



Artist Information and Application Pack

The Dandenong Ranges Open Studios Program promotes the work of local artists and provides the public with an inside look at our artists' working studio environments.

The desired outcomes of the program are to;

- Support emerging and established artists and arts businesses in the region
- Encourage creativity
- Connect the local and wider communities with the arts and artists
- Increased profile of artists within the region
- Increased economic activity for and viability of artists

Supported by Open Studios Partnership funding by the Yarra Ranges Council, the program is managed by Burrinja (Dandenong Ranges Community Cultural Centre). Group artist meetings are held to inform artists of planning and progress and to ensure everyone involved has the opportunity to participate and contribute to the success of Dandenong Ranges Open Studios.

Artists who have been involved in Open Studios previously should **read through the application carefully as it has changed from past years. The program includes three categories under which to apply. You can apply to take part in Open Studios online, [here](#).**

You can request an application form to be emailed to you, please contact Amy Middleton via email, openstudios@burrinja.org.au. Please note that the online form must be completed in a single session and cannot be completed in part, saved or edited.

An application information session will be held on Wednesday 23 September 2015 from 6pm to 7pm at Burrinja for anyone who would like to ask questions about the application process, categories or general information about the program. Please RVSP to openstudios@burrinja.org.au by 12 September to confirm your attendance.

Important Dates

Application information session: Wednesday 23th September, 6pm to 7pm @ Burrinja

Applications close: Monday 5th October

Application results: End October 2015

Frist Artist Meeting: November @ Burrinja

Open Studio weekend dates: 16 and 17 April 2015

Group Exhibition dates: Saturday 19th March to Sunday 25th April, Burrinja Gallery

Exhibition opening and event launch event: Thursday, 17th March @ 7pm

Please do not hesitate to contact us with any questions you have about the program or the application process and we will be more than happy to help.

2015 Open Studio Categories and fees

Individual Artists

Individual artists are practicing artist who work primarily on their own from a permanent studio within the Dandenong Ranges region. Both traditional and diverse or experimental artists are all encouraged to apply. These could include ceramicists, painters, performers, sound artists, textile artists, makeup artists, costume designers, writers, graphic designers, architects etc.

Application fee: \$250

Collective Studios

A Collective Studio could also be described as an Arts Society, Collaborative Group or Artist Run Initiative. It should consist of a group of two or more artists who work together under their own management towards shared aims.

Application fee: \$360

Emerging Artists

The emerging artist open studio program is designed to support 5 practising artists who live in the Dandenong Ranges, but may not have a dedicated studio space, or who would be in the first 5 years of their arts practise.

Application fee: \$100 *

+ subsidised studio hire fee at Burrinja if required + and public liability insurance where applicable.

*5 funded places will be allocated to emerging artists – funded by exhibition sales from 2015 participating Open Studio artists.

General Information

Artist benefit from the program in the following ways:

- Involvement in one of the most successful art programs in the region. In 2015 the program supported 36 separate studios.
- Exposure to an estimated 7000 studio visits across the Dandenong Ranges Open Studios program and on average 150 visits to each studio over the weekend.
- The opportunity to sell work from your studio directly to the visiting public.
- Inclusion in the Dandenong Ranges Open Studios annual guidebook, distributed throughout the region and in metropolitan areas. Circulation of 10,000 copies.
- Online promotion through Open Studios website and social media campaign.
- Inclusion in a sustained and substantial publicity campaign in the lead up to the Open Studios Weekend and Exhibition, including promotion through key regional tourism bodies.
- Opportunity to participate in a five-week group exhibition at Burrinja Gallery, complete with launch event.
- Opportunity to attend Professional Development workshops and to meet and network with other artists in your area.

The Open Studios program asks the following of participating artists

- By making an application, you agree to the Terms and Conditions listed below.
- The studio and the artists' work should provide a positive experience for visitors to the Open Studios program.
- Provision of all information and supporting documentation required by the application for consideration and assessment by a peer review panel by **Monday 5th October.**
- Participation fee and proof of public liability insurance (where applicable) must be provided within 14 days of acceptance into the program.
- Availability for an on-site visit by organisers to assess suitability of the studio and explain in further detail the requirements of the program.

- Provision of an email address and phone number for regular contact from the program organisers. Collectives must provide a single point of contact.
- Provision of digital images of the artist, artwork and studio as required for assessment of the application.
- Proof of public liability insurance upon acceptance (*check your current insurances - you may already be covered, or your current insurer may quite happily extend the cover you have, or see the NAVA website for a cheap easy cover option*). If you are applying under the Emerging Artist category, and hire a studio space at Burrinja, you will be covered under Burrinja's Public Liability Insurance.
- Attendance of the planning and follow up evaluation meetings – there will be three in total.
- Active participation in promoting the Open Studios event and experience, including online promotion, poster drops and distribution of booklet.
- Submit a **new artwork** for inclusion in the group exhibition, including delivery and pick-up on the nominated days. All works submitted for the exhibition must be original works by the artist whose name appears on the entry form and completed since October 2015. Artwork must be made in accordance with the group theme which will be chosen at the first artist meeting in November.
- Personal attendance at your studio during the Open Studios weekend and at the group exhibition opening event (this means that YOU the artist must be in attendance at all times).
- Participation in the evaluation process, including completed evaluation surveys returned on time to Burrinja. This happens post weekend and exhibition but is a key part of your obligations as a participant in the program.
- All sales made onsite at studios are kept by the artist.

Application Image Submission Information

- Please provide between 6 and 12 images with your application. A minimum of 2 images should provide a clear representation of your working studio space, with the

rest providing a good overview of your artwork. If you use different mediums and techniques, please provide a representation of each style.

- All digital image files should be labelled in the following manner:
surname_name_no.jpg

Application Review Panel Process

Please note that your eligibility to be part of the Open Studios event is initially judged by your application. You should ensure that your application is of a high standard and provides the best possible representation of your work and your studio. Please note that incomplete applications without the required information will not be considered.

Each application is reviewed and rated in accordance with the published selection criteria by the Application Review Panel. This panel will ensure that an independent review of the eligibility criteria for each studio is undertaken, thus making sure that the Dandenong Ranges Open Studios provides the attending public with a consistently high quality and engaging arts and cultural experience. This approach has been undertaken to grow the reputation of the Dandenong Ranges Open Studios as a 'not-to-be-missed' annual event on every cultural itinerary.

The three member Review Panel will consist of a senior curator from another organisation, a member of an Open Studios program from a different region, a member of the Yarra Ranges Council Arts and Heritage team. The Community Cultural Development Officer of Burrinja will administer the selection process.

Artists will be notified of application outcomes by email towards the end of October 2015. If your initial application is successfully reviewed by the panel, you may be contacted to make an appointment for an assessment of your studio space and accessibility. (Please note that the studio visit process may be waived for those studios visited by organisers in the past two years.) Burrinja will arrange for a photographer to visit your studio in November.

Eligibility and Selection Criteria for ALL APPLICANTS:

All applicants are required to satisfy the following criteria.

- The Open Studios program is designed to give visitors authentic insight into the artist's creative practise and working studio. This experience will enrich the visitors understanding of your practise and process.
- There are three different categories under which artists can apply for the program. These are; Individual Artists, Collective Studios and Emerging Artists. Please read the description of each category carefully to decide which one best suits your creative practise.
- Artists are encouraged to apply via the online [application form](http://www.jotform.co/Burrinja/DandenongRangesOpenStudiosApplication).
<http://www.jotform.co/Burrinja/DandenongRangesOpenStudiosApplication>
- Please note that the online form must be completed in a single session and cannot be completed in part, saved or edited.
- All artists must complete all elements of this form, including those who have already participated in previous Open Studios events. Incomplete forms or missing images will result in ineligibility.
- You can request an application form to be emailed to you, please contact Amy Middleton via email, openstudios@burrinj.org.au. (Mon – Wed). If you choose to email or post your application, please use Dropbox to submit images. Images will also be accepted via USB.
- If you have participated in Open Studios in a previous year and are reapplying, you must submit images of new work produced in the past twelve months that best represents your current arts practice. The review panel will not consider work submitted previously.
- Artists' studios need to be of a professional standard and suitable for visitation by groups of people. Sufficient work by the artist should be available for display in the studio to demonstrate the artist's range of ability and methodology.
- Artists' applications should demonstrate the experience their studio will provide. Please consider your studio environment, your art practise and you the artist in your application.

- Applications should indicate the contribution artists will make to ensure the program's success, including promotional and related activities in the lead up to the Open Weekend.
- The sale of artwork from your studio over the weekend is encouraged. Artists who do not wish to offer their works for sale, but only to demonstrate their art are still welcome to apply.
- Commercial galleries or retail outlets without working studios and artists are not eligible.
- All artists MUST have and provide proof of current public liability insurance coverage upon successful acceptance into the program. If you are applying under the Emerging Artist category, and hire a studio space at Burrinja, you will be covered under Burrinja's Public Liability Insurance.
- Final decisions regarding inclusion in the Dandenong Ranges Open Studios program will be made by the Open Studios Review Panel. Their decision is final.
- Submit a **new artwork** for inclusion in the group exhibition, including delivery and pick-up on the nominated days. All works submitted for the exhibition must be original works by the artist whose name appears on the entry form and completed since October 2015. Artwork must be made in accordance with the group theme which will be decided at the first artist meeting.

Eligibility and Selection Criteria for Individual Artists

Please note that there are three different categories under which artists can apply for the 2016 program. Please read the description of each category carefully to decide which one best suits your creative practise. Each category has specific selection criteria that it is required to meet.

Individual Artists

1. Individual artists are practicing artist who works primarily on their own from a permanent studio within the Dandenong Ranges region. Townships included in Dandenong Ranges Open Studios are; Kalorama, Mt Dandenong, Olinda, Sassafras, Monbulk, The Patch, Kallista, Sherbrooke, Ferny Creek, Tremont, Upwey, Tecoma, Belgrave, Belgrave Heights, Selby, Belgrave South, Menzies Creek.
2. The studio must have safe and suitable access and car parking; and if possible amenities (e.g. toilet facilities). While disability access is desirable, it is not compulsory. Please let us know if you have disability access and this will be listed on your studio promotion.
3. The individual named in the application should commit to being present within the studio over the open weekend. The Open Studios are promoted as an opportunity to see artists working in their creative context.

Eligibility and Selection Criteria for Collective Studios

A Collective Studio could also be described as an Arts Society, Collaborative Group or Artist Run Initiative, and should meet the following criteria;

1. The Collective should operate from a permanent studio within the Dandenong Ranges region. Townships included in Dandenong Ranges Open Studios are; Kalorama, Mt Dandenong, Olinda, Sassafras, Monbulk, The Patch, Kallista, Sherbrooke, Ferny Creek, Tremont, Upwey, Tecoma, Belgrave, Belgrave Heights, Selby, Belgrave South, Menzies Creek.
2. Be a group of two or more artists who work together under their own management towards shared aims.
3. Share a studio space at many times during the year, not just during the Open Studios Weekend.
4. They must share ownership, responsibility and direction the group – this may include shared risks, benefits, ideologies, or projects.
5. The studio must have safe and suitable access and car parking; and if possible amenities (e.g. toilet facilities). While disability access is desirable, it is not compulsory. Please let us know if you have disability access and this will be listed on your studio promotion.
6. Have an accessible and dedicated working studio in the region, and all members should commit to being present within the studio over the open weekend. The Open Studios are promoted as an opportunity to see artists working in their creative context.
7. Having a collective listing for Open Studios is about creating a group profile. In relation to the Open Studios exhibition, booklet and website, collectives will operate as a singular entity. For the exhibition artists will share the space as a group, or nominate one person's work, similarly there will not be separate bios written up on the website for each participating artist.

Eligibility and Selection Criteria for Emerging Artists

The emerging artist open studio program is designed to support practising artists who live in the Dandenong Ranges, but may not have a dedicated studio space, or who would be in the first 5 years of their arts practise. Burrinja is able to provide short term studio space that will enable emerging artists to take part in the program. Spaces are limited and acceptance into the program is subject to the selection panel.

All emerging artists interested in making an application should contact Burrinja before an application is submitted so that a space can be secured. Should you require a studio space at Burrinja, you will be required to complete a hire agreement for the studio and a subsidised hire fee will be applicable. Please contact Amy Middleton, Community Cultural Development Officer (Mon - Wed) 03 9754 8723 or openstudios@burrinja.org.au

Emerging Artists who make use of a Burrinja Studio Space will not be required to take out Public Liability Insurance; you will be covered by Burrinja's insurance.

Emerging artists should **meet one of the following two** criteria;

1. Be a practicing artist working from a studio within the Dandenong Ranges region. Townships included in Dandenong Ranges Open Studios are; Kalorama, Mt Dandenong, Olinda, Sassafras, Monbulk, The Patch, Kallista, Sherbrooke, Ferny Creek, Tremont, Upwey, Tecoma, Belgrave, Belgrave Heights, Selby, Belgrave South, Menzies Creek.
2. Be a practicing artist living in the Dandenong Ranges region who requires a studio space at Burrinja in order to take part in the program. Your permanent place of residency should fall within the following townships. Kalorama, Mt Dandenong, Olinda, Sassafras, Monbulk, The Patch, Kallista, Sherbrooke, Ferny Creek, Tremont, Upwey, Tecoma, Belgrave, Belgrave Heights, Selby, Belgrave South, Menzies Creek. You will be required to complete a hire agreement for the studio and a subsidised hire fee will be applicable. In order to maintain an authentic working studio experience for the Open Studios visitors, you will be required to occupy the studio space for a minimum of 1 month prior to Open Studio weekend.

Emerging artists should meet **ALL** following criteria;

1. Applicants must be a professional practising artist within the first five years of practise.
2. Must not have taken part in DROS before.
3. All emerging artists interested in making an application should contact Burrinja before an application is submitted.
4. You should commit to being present within the studio over the open weekend. The Open Studios are promoted as an opportunity to see artists working in their creative context.

Requirements of the artist once accepted onto the program

- You must provide contact details for yourself and your studio, for publication in the guide book, and a proof-read artist's statement to be included in the guidebook. This statement should be written in the third person. This information is to be provided as part of *this* application form, so be sure to fill all sections in. These details must be triple checked by you to ensure they are of publication standard and without errors, as this text is what we will use in the guidebook.
- The studio must be open to the public and staffed *by the artist* from 10am until 5pm on the designated open days. It is optional to indicate if your studio is available by appointment at other times after the Open Studios weekend.
- Artwork fitting within the agreed criteria must be submitted for inclusion in the curated group exhibition. Selection of this item may be by discussion between the artist and the curator, with the final decision of the included work made by the exhibition curator. Participation in the exhibition is mandatory (and a lot of fun).
- You should be prepared to be available for media coverage if required.
- Participation in some organisational and marketing aspects of the event is expected.
- Permission for photography of artist and work for inclusion in the guide book and on website where necessary. Decisions regarding the inclusion of final photographs will be made by the organisers in conversation with the graphic designer.
- Artists must keep a record of the number of studio visitors and other information, as requested by Burrinja. This information, as well as the evaluation form must be submitted on completion of the event.
- Artists must nominate at least two ways in which they will help to promote the Open Studios program. Program coordinator will allocate tasks to participating

artists in the lead-up to the Open Studio weekend, taking into account skills and interests that you list on your application.

- Artists are required to have Open Studios promotional material displayed in their studios.
- Artists should be prepared to cross-promote other artists in the Open Studios program, such as 'the next closest studio' or similar.
- Artists are encouraged to visit the studios of other artists nearby before the open weekend, so they are familiar with their works, set up and location. A network of Open Studios artists, coordinated by Dawna Richardson-Hyde, meets on a monthly basis in order to share working studio experiences. You are welcome to join with network if you would like to. Further details available from Burrinja.

Terms and conditions

1. Artists' work and the supplied application will be assessed by a peer review panel to ensure that the program provides a high quality experience for the visitor.
2. Following the application closing date Burrinja staff members may visit studios and artists to assess whether selection criteria are met. The decision of the organisers is final.
3. Burrinja reserves the right to refuse applications from studios that are located outside of the specified Dandenong Ranges region or where other criteria as listed in this application are not met.
4. Full payment of the participation fee is to be made within 14 days of successful acceptance into the program. No fees will be refunded if you decide not to participate after being accepted into the program. Fees include GST and will be invoiced upon acceptance into the Open Studio program. Artist fees will go towards costs of developing and delivering the event including marketing, design, printing and project management costs.
5. All deadlines associated with the event must be met.
6. The artists must commit to their studio being open and staffed by the artist for the designated weekend, during the designated hours.
7. All taxation, insurance, and other legal commitments are the responsibility of the individual artists.
8. Burrinja accepts no responsibility if the event is cancelled due to unforeseen circumstances.
9. To ensure that the Dandenong Ranges Open Studios provides a balanced cross section of art mediums the organisers reserve the right to select participants.
10. While the organisers and designers will do their best to include specific information or requirements of artists in regards to Guide Book and Web page layout, text and images, final design, layout, image choice and text editing decisions will be made by the organisers with regard to overall design consistency, aesthetic and practicality, and such decisions are final.
- 11.** All artists **MUST** have and show proof of current public liability insurance coverage upon successful acceptance into the program. Please note that artists renting their

property should check to see if they need to notify their landlord/ agent that they are participating in a public event involving that property. Emerging Artists who make use of a Burrinja Studio Space will not be required to take out Public Liability Insurance; you will be covered by Burrinja's insurance.

Photographic images

For the Application process we require you to submit a selection of high quality digital images that provide the Review Panel with a good representation of your art works and of your studio space. These photographs will be used for the selection process only and will not be used for promotional purposes. They may be used online or in the booklet, as the designers' discretion.

If your application is successful, we will provide a professional photographer to come to your studio and photograph your work, your studio and yourself for promotional purposes. These high quality images will be used for the Open Studios guide book, web site, social media, media releases and other such activities. Utilising a single professional photographer provides a consistent and high quality result for promotional purposes. You will need to be available at a suitable time to have these photographs taken.

We would like to encourage you to complete the online application form, [click here](#). Please note that the online form must be completed on a single session and cannot be completed in part, saved or edited.

You can apply to take part in Open Studios online [here](#), or to request an application form to be emailed to you, please contact Amy Middleton via email, openstudios@burrinja.org.au.

For further information go to <http://www.burrinja.org.au/projects/open-studios>

To see last year's participants go to: www.openstudios.org.au

or contact: Amy Middleton openstudios@burrinja.org.au or 9754 8723 (Mon – Wed)