



small works from a BIG PLACE

A travelling feast of miniature art works from a collective of Central Victorian artists

Section 3 | Promotion Information

For Selected Artists | In addition to the information provided below

PLEASE SEE Section 1 Participation and Section 2 Exhibition Information **BELOW**

To support you to sell your work and build your profile

DATA

The catalogue will list the following in this order:

- Number of work [we will allocate this]
- **Name of work** [you will note this on the back of each piece]
- **Price of piece** [you will note this on the back of each piece]
- **Name of artist** [you will note this on the back of each piece]
- **Artist's mobile** [you will note this on the back of each piece]
- Artist's email
- 1 x preferred web platform **see below** [suggest you list other web links on this]

WEB PRESENCE

This may be a good time to ensure your preferred web platform is in good shape and links people with everything you want them to see in regards to your work.

We need ONE link only. This can be a web site, instagram account, facebook account, Linked-In or other. Please choose this based on what most easily connects the buying public to your work.

YOUR PROFILE

Many participating artists have great stories. If you'd like to feature your story at the exhibition we will have a digital screen operating to enable this [as well as our online platforms].

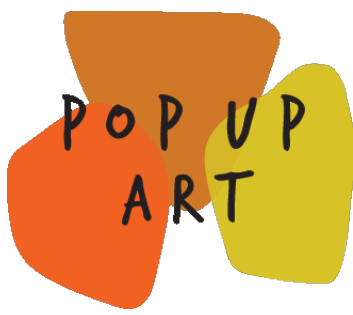
To do this, we need the following:

- A B&W photograph of you in your studio or at work making your art. Format: High quality landscape [ideally 1366 x 768 px]
- 3-4 well written sentences [max 150 words] reflecting your point of view on: your work; your process; your drivers; your unique narrative; your journey; your place; etc

Send to: Karen Corr karenc@makeachange.org.au **AND** support@jumpleads.net

By: Tuesday 30 October

Note: These feature stories will be selected and published, drawing from this incoming material.



SELLING YOUR WORK

Review below 'Section 2 Item 8. SELLING YOUR WORK' and read the following:

We will run various marketing campaigns to encourage art sales. Please keep track of these public communications where you can. Our aim in this is for people to seek you out and purchase your work: Work on exhibit, other work that is ready to be sold, and encourage new commissions.

Your part in this is to be ready for this kind of enquiry should it come your way, such as:

- How to communicate
- Having materials ready
- A practical means for people to link with you and see your other work

COMMISSION

Commission will NOT be charged. However we do request that you respond to a questionnaire at the end of this program – in early 2019. For this we would like you to keep track of some information. See below COMPLETION QUESTIONNAIRE for your planning & tracking of important information [important to us].

COMPLETION QUESTIONNAIRE

Please help us track all or some of the following, as this is valuable information for grant applications and creating new opportunities for Central Victorian Artists:

Between 1st November 2018 & 1st April 2019

- Clicks to your website
- Clicks/likes to other online platforms
- Enquiries about your work [phone, email, in person, online]
- Selling the work on exhibition
- Other sales leads that came from your exposure at this exhibition
- Any art sales amount you attribute to your participation
- Other exhibition/participation leads that came from exposure at this exhibition

SPREAD THE WORD

Invite your friends, family, colleagues and networks to visit the exhibition via:

Facebook: <https://www.facebook.com/pg/popupart.jumpleads/events>

Website: <https://www.popupart.com.au/small-works/>

CONTACT INFO:

Call Sharon 0419310765 or 95106822 | Email: sharon@jumpleads.net



Section 2 | Exhibition Information

For Selected Artists | In addition to the information provided below

PLEASE SEE Section 1 | Participation Information below for other information

Thank you for confirming your place in this program by making payment of your participation fee.

Please follow the guide below, to keep your entry on track, on time, and fabulous!

1. CREATING YOUR ARTWORK

Review Artwork Specifications below in **Section 1 | Participation Information**

2D pieces can be framed, but must NOT include glass [as there is glass over the top of each exhibition panel]. If framed, frame must be within the finished size requirement.

Smaller works are acceptable within the finished size requirement

2. FINISH

You are exhibiting alongside an impressive group of local artists. Please ensure your work is completed to the highest standard, considering presentation, quality of materials and finish. Organisers reserve the right to exclude pieces that are not at presentation standard.

3. LABELLING YOUR WORK

Each piece must be labelled with:

- Artist's Full Name
- Mobile phone number
- Title of Artwork
- Price of Artwork [or Not for sale]

Please ensure your writing is completely legible or typed

4. PACKAGING YOUR WORK FOR DELIVERY

Please check all items are entirely dry, including any glue, fixings, etc., before packing.

Consider packaging for protection of your work: we will take the utmost care, however organisers cannot be responsible for loss or damage [or damage in postal transit].

Include a stamped self-addressed padded envelope for return of work [if you'd like it posted back to you].

5. SUBMISSION DEADLINE

Artwork **MUST** be submitted by: **9am Friday 26th October**



If sending work via post, please ensure your work is dispatched by no later than Thursday 18th October [based on your location – you may need to double check appropriate dispatch dates with your local postal service provider, for timely delivery].

6. DELIVERING YOUR WORK

Via Post	Via Hand
To : Pop Up Art Small Works c/-Aileen Walsh Mount Alexander Shire Council	Label: Pop Up Art Small Works Hand to: Information Desk Staff
<u>Market Building</u> 44 Mostyn Street PO Box 185 Castlemaine Victoria 3450	<u>Market Building</u> 44 Mostyn Street Castlemaine Victoria 3450
t (03) 5471 1796	t (03) 5471 1796

7. RETURNING YOUR WORK

On completion of the exhibition/tour all work will be returned as above:

Via Post if you include a stamped self-addressed padded envelope;

Via Hand ready for your to pick up at the above address | Market Building, Castlemaine;

You'll be notified when items are dispatched [early April].

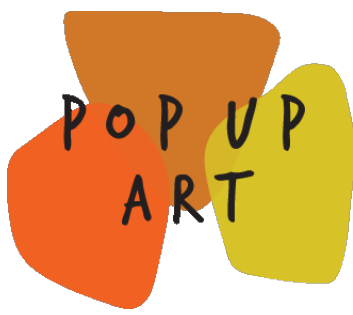
8. SELLING YOUR WORK

Our primary aim is to link artists to greater art sales. Exhibited artworks can be priced and sold. With delivery arrangements to be made by you directly, to your patrons.

Pieces within the exhibition will only be available for delivery, after the exhibition touring period has completed [currently scheduled for after the Castlemaine State Festival].

An exhibition catalogue will be collated and hosted on our web site. This will include links to you, your web site, your work, and/or your agent [as you determine]. We will contact you in early October about this information, in a separate correspondence. You may want to ready your web site for the possibility of new interest.

Your art can be priced by you. No commission to Jumpleads will be applicable.



9. PROMOTION

Artists are encouraged to have a web presence and provide ALL their web links for greater overall exposure to new networks. There's also the option to have a dedicated blog in relation to your profile and work. More information will be provided in a separate correspondence in early October.

10. THE EXHIBITION [tour extended]:

small works from a BIG place 2018 Exhibition touring and viewing:

Riddells Creek Station
Thursday 8th – Monday 19th November

Castlemaine Station
Wednesday 21st – Thursday 29th November

Bendigo Station
Saturday 1st – Monday 10th December

small works from a BIG place 2019 Exhibition touring and viewing:

Bendigo Marketplace
Tuesday 15th January – Tuesday 12th February
116–120 Mitchell St | Bendigo

Arnold Street Gallery
Thursday 14th February – Tuesday 19th March
189 Arnold Street | North Bendigo

Castlemaine State Festival | Open Studios Program
Thursday 21st March – Monday 1st April
Castlemaine V/Line Station | Castlemaine

11. CONTACT INFO:

Call Sharon 0419310765 or 95106822
Email: sharon@jumpleads.net
Facebook: <https://www.facebook.com/popupart.jumpleads>
Instagram: @popupartgroup
Twitter: @popupartgroup
Website: <https://www.popupart.com.au>



Section 1 | Participation Information

An Invitation

For Artists: professional, practicing and emerging

PROJECT OVERVIEW

Small art works, curated and presented to a high standard, will 'pop up' at different destinations along the historical railway line from Melbourne to Bendigo. Displayed in a purpose built facility, this group show is taking art to people, allowing broad public interaction with local art and arts practice.

KEY DATES FOR ARTIST PARTICIPATION

Expression of interest submission by: Midnight Friday 21st September

Art submission by: 9 am Friday 26th October

Participation fee payment: \$10 for up to 3 pieces. Due on selection. Notification 28th September

ARTWORK SPECIFICATIONS

Generally speaking this is an exhibition of POSTCARD SIZE art

2D Artworks

Can be paintings, drawings, photographs, prints, collage, etc.

Any images comprised of mix and varied media are suitable, as long as they adhere to the size criteria outlined below.

Finished size:

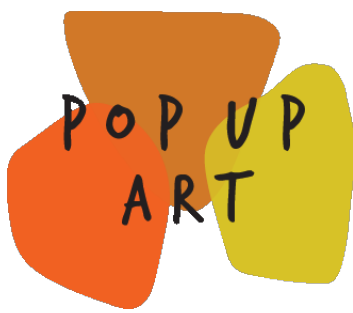
- including mount or frame 10cm x 15cm
- single sided
- on card or an alternate rigid material [NOT on paper please]
- consider depth and weight in relation to display

3D Artworks

Mix and varied media are suitable as long as they adhere to the size criteria outlined below.

Finished size:

- including mount or base 10cm x 15cm [not more than 10cm in depth]
- display will allow for three sided viewing
- must include a solid frame or rigid mount
- please consider weight in relation to display



Pop Up Art | Linking artists to market

SELLING YOUR WORK:

Our aim is to link artists to art sales: Exhibited artworks can be priced and sold—with delivery arrangements by you—to patrons after the exhibition period.

- An exhibition catalogue will be collated
- Your art can be priced by you
- No commission to Jumpleads will be applicable

PROMOTION

Artists are encouraged to provide ALL their web links for greater overall exposure to new networks. There's also the option to have a dedicated blog in relation to your profile and work. More information will be provided after selection in regards to promotion opportunities.

PARTICIPATION

Open to ALL artists

- Inclusion is a governing policy for Pop up Art
- A curatorial policy developed in community consultations in Hepburn, Macedon, Mount Alexander and Bendigo Shires in 2014 and 2015 will be used as a guide for selection in this project to ensure an exhibition of high standard.
- Preference will be given to artists from Bendigo, Macedon and Mount Alexander Shire for this project.

THE EXHIBITION:

small works from a BIG place

2018 Exhibition touring and viewing:

Riddells Creek Station

Thursday 8th – Sunday 18th November

Castlemaine Station

Wednesday 20th – Thursday 29th November

Bendigo Station

Saturday 1st – Monday 10th December

Note: Additional exhibition dates are now confirmed for 2019. Link to the full list of exhibition dates here <https://www.popupart.com.au/artist-eoi/>

RELATED EVENTS:

Will be arranged and communicated to all, for each exhibition location

This will include casual community gatherings, organised media calls, and other activities for promotion. Local politician visits are expected within the project funding protocols. We'll utilise these visits to advocate for artists and arts funding.



Pop Up Art | Linking artists to market

APPLICATION IS FREE:

Submit your **Expression of Interest** either **online** or in **hardcopy** by Friday 21st September

Online: <https://www.popupart.com.au/artist-eoi/>

Hardcopy: Download application at <https://www.popupart.com.au/artist-eoi/>

NOTE

If you're applying via the **hardcopy**, please submit as follows:

Downloaded & print application

Complete form, & provide support materials outlined in Option 1 & 2 below

Option 1

Provide a link to your online profile, that includes minimum four photos of your current work

Option 2

Attach a word document that includes a CV and four (low res) photographs of your current work

1. Via Email:

Send to : Sharon Seyd, support@jumpleads.net

2. Post to:

Post to: Pop Up Art : Small Works
c/- 2c Percy Street
Prahran VIC 3181

Once selected, you'll be notified regarding the logistics related to payment of participation fee and delivery of you art work [delivery of work can either be via post, or to a location in Castlemaine]

CONTACT INFO:

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Instagram: @popupartgroup

Twitter: @popupartgroup

Website: <https://www.popupart.com.au>