



CALL FOR SUBMISSIONS

To participate in Edinburgh Art Festival, 1 August – 1 September 2013

Proposal Deadline: 11th February 2013 at 12pm

ABOUT EAF

Edinburgh Art Festival (EAF) is Scotland's largest annual celebration of visual art, attracting over 250,000 visits each year. Uniquely, the festival offers the chance to experience the best contemporary Scottish artists in the context of exhibitions of the most important international artists and movements of the 20th Century and historical periods.

EAF brings together the capital's leading galleries, museums and artist-run spaces and also provides an opportunity for artists and organisations based outside of Edinburgh to showcase their work in the capital on an international platform. Alongside exhibitions, EAF commissions new public art works for the city by leading and emerging Scottish artists and programmes special events throughout the festival.

EAF 2013

In addition to promoting the work of programme Partners, EAF invites proposals for additional projects conceived specifically for the Festival, from within Edinburgh, the UK and internationally. These will feature in the festival guide, website and any EAF promotional literature as Associated Programme. 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.

If you/your organisation is unable to afford the participation fee, you may be eligible for a discretionary bursary. Bursaries will only be awarded in exceptional cases of need, and following submission of a certified financial statement. For more information, please contact info@edinburghartfestival.com

SUBMISSION PROCESS

Practitioners, curators and organisations working in the field of visual art, or more broadly visual culture (architecture and design, for example), are invited to propose exhibitions and events (incl. open studios, film screenings and/or performances) for inclusion in the 2013 EAF 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 comprising members of the Edinburgh Art Festival Board and an invited external curator. Members of the 2013 selection panel are as follows:

Selection panel:

Sorcha Carey (Director, Edinburgh Art Festival)

Pat Fisher (Director, Talbot Rice Gallery)

Philip Long (Director, V&A Dundee)

Richard Ingleby (Director, Ingleby Gallery)

Yvonne Billimore (Generator Projects, Dundee)

SELECTION CRITERIA

1. All proposals must demonstrate a high degree of artistic quality, equally in the subject and presentation of the project.
2. Proposals that encourage collaboration across the sector or are collaborations between Edinburgh-based individuals/organisations and counterparts from elsewhere are particularly encouraged.
3. Proposals that have been conceived specifically for the Festival; represent a significant development in the work or ambitions of the artist or organization 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 of artists that have featured in EAF 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.
5. Proposals should address the practicalities of showing in Edinburgh in August. This must include **venue, dates, permits** and **content** confirmed on submission, and evidence in support of this.

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 that fully represent your project.

We prefer proposals to be submitted by email. If this is not possible, paper copies can be sent to the address supplied at the end of the form. Notifications will be sent by email (or letter if no email is supplied) when proposals have been received.

TIMESCALES

11 February 2013	Deadline for proposals (to be received no later than 12pm)
18 February 2013	Selection panel convene
20th February 2013	Notification of decision
18 March 2013	Deadline for exhibition information to appear on website/print
w/c 25 March 2013	EAF Programme announced to press
1 August 2013	EAF launches
15 & 22 August 2013	EAF Art Late North & Art Late South – open gallery evening events
1 September 2013	EAF ends

BENEFITS OF PARTICIPATING IN EAF

One of the key aims of EAF 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, positioning Edinburgh as a centre for internationally significant visual art. Participation in the Festival entitles all exhibitions and events to promotion through the following:

- **Festival Map**

A3 fold out map showing participating venues with exhibition listings on the reverse. 100,000 copies distributed throughout Edinburgh, Glasgow, Central Belt Scotland, and to targeted cultural venues throughout Scotland and the UK.

Each Associate Programme venue/organisation will be provided with 200 copies of the map.

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 – please see 2012 example via our website at: <http://www.edinburghartfestival.com/visiting/2012guide/>

- **Festival Guide**

A5 full colour pocket guide with half page listing. 16,000 copies distributed through all participating venues, and sent out in advance to 800 plus key opinion formers in the UK and international art world.

Each Associate Programme venue/organization will be provided with 100 copies of the guide.

- **Website**

A full page listing with image on the exhibitions section of the EAF website, representation on the online festival map and listing of relevant events in the Events calendar including links to appropriate booking engines. The site is continuously updated throughout the Festival to include information about most up to date events. Weekly e-newsletter gives subscribers up to date information on the latest exhibitions/events.

- **Social Media**

EAF exhibitions and events are promoted before and during the festival through our social media channels, including Facebook, Twitter, Youtube and Vimeo. Associated Programme exhibitions will be included in this activity and efforts will be made to highlight and share

Associate's own social media activity.

- **Signage**

EAF loans a very high quality, EAF branded wooden A Board for use at the venue to help audiences with locating exhibitions and to provide Associate Programme venues with proper accreditation. A Boards must be returned to EAF at close of the exhibition.

- **Festival PR**

The festival agency, Sutton PR, targets a large range of press, magazine, broadcast and online outlets to promote the Edinburgh Art Festival. Venues or organisations participating in the Associate Programme will be listed within the press announcement of the EAF 2013 programme.

- **Joint Festivals Marketing**

In partnership with the other main summer festivals (International, Fringe, Book Festival, Jazz & Mela) we undertake a range of joint marketing initiatives which include listings, print, daily festival guide and a shared Festival website, www.edinburghfestivals.com

PROPOSAL FORM 2013

Section 1: Contact Details

Primary Contact		Press Contact	
Name:		Name:	
Tel:		Tel:	
Email:		Email:	

Section 2: Venue

Name of Venue:			
Postal Address:			
Google URL			
Website:			
Tel:			
Opening Hours:			
Facilities:	Café Y/N	Shop Y/N	
	Wheelchair Accessible Y/N	Baby Change Y/N	
	Loop System Y/N	BSL Interpretation Y/N	
	Audio Descriptive Tours Y/N		
Has permission been obtained to use this venue?			

Section 3: Programme Details

Title:			
Dates:	From:	To:	Preview:
Opening Hours:			
Admission Price:			
Accompanying Publication:	Y/N		
	Large Print and Braille versions available?		
Marketing materials to be produced:			
Will artwork be for sale?			

Will it include new work and/or commissions specific to this programme?	
Is it site-specific?	
Is the programme or work within the programme a Scottish / UK premiere?	
Would your venue be interested in taking part in Art Late, an evening of late night openings and performances – Art Late North is on 15th August (for venues north of the Royal Mile) and Art Late South on 22nd August (south of Royal Mile)	

SUPPORTING INFORMATION:	
25 word summary of your exhibition/project:	
<p>Please include below any background information on your lead programme and the individuals involved. Include how it meets EAF criteria, dates of exhibition installation, dates the artist/s will be in Edinburgh, limitations on interviews with key people such as the artist/s or curator/s, as well as details of any additional work by the artist/s that may be on display elsewhere in Edinburgh during the Festival.</p> <p>Please attach a copy of the press release for the exhibition if available and a short CV of any artists involved in the programme.</p> <p>Continue on additional sheets if necessary.</p>	

Supporting Images:

You may submit up to six images in support of your proposal. Please include a caption (see example below) for each image.

- **Please do not attach images to the body of this document.** If submitting your proposal via email, include images as an attachment, or alternatively send images by post on disc, clearly marked with your name, name of exhibition and your contact information.
- **Please use the following format for your images:**
name-of-exhibition1of2.jpg
name-of-exhibition2of2.jpg
- Example image caption:
 Fred Tomaselli *Big Bird* 2004

Images:	Caption
Image 1	
Image 2	
Image 3	
Image 4	
Image 5	
Image 6	

Section 4: Additional Programming

If you have an additional exhibition, supporting event or other form of programming, please copy and paste the below table as required.

Additional Programme Title:			
Dates:	From:	To:	Preview:
Opening Hours:			
Venue:			
Admission Price:	Please detail if free of charge		
Accompanying Publication:	Y/N		
	Large Print and Braille versions available?		
Will the programme include new work and/or commissions	If so, how many?		
Is it site-specific?			
Is the programme subject a Scottish/ UK premiere?	If so, please specify		
Images:	Please submit up to three images for each additional in support of your proposal, using the same		

format as in Section 3.

Images:	Caption
Image 1	
Image 2	
Image 3	
25 word summary of your additional programming:	

Programme Copy

If your proposal is accepted to be a part of EAF 2013 you will be required to submit copy for the guide and website through our new web-based database. Details of Username and Password will be shared with successful applicants.

Copy and Print deadlines:

Copy deadline: 11th March 2013

1st proof sign off of print materials: 24th April to 26th April

Final proof sign off of print materials: 13th May to 14th May

Terms & Conditions of Participation

Successful applicants will be invoiced for a participation fee of £250.00 + VAT for exhibitions or £90.00 + VAT for events on acceptance of an offer by EAF once they have received and agreed to EAF Terms & Conditions. Payment must be received within 30 days of invoice.

How to Submit a Proposal

Completed proposals should be received by 12pm, 11th February 2013

Please email to info@edinburghartfestival.com (Subject field: Name of Exhibition) or post electronic copies on disc or paper copies to:

**2013 Proposal,
Edinburgh Art Festival
City Art Centre
2 Market Street
Edinburgh Art Festival EH1 1DE**

**For any queries please contact Navida Galbraith t: 0131 226 6558,
e: info@edinburghartfestival.com)**

Please note proposals received after 12pm on 11th February 2013 will not be considered