

Thank you for your interest in the Yarra Valley OpenStudios program for 2010. An application form is included, which states all the requirements.

Please take your time to fill in the application form - it includes important information which needs careful attention. Please note that incomplete applications without the required attachments will not be considered.

On acceptance of your application, you will be contacted to make an appointment for an assessment of your studio space and accessibility.

**The benefits of involvement include;**

- You will be one of at least 40 studios open to the public for one weekend in September, to an expected audience of 10,000 (not all at once!) In 2009, we recorded over 22,000 studio visits.
- Appearance on the OpenStudios touring map for 12 months, with opening hours and contact details (including website links).
- 6 weeks of sustained marketing prior to the event
- Inclusion in the DL guidebook, distributed across Victoria, focussing on Melbourne and the Yarra Valley.
- Online tour planning and artist promotion - each artist will have their own feature page on [www.yvopenstudios.net.au](http://www.yvopenstudios.net.au)
- A 2-3 week group exhibition at a prominent and innovative location in the Yarra Valley
- One sign (600x450mm) for your location. (A premium signage package will be available to those who wish to purchase it.)
- Attendance for you and a friend to the gala opening event.

**In return, the program asks the following of its artists and studios:**

- Completion of the application form by **5pm 8th January 2010**
- Availability for a site visit by to assess suitability and explain in further detail the requirements of the program.
- Payment in full of the participation fee of \$165 included with your completed application form. Please talk to us if the fee presents an issue - we are artists too, and understand the financial pressures! (please make your cheque or money order out to **Yarra Valley Arts Council.**)
- Attendance to the group exhibition opening.
- Attendance to the compulsory briefing meeting one week prior to the open weekend.
- Proof of public liability coverage. (*Check your current insurances - you may already be covered, or your current insurer may extend quite happily the cover you have.*)

- Proof of insurance cover for your artwork, at studio and group exhibition site.
- Provision of an email address for regular contact from the organisers (compulsory).
- Submission of one artwork for inclusion in the group exhibition, including delivery and pick-up on the nominated days.

Please don't be too overwhelmed by these requirements - we really are going to great lengths to be inclusive, and a key objective of the program is to mentor new and emerging arts businesses. We'll do anything we can to help make sure you can take part.

If you have an established studio with a bit of extra room, you might like to consider hosting an artist with a less accessible or established studio. Please contact us at [info@yvopenstudios.net.au](mailto:info@yvopenstudios.net.au) to find out how you can take part as a host or as a hosted artist.

Kindest Regards,

The OpenStudios Organisers.

## Application - 2010

### Important Dates:

Open Studio weekend dates: September 17-19 2010

Group Exhibition Dates: September 3-19 2010

Closing date for application: **5pm 8th January 2010**

### Important information

A separate application form is required for each artist, even when more than one artist is located at the same studio. A participation fee (\$165) is also required from each artist. Cheques or money orders should be made out to **Yarra Valley Arts Council**.

ALL artists must complete this form, including those who have already participated in previous events.

This form must be returned to the address below **no later than 5pm 8th January 2010**. No late or incomplete applications will be accepted.

### Eligibility

Artists considering participating in the event must meet the following criteria:

1. Be a practicing artist working within the Yarra Valley area (refer attached map). The Open Studios are advertised as an opportunity to see artists working on artwork in their creative context.
2. Have an accessible and dedicated working studio (commercial galleries without working artists are not eligible).
3. The studio must have safe and suitable access and amenities (eg: toilet facilities, car parking.)
4. Artists work and studios need to be the right representational fit for the program
5. Works for sale are encouraged. Sufficient work should be available for display to demonstrate the artist's range of ability and methodology.

Final decisions regarding inclusion in the Yarra Valley Open Studios program will be made by the organisers. Their decision will be final and no further discussions will be entered into.

### Requirements of the artist:

1. The studio must be open to the public from 10am til 5pm on the designated open days and be available by appointment at other times for 12 months after the open weekend.

2. One artwork must be submitted for inclusion in the curated group exhibition. Selection of this item will be by discussion between the artist and the curator, with the final decision of the included work made by the exhibition curator.
3. You must provide contact details for yourself and your studio, for publication in the guide book. A pro-forma for this information will be circulated.
4. Permission for photography of artist and work for inclusion in the guide book.
5. You should be prepared to be available for media coverage if required.
6. Participation in some organisational aspects of the event is encouraged.
7. All photographs included in the guidebook are taken by nominated YVOS photographers to ensure consistency of quality. Decisions regarding the inclusion of final photographs is made by the graphic designer.
8. Photographs remain the property of the photographer.
9. You should have 5 or 6 works ready to be photographed on the day of your studio visit. Anything you feel does not represent your studio or your work should be removed from view, though please remember that the purpose of the photography is to convey the experience of visiting your studio, not to promote or catalog particular works of art.
10. Artists should be available to staff the group exhibition on at least one occasion.

**Registration Fee:**

The fee for participation in the Yarra Valley Open Studios will be \$165.

Your fees will go towards costs of running and promoting the event, including designing, printing, signage, and exhibition.

**Terms and conditions:**

1. Following the application closing date the YVOS organisers will visit each studio and artist to assess whether that place meets the selection criteria. The decision of the organisers is final and no further discussion will be entered into.
2. The full registration fee must be paid at the time of application. If your application is unsuccessful, your fee will be refunded in full. Notification of acceptance will be made 1 month following the application closing date.
3. No fees will be refunded once you have been accepted into the event.
4. The artists must commit to their studio being open for the designated weekend, during the designated hours.
5. All taxation, insurance, and other legal commitments are the responsibility of the individual artists.
6. The YVOS organisers accept no responsibility if the event is cancelled due to unforeseen circumstances.
7. The artist will produce work of a similar or higher standard to that sighted by the organisers for the duration of the event.
8. The artist will provide (in consultation with the YVOS organisers) one item of work for the group exhibition, which is indicative of the artists overall style and standard.
9. Artists will be asked to keep a record of the number of visitors and other information, as requested by the YVOS organisers and submit same on completion of the event.
10. Artists should promote other artists within the event, and the event as a whole by

making brochures and maps etc available at their studio.

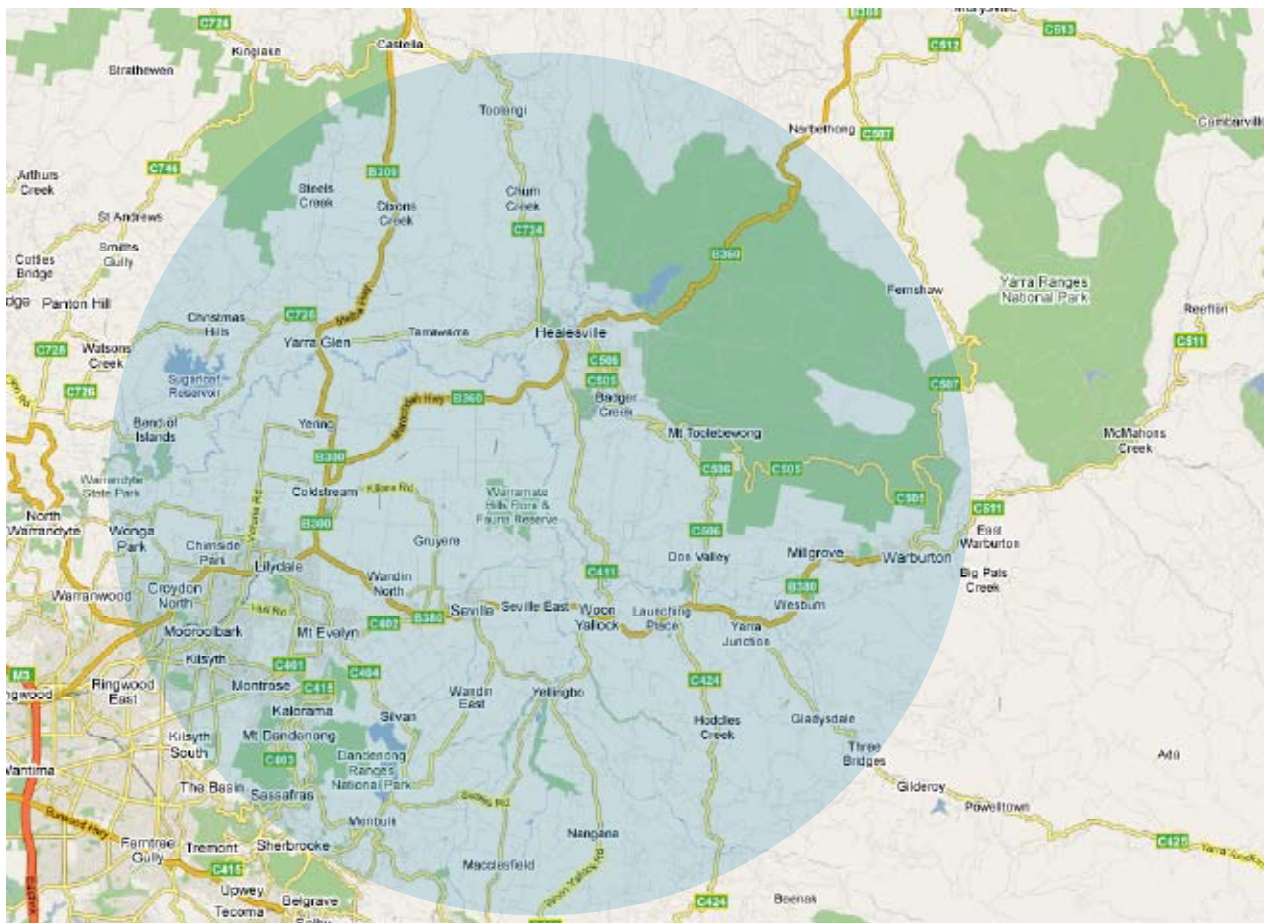
**Insurance:**

All artists are required to show

1. proof of current public liability insurance coverage.
2. proof of current product/artwork insurance coverage.

*Check your current insurances - you may already be covered, or your current insurer may extend the cover you have for the duration of the event. Assistance with insurance matters is available on request. Please contact the organisers for details.*

*If your studio is in a rental property, please supply proof that your agent or landlord understands and has no objection to you opening as part of the Open Studios.*



Program catchment area

# Application 2010:

**Artists Full Name**.....

**Business Name** .....

**Medium** .....

**Street Address**.....

**Suburb**..... P.C.....

**Postal Address**.....

**Suburb**..... P.C.....

**Phone Number**.....

**Email Address (REQUIRED)** .....

(All communication with YVOS artists is via email. Please ensure you write clearly and accurately here.)

**Brief description of your work** .....

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**Do you share your studio with another artist?**.....

**Do you have space to host another artist and their work?** .....

**Parking for** (no. of cars).....

**Amenities:** .....

**Disability access?** (not required, but may be featured on map) .....

**Memberships?** (eg, Guilds, etc) .....

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**Do you have a website?** (address).....

**Skills or experience** which you could use to assist in organising/promoting the event

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**Privacy:**

These details will be used solely by Yarra Valley Open Studios, and will not be provided to any other party. From time to time, YVOS receives useful information from associated bodies which we will pass on via email where it is deemed appropriate. This includes announcements about upcoming Yarra Valley arts events and services for artists.

**Please attach:**

- Proof of insurances (public liability, accidental breakage, etc)
- Images of your work (for reference purposes only.)

(Note: Applications without these documents will not be accepted)

I hereby agree to the requirements and terms and conditions outlined in this document.

.....  
**(Full name)**

.....  
**(Signature)**

**Please post this Application with payment by cheque or money order for \$165 (made out to Yarra Valley Arts Council) plus any other required attachments to:**  
Yarra Valley Open Studios  
PO Box 187  
Healesville, VIC 3777