which of the bursary criteria applies to you.

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:

- Visitor Experience: The panel may take into consideration the quality of your visitor experience, e.g. what visitors will experience when visiting your studio
- 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.

If applying as a Springback, Neighbour or New Graduate, please see the FAQs document for information on the further criteria your application will be assessed on.

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 2021 digital event brochure [here](#) to see how images are displayed.

Images submitted should meet the following criteria:

- 1000 x 1000-pixel minimum in size (both height and width) e.g. 1800 x 1600
- 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 Jones 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 2022 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>

Please make sure the format of your CV is a document in either Word or PDF. We cannot open Pages documents and we cannot accept images that are saved as PDFs.

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>

Assume that the panel don't know anything about your work so your statement should be clear, easy to read and understand.

Section 5: Submission

Terms & Conditions of Entry

In order to submit their application, all applicants must tick that they have read, understood and agree to the terms outlined below.

Terms and Conditions of Participation

I wish to apply to participate in Spring Fling 2022 and if my application is successful, I understand and agree to the following:

- to take part in Spring Fling Open Studios 2022. 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.
- I acknowledge that although Upland is seeking insurance for Spring Fling 2022, that this is not guaranteed. Therefore, in submitting my application I do so knowing the event may not be covered and should the event be cancelled due to COVID-19, I may not receive a refund.
- 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 2-5 June 2022 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 any way possible. This includes but is not limited to distributing posters/leaflets, circulating brochures, digital 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 any Scottish Governments COVID-19 regulations relevant at the time.
- to comply with any and all COVID-19 Guidance presented by Upland, should this be necessary.
- if not already a member, to pay £30 to become an Upland Professional Member by Midnight (11.59pm) on Sunday 28th November 2021.
- to pay the participation fee of £250 (or £180 if offered the Step-up Bursary) by Midnight (11.59pm) on Sunday 28th November 2021, unless an agreement is made with Upland to pay in instalments.
- to submit the information required for the event brochure and virtual studio no later than Midnight (11.59pm) on Sunday 28th November 2021 (a request for information will be sent to successful applicants after selection).
- to complete the Spring Fling 2022 participants' evaluation by Midnight (11.59pm) on Sunday 3rd July 2022 (more information will be sent to successful applicants in May/June 2022).
- 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 2022 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!