THE GALLERY. ORG.UK

CALL FOR ARTISTS

Information Pack



Closing date for applications:
23:59 GMT, Sunday 4 February 2024

AN ARTICHOKE PROJECT

An Artichoke Project conceived in collaboration with Creative Director, Martin Firrell

In partnership with
Clear Channel, JCDecaux, Alight Media, Mass Media, KBH Group, 75Media, Outsmart and Eye Airports.

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Please read this information pack <u>before</u> you complete the online application form.

This information pack is available in:

- Large print
- Plain text
- Audio recording
- Welsh translation

You can download these formats from The Gallery website.

Complete the application form here:
https://thegallery.org.uk/season-4-open-call/

The deadline for entries is Sunday 4 February 2024

Getting help to apply:
We are very happy to answer any questions. Please get in touch if you need:

- Any help with completing your application
- This information in a different format
- To apply in a different format

Contact us at:
+44 20 7650 7611 (Mon - Fri, 10:00 -18:00 GMT)
TheGallery@artichoke.uk.com

ABOUT THE GALLERY

Produced by Artichoke and conceived in collaboration with Creative Director Martin Firrell, The Gallery is a new kind of cultural institution without walls that challenges traditional models of viewing art.

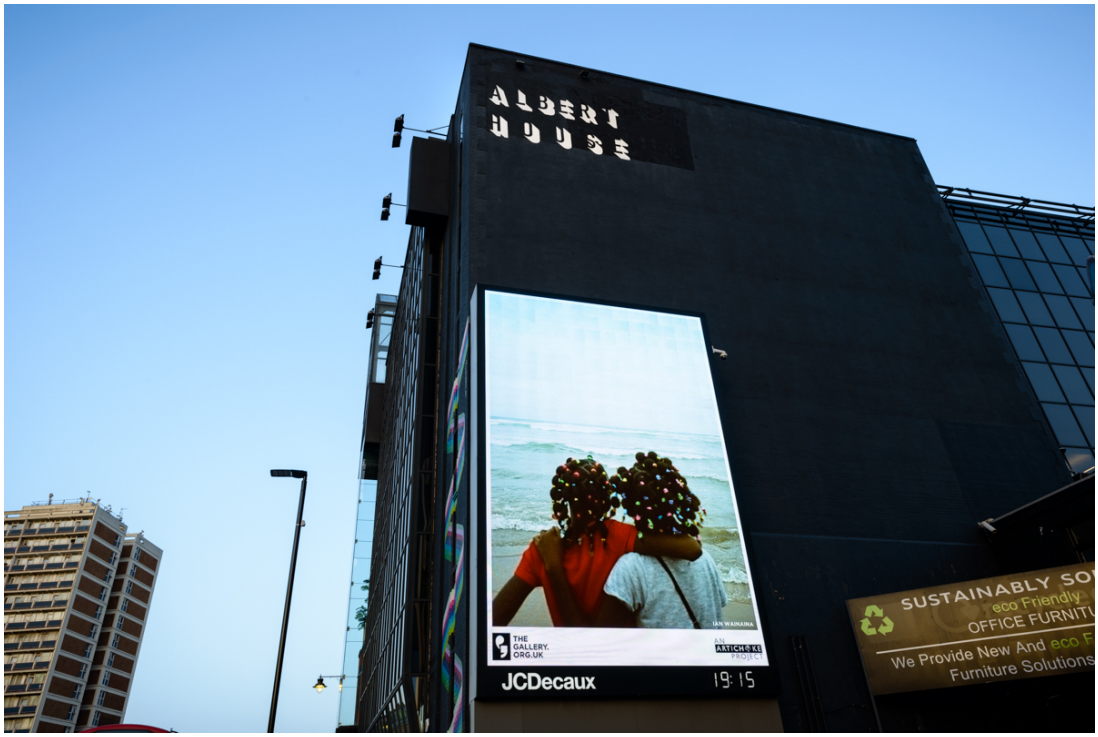
Each season we invite artists to respond to one of the most important topics or questions of our time, with the aim of generating meaningful debate, and starting a national conversation.

Season 4 of The Gallery will go live in May 2024, when the work of 10 selected artists will be exhibited in public spaces across the four nations of England, Northern Ireland, Scotland, and Wales.

Supported by the Out-of-Home* industry, The Gallery takes over thousands of billboards, digital screens and bus shelters traditionally reserved for advertising. To date, works exhibited as part of The Gallery have been viewed over 164 million times by people on the streets of the UK.

As part of an evolving and expanding archive, artworks selected for The Gallery are also permanently exhibited online at thegallery.org.uk.

**The term Out-of-Home refers to any visual advertising media found outside of the home, including on-street billboards, digital screens, bus-shelters and train stations.*



Home is far away (2022) by Ian Wainaina. The Gallery, Season 3, 2023. Produced by Artichoke. Launch event 5 Sept, Old Street Showcase 1 Photo by Yves Salmon

THE OPEN CALL

We're inviting artists aged 18 and over, from around the world, to apply to present a high-impact artwork for public space, as part of Artichoke's major project - The Gallery.

THEME

The theme for Season 4 of The Gallery is 'A REAL WOMAN'.

Curatorial statement: The Gallery Season 4 invites artists to make work in response to the theme: A REAL WOMAN.

What does it really mean to be a woman? How do women see themselves - in relation to each other and to the rest of the world?

How does a woman decide the kind of woman she is? Who's looking? Who's judging? What insight might the experience of transgender women provide?

We're keen to hear from any artist who identifies in any way, if they feel they have artistic insight to share.

'Art has always had the power to help us see the world more clearly and to navigate its complexities with creative vigour and insight. I believe the conversation about 'a real woman' will be rich and timely and of incredible importance.' - Martin Firrell, Creative Director, The Gallery

'I'm really excited to see the proposals 'A Real Woman' inspires and look forward to the conversations that come from them. We have no preconceived notions of what a 'correct' response to this theme should be - we're interested in everyone's stories and want to understand people's individual experiences.' - Bakul Patki, Curator, The Gallery Season 4

GUIDELINES

Artworks must be proposals for two-dimensional static works in any media. This includes, but is not limited to, photography, painting, drawing, text work, prints, mixed media and collage.

As with each season, there is no ‘correct’ response to the theme. There are no preconceived notions of what the selected works will be. Artworks are chosen for their artistic merit, visual impact in the public space and ability to engage with the theme.

NB - Although The Gallery encourages conversation and debate, our exhibitions are public, and we do not condone hate speech, discriminatory messaging, or deliberately offensive imagery.

WHAT YOU GET

Artists will be supported to develop and adapt their work for presentation on advertising billboards, bus shelters and similar. They will also receive ongoing mentoring and advice during the process.

All artists receive:

- A fee of £2,000
- Support from Creative Director Martin Firrell
- Support from our exhibition Curator Bakul Patki

- An international platform to exhibit work including through the dedicated website at thegallery.org.uk
- The services of a designer to format the artwork for digital (and paper and paste sites if relevant)
- Costs of production, mounting and leasing of the advertising spaces
- Selected photographic documentation of the artwork displayed on advertising spaces
- Scheduled online meet-ups with fellow contributing artists and team
- Participation in online discussion regarding making art for the public realm
- Invitation to exhibition launch in May 2024. If based in the UK, reasonable travel and one night's accommodation will be included. For artists based outside of the UK, a travel stipend of £200 towards any/all travel expenses, including visa fees and one night's accommodation is included.
- For those based outside the UK, Artichoke will explore additional means of support towards travel costs where possible (e.g. from Embassies, Trusts and Foundations).

ELIGIBILITY

The call is open to all practitioners aged 18+, working at any level, including students. Artists can be based anywhere in the world. This initiative exists to champion ground-breaking artworks by artists at any stage of their practice.

Collaborative applications as a group or collective are eligible (fee remains at £2,000).

INCLUSION AND DIVERSITY

Artichoke is committed to equality and diversity in all opportunities provided. We encourage entries from artists of all backgrounds, ages, genders, socio-economic backgrounds, ethnicities, religions, sexual orientations, and from those who identify as having a disability or consider themselves neurodiverse.

We ask demographic questions in the application form, but this information is not mandatory, and you can choose not to complete this part of the form if you prefer.

To ensure that a diversity of voices is represented in the exhibition, the selection process will not be anonymous, and the selection panel will have access to the demographic information provided if artists choose to include this in their application form.

Asking for demographic information also helps us to monitor how well we are reaching our organisational

aims. In addition, we may be required to report on this data as part of funding agreements.

All information will be kept securely in line with General Data Protection Regulations, and any data shared with a funder will be amalgamated and anonymised.

PREPARING AND UPLOADING YOUR ARTWORK ENTRY

How to apply

Applications can be completed via the online: https://thegallery.org.uk/season-4-open-call/

There is no registration fee to apply.

The deadline for artwork entries is **Sunday 4 February 2024**

Please remember:

- You can apply only once, **either online or by email.**
- You can enter only one existing artwork or artwork proposal with your application.
- We will consider your **first application only.**
- You cannot change your application form once it has been entered.
- If you apply both online and via email, your entry will be invalidated and not considered.

- While we don't expect that your artwork will necessarily be finished at the application stage, please be aware that selected artists will have up to 4 weeks to complete their artwork.

Your answers will be kept safely in your browser's local storage for 15 days. When you open the form again, you will be taken to the start, but will see your existing answers from your last visit. If you clear your browsing data your answers will be deleted.

If you are unable to apply via the online form, you can download the application form as a Word Document or a PDF via the link above.

Character Limit

Each open call attracts a large volume of applicants. To ensure equal opportunity for each applicant, the application form will accept answers only up to the character limit for each question. Keep it succinct and to the point. Please note: spaces, letters of the alphabet, numbers, and punctuation all count toward a character limit.

Visual References to Support an Artwork Proposal

If you are entering a proposal rather than a finished artwork, you should also include a selection of **up to 4 visual references.** These may be previous works, drawings, photographs, sketches, models, mood boards and renders – anything that helps us understand and visualise your idea.

Proposals for new works are preferred, but existing artworks that are not currently in the public realm will be accepted if they meaningfully respond to the theme. Please keep in mind that digital adaptations are likely to be required if entering existing work.

Formats

Images of your artwork or visual references must be uploaded as one of the following formats: **JPG, PNG, TIFF** or **SVG files**.

We are not looking for moving-image work, which means we cannot accept animation files such as **MP4 or .GIF.**

Files must be in RGB mode and no larger than 2MB. Make sure you upload high-quality images, as poor or low-resolution (less that 72 dpi) images may affect your chance of being selected.

Please name any supporting images in this format: **“ArtistName_ImageTitle/Description”**

ARTWORK FORMATS

Artworks entered in portrait dimensions are preferred (see further details on dimensions below). However, selected artworks should be adaptable across both portrait and landscape dimensions – such are the requirements of outdoor displays. Applicants may enter either dimension or both for the same artwork.

Keep in mind that the Out-of-Home advertising space

comes in many different shapes and sizes. If your artwork is selected it may be necessary to adapt it to fit these different display formats.

You do not need to enter artworks in these exact dimensions at this stage. We will support selected artists with this process and provide detailed guidelines.

For information: Dimensions for standard outdoor display formats:

- **Portrait:** for display on a 6-sheet digital screen (91.44mm x 162.56mm)



GROSSLY UNDERVALUED DOMESTIC PRODUCT (2022) by Bobby Baker. The Gallery, Season 2, 2023. Produced by Artichoke. Photo by Yves Salmon. Location: Shoreditch, London.

- **Landscape:** for display on a 48-sheet (609.6mm x 304.8mm)



GROSSLY UNDERVALUED DOMESTIC PRODUCT (2022) by Bobby Baker. The Gallery, Season 2, 2023. Produced by Artichoke. Photo by Yves Salmon. Location: Belfast, Northern Ireland.

Do not place any titles or artist names on your artwork at entry stage. There will be an opportunity for selected artists to include this information alongside their artwork as part of a tailored design for outdoor and digital presentation.

Do not place important detail close to the exterior edges of the artwork, as slight variations of display size will require cropping.

Where possible – particularly with new works - leave some additional space around the central image, text or motif. See illustration below for reference:


COMMON SQUARER FORMAT (THE WIDTH IS 1.33 X THE HEIGHT)
MOST COMMON PORTRAIT FORMAT: RATIO 16:9 . (DIVIDE THE HEIGHT BY 16 AND MULTIPLY THE ANSWER BY 9 TO CALCULATE THE WIDTH)
MOST COMMON LANDSCAPE FORMAT: RATIO 2:1 (THE WIDTH IS 2X THE HEIGHT)



'More Immigrants Please' (2023) by Osman Yousefzada. The Gallery, Season 3, 2023. Produced by Artichoke - Mass Media - Reddish Road Stockport

KEY DATES

Entries open: **Monday 8 January 2024**

Entries close: **Sunday 4 February 2024**

Shortlist and commissioned artists confirmed: **early March 2024**

Delivery of final artwork: **Tuesday 2 April 2024***
**Selected artists will have up to 4 weeks to make their artwork.*

Exhibition opens: **May 2024**

TERMS & CONDITIONS

- Intellectual Rights: Artists who enter their work confirm that they hold all intellectual property rights.

- Artwork rights: You will retain the copyright to all work entered.

- If you are selected, you agree to your artwork being used in publicity materials: in print, online and on social media platforms. You will be credited where works are used.

- Artichoke reserves the right to accept corporate sponsors or partners for each Season. Selected artists will be notified of any confirmed sponsors upon offer to be a part of Season 4.

- The decision of the selectors is final and we cannot enter into further discussion about the selection.

- Unfortunately, due to the high volume of applications, we cannot offer feedback on all entries.

- You cannot change your application form once it has been entered.

- If you experience problems with the online entries during the application period, please contact us at TheGallery@artichoke.uk.com within 5 working days of the entry deadline.

- All information will be kept securely in line with the General Data Protection Regulations and will not be disclosed to third parties.

- Artists selected for final commission will receive a contract outlining terms and conditions of participation in greater detail.

- Artichoke may produce affordable prints of the selected artworks. This will be subject to an agreement by both the artist and Artichoke.

- Artists selected acknowledge that the artwork is being exhibited in the public realm on billboards and other out-of-home media around the UK and potentially international, and that it responds to a theme which may provoke public debate. The quality and manner of this debate is likely to be unpredictable.

CONTEXT

The Gallery

The Gallery is an Artichoke Project, conceived in collaboration with Creative Director and public artist, Martin Firrell. The Gallery is a new kind-of cultural institution without walls that challenges traditional models of viewing art. Examining some of the most important questions and issues through two exhibitions a year, The Gallery exists to generate meaningful debate and a national conversation through art. Displayed on billboards and digital screens, the past three seasons of The Gallery have been viewed over 164 million times by people across the UK. The outdoor exhibition is supported by the Out-of-Home advertising industry, including founding partners Clear Channel and JCDecaux. www.thegallery.org.uk

Martin Firrell

Martin Firrell is a public artist whose works challenge unjust power systems of all kinds, including patriarchal power, the oppression of women and non-heterosexuals, and the heteronormative status quo.

He uses language to engage directly with the public, provoking dialogue about more equitable social organisation. The artist's declared aim is 'to make the world more humane'. His work has been summarised as 'art as debate'. www.martinfirrell.com

Bakul Patki

Bakul Patki is a freelance curator, creative producer and cultural consultant, with over two decades experience

across fine art, photography, design and architecture. She works independently and for organisations to devise, develop and deliver projects with individual artists, studios, institutions, festivals, and charities, as well as brands who have an interest in working with and supporting creativity. Bakul is passionate about bringing art into the public realm – extending its reach and amplifying its impact by removing physical, political and perceived barriers.

Artichoke

Leading UK arts producers, Artichoke, work with artists to create extraordinary and ambitious public art in cities, the countryside and on coastlines around the UK. Artichoke believes in the transformative power of art to undermine the mundane and disrupt the everyday to create a new kind of world that we'd all like to live in.

Over the last 16 years Artichoke has produced more than 25 ground-breaking productions including the inaugural Artichoke project, Royal de Luxe's The Sultan's Elephant (London in 2006); La Machine's 50-foot high mechanical spider for Liverpool's Capital of Culture celebrations (2008); Antony Gormley's One & Other commission for the Fourth Plinth in Trafalgar Square (2009); Lumiere, the landmark light art biennial events produced in Durham, Derry-Londonderry and London; Deborah Warner's Peace Camp commission for the London 2012 Festival with Fiona Shaw and London's Burning, a festival commissioned by the City of London Corporation to commemorate the 350th anniversary of the Great Fire of London (2016). Recent

projects include Sanctuary (2022) with David Best, and the 8th edition of Lumiere in Durham which took place 16-19 November 2023. The Gallery (2022 and 2023), is a major project taking over billboards and digital screens with art, sparking national conversation.

FAQs

How do I apply?

Applications can be completed online here: https://thegallery.org.uk/season-4-open-call/

You can also download the application form via our website as a Word document or a PDF if you are unable to access the online form. See more information in **Preparing and Uploading your Entry**.

Can I apply more than once?

You can only apply once and you can enter only one finished artwork or artwork proposal with your application.

Can I apply as part of a collaboration?

Yes, collaborative applications are eligible.

Can I apply in my own name and as part of a collaboration?

Yes, but you must apply separately, once as an individual and once as a collaboration. You must use a

different email address for each application and you can enter only two works or proposals in total, one for each application.

Will I retain artwork and intellectual rights?

Artwork Rights: You will retain the copyright to all work entered into the initiative.

Intellectual Rights: Artists who enter their work into the initiative confirm that they hold all intellectual property rights. You agree to your works being used in any publicity materials – print or online. Artists will be credited where works are used.

What is the selection process?

Once applications close (Sunday 4 February 2024), all entries will be reviewed for eligibility. Applicants will be contacted with any queries.

The final selected proposals or artworks will be confirmed in early March 2024.

Can I enter work that has previously been exhibited?

If you have a pre-existing work that you feel is suited to outdoor display at scale, responds directly to the theme, and can be adapted for the purpose, you can enter it, **unless** the work is currently exhibited outdoors. Any work currently exihibited in this way is not eligible.

Can I change my application once I've entered?

No, you cannot change your application form once it has been entered.

How do I know if I have successfully entered my artwork?

You will receive an email to confirm that we have received your application.

Are there any size limitations?

Files entered must be no larger than 2MB.

How can I share supporting images if I need to apply via email?

If you are applying via email, please note you will need to attach your supporting images or send these via Google Drive or Dropbox if the files are too large to email. Please ensure you have set access permissions to 'open' if you are using a cloud platform.

Is there a theme?

The theme for Season 4 of The Gallery is: **A Real Woman.** See more information in **Theme**.

Who can enter an application?

Artichoke is committed to equality and diversity in all opportunities provided. We encourage entries from

artists of all backgrounds, ages, genders, socio-economic backgrounds, ethnicities, religions, sexual orientations, and from those who identify as having a disability or consider themselves neurodiverse.

We encourage entries from any artist who identifies with the theme and feels that they have artistic insight to share.

The theme is a jumping-off point intended to encourage diverse responses.

Are there any content restrictions?

Applications which contain sensitive content will be reviewed by our selectors on a case-by-case basis.

Are there any restrictions on where I live or my nationality?

No. Entries can be accepted from artists anywhere in the world.

I have a question I would like to ask about The Gallery open call, where can I get the answer?

The Gallery team can be contacted via email at TheGallery@artichoke.uk.com. Follow @ArtichokeTrust on Twitter and Instagram for tips about the Open Call and learn more about the experiences and artworks from The Gallery Season 1, 2 and 3 artists.

Why was my application not successful?

Unfortunately, we are not able to provide individual feedback.

We are expecting a large number of applications, with a very high standard of work entered. Please do not be disheartened if you are not selected this time and we encourage you to apply for future open calls for The Gallery.