

# EDINBURGH ART FESTIVAL

## POP UP EXHIBITIONS & EVENTS

### CALL FOR SUBMISSIONS

**EDINBURGH ART FESTIVAL  
25 JULY– 25 AUGUST 2019**

### ABOUT

Founded in 2004, Edinburgh Art Festival is the platform for the visual arts at the heart of Edinburgh's August festivals, bringing together the capital's leading galleries, museums and artist-run spaces in a city-wide celebration of the very best in visual art.

Each year, the Festival features leading international and UK artists alongside the best emerging talent, major survey exhibitions of historic figures, and a special programme of newly commissioned artworks that respond to public and historic sites in the city.

### POP UP EXHIBITIONS & EVENTS

In addition to promoting the work of our programme partners, Edinburgh Art Festival invites proposals from within Edinburgh, the rest of the UK and internationally for one-off projects conceived specifically for the Festival. Selected projects will feature in the Festival Guide, website and promotional literature.

### SUBMISSION PROCESS

Practitioners, curators and organisations working in the field of visual art are invited to propose exhibitions and events (incl. film screenings, performances, panel discussions, artist talks etc) for inclusion in the 2019 Edinburgh Art Festival Programme. Proposals will be assessed on the basis of quality and the extent to which they meet the selection criteria outlined below. Submissions will be reviewed and selected by a panel of curators chaired by Sorcha Carey, Festival Director.

## SELECTION CRITERIA

1. All proposals must demonstrate a high degree of artistic quality, both in the content and presentation of the project.
2. Proposals will not be accepted from organisations with a year-round programme of visual arts exhibitions in the city: if this describes your work, please visit our website for details of how to become a Festival Partner.
3. Proposals that have been conceived specifically for the Festival; represent a significant development in the work or ambitions of the artist or organisation involved; take intelligent risk; or encourage audiences to enjoy new or potentially challenging work are particularly welcomed and will be prioritised. Projects or solo showings by artists that have featured in Edinburgh Art Festival programmes of the last 2 years will be considered lower priority for inclusion.
4. Proposals should show an understanding of the needs of audiences, and address how the presentation and interpretation of work might engage new and existing audiences. Proposals should show a commitment to equality of access for all audiences.
5. Proposals should address the practicalities of showing in Edinburgh in August. This must include a proposed or confirmed venue, with details of the level of discussions with proposed venues to date. Successful applicants will be required to confirm all venue details by Monday 1 April: any projects without confirmed venue permits by this point will be withdrawn from the Festival programme. Edinburgh Art Festival is unable to provide Festival venues, but may be able to advise on potential spaces and contacts. Please contact [info@edinburghartfestival.com](mailto:info@edinburghartfestival.com) for further information.
6. Proposals should be for projects taking place in the City of Edinburgh (defined according to the boundaries of City of Edinburgh Council). Proposals for events taking place a short journey from the city will be considered, where that proposal can offer direct transport from the city centre (for example, previous Festival programmes have included special bus tours to Little Sparta).

The selection panel can only assess applications on the basis of material submitted. It is therefore essential, and in your interest to supply the highest quality visuals possible, which fully represent your project.

Successful applicants will be asked to pay a participation fee of **£250 + VAT**. A reduced fee of **£90 + VAT** will be charged for one-off events or very short exhibitions. Please see below for full payment terms and conditions.

If you/your organisation is unable to afford the participation cost, you may be eligible for a fee waiver, which will be awarded in demonstrable cases of need. If you wish to be considered for a fee waiver, please indicate this at the time of application, and submit a short statement to support your case.

For more information, please contact [info@edinburghartfestival.com](mailto:info@edinburghartfestival.com)

## 2019 TIMESCALES

Deadline for proposals (to be received by midnight)	<b>24 February</b>
Selection panel convene	<b>w/c 4 March</b>
Notification of decision	<b>w/c 11 March</b>
Deadline for venue confirmation	<b>1 April</b>
Deadline for project copy for Edinburgh Art Festival Guide	<b>1 April</b>
Edinburgh Art Festival launches	<b>25 July</b>
<i>Art Late</i> a series of open gallery evening events. Please indicate on your form if you, and the venue, are interested in participating	<b>1, 8, 15 and 22 August</b>
Final day of Edinburgh Art Festival 2019	<b>25 August</b>

## BENEFITS OF PARTICIPATING IN EDINBURGH ART FESTIVAL

One of the key aims of the Festival is to develop audience awareness, understanding and enjoyment of visual art. Our marketing and communication activity focuses on highlighting the diversity and quality of the work shown throughout the Festival, as well as positioning Edinburgh as an internationally significant centre for visual art. Participation in the Festival entitles all exhibitions and events to promotion through the following:

- **Festival Print**

Listing with text and an image in the Festival Guide, and venue location listing on the Festival Map. Each Pop-up venue/organisation will be provided with their own copies of Festival print, as well as benefiting from the Festival's distribution campaign (50,000 Festival Guides, plus 6,000 Map & Events Leaflets).

*Please note: The dimensions and format of the map may mean we are not able to show all locations, only those within the city centre.*

- **Website & e-newsletters**

Listing with image in the *Pop-up Exhibitions and Events* section of Edinburgh Art Festival website, location listing on the Festival digital map. Relevant events will also be searchable in the 'What's On' section including links to appropriate booking engines. The site is continuously updated throughout the Festival to include information about most up to date events and our weekly (during Festival month) e-newsletter gives subscribers information on the latest exhibitions and events.

- **Social Media**

Festival exhibitions and events (including any *Pop-Up Exhibitions and Events* selected from this call) are promoted before and during the Festival through our social media channels; Facebook, Twitter and Instagram.

- **Signage**  
We will supply Festival Guides to the venue and provide branding to help promote the exhibition as part of Edinburgh Art Festival.
- **Festival PR**  
Our appointed specialist visual art PR agency targets a large range of press, magazine, broadcast and online outlets to promote the Edinburgh Art Festival. Venues or organisations participating in the *Pop-up Exhibitions & Events* part of the Festival programme will be included within the press announcement for our Festival events (late June 2019).

## **SUBMISSION**

Completed proposals should be received by **midnight, Sunday 24 February 2019**.

Please email to [info@edinburghartfestival.com](mailto:info@edinburghartfestival.com) with the subject line *Pop Up Exhibitions & Events Proposal*.

Emails should be no larger than 5MB. For attachments or large files, please use a file sharing facility such as WeTransfer.

For any queries please contact us:

0131 226 6558 | [info@edinburghartfestival.com](mailto:info@edinburghartfestival.com)

***Please note any proposals received after the deadline will not be considered.***