

# ROOTBOUND FESTIVAL

## VISUAL ARTIST GUIDE

### IMPORTANT INFO

- At this stage, primarily 2-dimensional works are being considered. We will also consider works in a 3-dimensional format that are light enough to be hung on a vertical surface.
- Original artworks will be chosen on their expression of themes in line with the festival's ethos, on their aesthetics within the context of a commercial gallery, and with consideration for the physical space available and the environmental factors a festival context imposes.
- Mediums can include paintings on stretched canvas, boards, or wall mountable objects; glass framed original or limited edition prints on paper (drawing, screen prints, lino prints, etchings, photographs); and other wall mountable water stable artworks. If you have an artwork that you feel may be suitable but doesn't seem to fit the above description, feel free to put in an application but do understand that these criteria will be considered first.
- Printed merchandise of artworks not being exhibited will also be considered. These will need to be discussed and agreed upon before the submission deadlines.
- The eclectic mix of music and community involved in this event means that all styles are actively encouraged. Traditional and contemporary indigenous art, street styles, abstract, realistic works, and whatever else you can come up with.

### THE APPLICATION PROCESS

- Artists wishing to participate need to submit an online application before 11:59pm on 24 July.
- If you are requested to submit digital images of artworks intended for the gallery selection process, please get them in before 11:59pm on 31 July.
- Digital images of finished artworks need to be no larger than 190mm x 277mm at 300dpi. Finished artwork including any frame can be no larger than 1700mm high x 2000mm wide. Medium sized artworks are more workable.

ROOTBOUND

- Title, size, and a description of materials, method, and concept are required for each artwork.

## THE ARRANGEMENT

- Selected artists will get entry to the festival for themselves, access to the site as crew, and the gallery team will endeavour to sell your artworks.
- Selected artists are expected to visit the gallery at least once a day. Visiting regularly will help your sales as people interested in your artworks like to know more about you and the artwork. It also gives the gallery workers time to eat meals and take toilet breaks if needed.
- All artworks sold will have a 25% commission taken which contributes to the costs of running the gallery so it can work to sell the artworks while the exhibiting artists are enjoying the festival. We plan to have a space for live art creation by select exhibiting artists. Making art like this will help to sell your exhibited works, but obviously suits some materials more than others.
- Only artworks paid in full can be taken by the purchaser. Purchasers requesting to reserve a work are required to deposit of 50% of the agreed price. 25% of the deposit goes to the artist after the festival and 25% goes to the gallery. Artworks with deposits taken but not sold are held by the artists until the purchaser pays for the art. Transport of artworks to the purchaser after the festival is the responsibility of the purchaser. All artworks need to stay at the gallery until at least late Sunday afternoon to provide the best chance of sale.
- Artists are responsible for getting artworks to the festival before midday on the Thursday of the event week. This ensures enough time to place everything within the gallery. Unsold artworks may be collected from the gallery on Sunday evening, but ideally on the Monday afternoon following the event. Transport can be organised with the gallery prior to the festival. Artworks requiring transport need to be protectively wrapped by their creators. All care will be taken in handling artworks, but no responsibility will be taken for artworks during transportation or exhibiting.
- No-shows of selected artworks and no-shows for agreed live artmaking without a decent explanation will cause artists to forfeit their ticket and any chance of exhibiting again.