

windows on william 2008

The second Windows on William event will be held this November as part of both the Artrage Festival and The Northbridge Festival.

The public are invited to explore Northbridge as they are guided from one shop/gallery window to the next. Here they discover an installation window display by a leading local visual artist and are rewarded for entering the shop/gallery by receiving a free limited edition print produced by the artist featured in the window.

Last years event saw over 6000 prints collected and received fantastic media coverage, giving wide exposure to the featured window artists.

Calling Visual Artists

There will be approximately 14 window displays. You may apply by yourself or with a group. There is no specification as to media or theme for the window display.

How to Apply

Please fill in and sign the attached application form, including relevant support material as specified on the form.

Selection Process

This panel will consist of representatives from galleries, boutiques and The Northbridge Festival. They will partner artists with windows whom they see fit. Criteria they will be judging on is:

- does the proposal show a high degree of originality?
- does the artist show a history of quality execution and workmanship?
- has thought been given to environment in which their art will be displayed?
 - have they adapted their usual gallery pieces to suit a window space?
- has thought been given to potential audience?
 - is the work suitable for a broad range of viewers?
- ability of installation to attract viewers
 - is the concept likely to be striking and attract attention?
- depth of installation
 - can the display build on its initial attraction to surprise, inform or intrigue?

Important Dates

- application forms due: 18 August 2008
- notification of panel outcomes: 22 August 2008
- participation contract due: 25 August 2008
- limited edition print artwork due: 15 September 2008
- event start date: 29 October 2008
- event end date: 23 November 2008

More Information

See the last page of the application for a more detailed list of what you need to provide and what is provided to you.

application form

Your/Your Groups Contact Name: _____

Groups/Alias Name (if applicable): _____

Postal Address: _____ Postcode: _____

Phone Number: _____ Fax: _____ Mobile: _____

Website/Blog: _____

Email Address: _____

If a group, name all individuals: _____

Description/Concept of window display:

100 Word Bio:

Support material (please tick items you have included)

Required:

- mock layout or complete collector print design - if mock must include examples of your work in similar style to what you will produce.

Optional:

- up to 20 images on CD of previous work relevant to your proposal
 Resume with relevant education, awards, projects, exhibitions

What you need to provide:

window

- window display is to be installed on the 27 and/or 28 October
- window display is to be completed by open of business on Wednesday 29 October 2008
- hours of installation to be negotiated with your shop/gallery
- artist to provide all hanging systems, podiums etc.
- window may be required to be lit up at night, please liaise with your store
- display to be uninstalled on the 24 November 2008
- title and/or prices of artwork(s) if applicable

limited edition print

- image to be supplied by 15 September 2008
- image to be supplied in:
 - digital format it must be Portrait A5 (210x148.5mm) at 300dpi
 - or
 - 2 dimensional hardcopy in same proportions as A5

promotional material

- attend reasonable requests for photo and interview opportunities with media

intellectual property rights

- permission for The William Street Collective to:
 - reproduce your print image a maximum of 1000 times in A5 size as a limited edition collectors print
 - use the print image and photographs of your window display for any promotional material or documentation for the event as they see fit.

What we will provide:

- a payment of \$200 (plus gst if you are registered) for use of your image as a limited edition print
- if desired you can have your artworks for sale - in which case the shop/gallery is responsible for dealing with payments and will take 15% commission to cover gst and admin expenses
- payment for sold artworks will be made to you at close of exhibition after you provide the shop with an invoice
- your name will be featured on the front window
- your name and website (if applicable) will appear on the back of your limited edition print

If you have any questions regarding your application please contact us on the details below.

RETURN COMPLETED FORM AND SUPPORT MATERIAL BY 18 AUGUST 2008

Fax form to: 08 9328 8693

or

Email to: hello@OnWilliam.com.au

or

Post to: The William Street Collective PO Box 89 Northbridge WA 6865