



Dear Artist,

It is with great pleasure that we offer you an application for Yarra Valley Open Studios 2012. The application form is also available to download from [www.yvopenstudios.net.au](http://www.yvopenstudios.net.au)

The 2012 event will be held over two weekends, on the following dates:

Saturday 8th September  
Sunday 9th September

Saturday 15th September  
Sunday 16th September

Participation on all four days between 10am and 5pm is compulsory.

Applications should be in by 5pm, Friday January 6th 2012. You will be notified whether you have been accepted into the 2012 event by January 31st, 2012.

We appreciate your interest and look forward to receiving your application.

Regards,  
Michael Emmett, Ali Griffin, Liz Peel, Tim Peel, Nicola Stairmand.  
The Yarra Valley Open Studios Organising Team



## Yarra Valley Open Studios Information Sheet

Yarra Valley Open Studios is an event which brings together visual artists and the public. On two weekends each year, artists in the Yarra Valley invite the public into their studios to discuss and demonstrate their processes and skills.

The program is only open to artists who have permanent studios in the Yarra Valley and aims to promote the best of fine arts, and craft with significant artistic integrity. It also enables artists to get together to support and encourage each other, develop new working relationships, and provide mentoring where possible.

### The Application Process

Once you have confirmed your eligibility, please complete the attached Application Form. The final date for receiving applications is 5pm, Saturday 31st December 2011. You will be notified whether you have been accepted into the 2012 event by January 31st, 2012.

Applications will be assessed by an independent panel. The panel's decisions are final and discussion will not be entered into.

### Artist benefits from the event:

- Involvement in one of the most successful art programs in the region. In the last three years the program has supported more than 40 separate studios, with visitation in excess of 20,000 over each event weekend. In 2010 the event won a Regional Tourism Award for best new event.
- Inclusion in the promotional material including;
- A separate artist page in the official guidebook with more than 10,000 distributed across Victoria, focussing on the Yarra Valley and Melbourne. The guidebook acts as an art directory for Yarra Valley artists for the 12 months following the Open Studios weekend.
- A separate page on the professionally designed and produced official website and iphone application.
- Marketing of the event by a public relations company, through print, radio, television and internet formats.
- Inclusion in the Group Exhibition in the Barrel Room at the location our the event's major sponsor, Sticks Winery.
- Provision of one exterior professionally designed sign for the weekend. Premium signage packs are available for purchase on request.
- Invitation for the artist and their guest to the Opening Event hosted at Sticks Winery with Open Studios patron, Lindy Burns, ABC 774.

### General information:

- 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.
- A separate and complete application form (including all attachments) is required for each artist, even if those artists are located at the same studio.
- All artists must complete the application form, whether they participated last year or are new to the event. Inclusion in one year's event does not mean automatic inclusion in the following year's event.
- No late or incomplete applications will be considered.

### Photography

I understand and agree to the following;

- To maintain the professional and consistent appearance of the Guide Book, all photography will be taken by a professional photographer nominated by the Organising Team.
- Each artist, their studio and their work will be photographed for inclusion in the YVOS Guide Book. Any works within studios will be photographed. The photographs are taken to convey the atmosphere of the studio, not to provide a catalogue of work.
- Photographs may be used for promotional purposes relating to YVOS.
- Final decisions regarding photographic selections for the Guide Book is made by the graphic designer.
- All photographs remain the property of the photographer.

### Eligibility

Artists participating in the event must meet the following criteria:

- Be a practising artist with a permanent studio within the Yarra Valley area (refer attached map). Commercial galleries are not eligible.
- Be prepared to demonstrate and discuss your skills and processes.
- The studio must have safe and suitable access and amenities. The Organising Team will help you assess these requirements.
- Artist's work and their studios need to be the right representational fit for the event. The assessment panel reserves the right the deny involvement on this basis. The panel's decisions are final and discussions will not be entered into.
- Works for sale should be available, but the primary focus is on artists at work within their studios. Sufficient work (complete and in progress) should be available to demonstrate the artists' range of ability and methodology. The majority of works should have been completed within the last 12 months.
- Artists must be able to demonstrate continuity and/or growth in their art practice.
- The artists must meet all the terms and conditions.

### Terms and conditions:

1. The application must be complete in all respects. Incomplete applications will not be considered.
2. The completed application must be submitted by 5pm, Friday 6th January 2012.
3. All required attachments must be included.
4. Full payment of the participation fee is to be submitted with the application. If your application is unsuccessful, your payment will be returned in full at the next accounting cycle. No fees will be refunded if you decide not to participate after being accepted into the event.
5. All deadlines associated with the event must be met.
6. Artists must be available at an arranged meeting time to allow members of the Organising Team to inspect their studio (if required).
7. All artists must submit one artwork for inclusion in the group exhibition, including delivery and retrieval of the artwork between the designated times on the designated days. Selection of the artwork will be in consultation with the exhibition curator.
8. All artists must be included in the roster to supervise the group exhibition.
9. All artists are required to be at their studios on all days, at all hours (excluding short breaks for lunch etc) over the designated event period.
10. All artists must commit to demonstrate their skills and methods regularly over the event period. This is an active and interactive event and is not an opportunity to present your studio as a gallery.
11. Signage and flags provided by Open Studios remain the property of Open Studios and must be returned within two weeks of the closure of the event period. Failure to return, or damage will incur a cost.
12. All artists may be required for media interviews.
13. All artists are required to keep a record of visitor numbers and other information and submit same on completion of the event.
14. All taxation, insurance and other legal requirements are the responsibility of the artist.
15. The Organising Team accepts no responsibility if the event is cancelled due to unforeseen circumstances.
16. All artists should promote themselves, the event as a whole, and other artists within the event.



Yarra Valley Open Studios Application Form 2012

Artist information

Please note the following information will be the information recorded in the Guide Book. Please be clear about these details.

If you do not want any details to be included in the Guide Book, please indicate.

Artist's Name .....  
Business Name (if applicable).....  
Medium/Descriptor (ie painter, sculptor etc) .....  
Studio Address.....  
Suburb..... Postcode.....  
Phone .....  
Email Address.....  
(this is compulsory as this is the way we contact you, but it doesn't have to appear in the guide book).  
Website address (if applicable).....  
Postal Address .....  
.....

(This will not appear in the guide book, but please include if it differs from your studio address.)

Brief description of your work (This should be a maximum of 100 words. It will be edited to your approval and included in the Guide Book as your Artist Statement.)

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Do you share your studio with another artist? If so, who? .....  
Parking for (no. of cars).....  
Amenities (toilets etc, not compulsory) .....  
Disability access (not compulsory) .....  
Memberships (eg, Guilds, professional groups etc) .....  
.....  
Skills or experience (which you could use to assist in organising the event):

**Dates**

Closing date for application submission:  
5pm, Friday 6th January 2012. Late or incomplete application will not be considered.

Yarra Valley Open Studio weekend dates:  
(compulsory participation on all days between 10am and 5pm)  
Saturday 8th September  
Sunday 9th September

Saturday 15th September  
Sunday 16th September

**Participation Fee:**

The participation fee for 2012 is \$165 per artist. Cheques or money orders should be made out to Yarra Valley Open Studios Association Inc. and submitted with the application.

**Attachment checklist**

- Application fee (cheques or money orders made out to Yarra Valley Open Studios Association Inc.)
- Proof of public liability insurance. This is compulsory. (You may already be covered by your current insurance).
- Proof of insurance for your artwork at the group exhibition and in your studio. This is not compulsory but is recommended.
- Photographs (3 copies of each with your name on the back of each)
- Maximum 3x photographs of your work
- Maximum 2x photographs of the interior of your studio.
- Maximum 2x photographs of the exterior of your studio within its setting.

**Privacy:**

These details will be used solely by Yarra Valley Open Studios, and will not be provided to any other party.

- Yes, please forward me useful information from associated bodies. (tick box)
- I have read and agree to all requirements and conditions within this application package.

.....  
 (Full name)  
 .....  
 (Signature)

Please post this application with payment and attachments to:  
Attn: Selection Panel  
Yarra Valley Open Studios  
PO Box 623  
Healesville VIC 3777

For further information go to our website: [www.yvopenstudios.net.au](http://www.yvopenstudios.net.au) or contact:  
Artist Liaison: Ali Griffin - [ali@yvopenstudios.net.au](mailto:ali@yvopenstudios.net.au)