



# 2011

1-10 APRIL

## CASTLEMAINE STATE FESTIVAL

Guidelines for applying to participate in  
the 2011 **Castlemaine Visual Arts Biennial**  
and advertise in the Festival Program



**Castlemaine State Festival Ltd** PO Box 230 Castlemaine VIC 3450 **t** +613 5472 3733 **f** +613 5472 4934  
**e** [information@castlemainefestival.com.au](mailto:information@castlemainefestival.com.au) **w** [www.castlemainefestival.com.au](http://www.castlemainefestival.com.au) **abn** 68 005 488 684



FOUNDING PATRON MR BEREK SEGAN AM OBE



## Q1 How can I participate in the 2011 Castlemaine State Festival as a visual artist or gallery?

There are three categories of participation in the Castlemaine State Festival as a visual artist or gallery.

### Category 1

- By invitation only
- In the 2011 Castlemaine Visual Arts Biennial (**The Biennial**)

### Category 2

- By application and selection
- In the 2011 Castlemaine Visual Arts Biennial Extended Exhibition Program (**The Extended Exhibition Program**) with works responding to the Castlemaine Visual Arts Biennial theme
- **CONTACT:** Kareen Anchen  
visual@castlemainefestival.com.au  
03 5472 3733

### Category 3

- Through **self-representation** and advertising in the Festival program (subject to availability)
- **CONTACT:** Michelle Coillet  
marketing@castlemainefestival.com.au  
03 5472 3733

## Q2 How does **Category 1** 2011 Castlemaine Visual Arts Biennial work?

A Visual Arts Biennial curatorial advisory team has already selected the central Victorian, national and international artists whose work will feature in the 2011 Castlemaine Visual Arts Biennial (**The Biennial**).

The curatorial advisory team includes Jason Smith (Director, Heide Museum of Modern Art), Martin King (Senior Printer, Australian Print Workshop) and Samantha Comte (Curator, Michael Buxton Collection). The team was assisted by Kareen Anchen (Visual Arts Coordinator, Castlemaine State Festival) and Martin Paten (Director, Castlemaine State Festival).

The works in **The Biennial** will hang or be displayed in Festival venues including the Castlemaine Market Building and the Castlemaine & District Continuing Education building.

If you have not received an invitation to participate in **The Biennial**, you may like to apply under **Category 2** 2011 Castlemaine Visual Arts Biennial Extended Exhibition Program (**The Extended Exhibition Program**).

## Q3 How does **Category 2** The Extended Exhibition Program work?

To apply for **The Extended Exhibition Program**, you must be a resident or have a meaningful association with the central goldfields region. Your work needs to respond to the Visual Arts Biennial theme: 'Pressing Issues' (see Q4). You will hang or display your work in your own venue, such as a studio or gallery.

Martin Paten (Director, Castlemaine State Festival) and Kareen Anchen (Visual Arts Coordinator, Castlemaine State Festival) will make an 'on balance' decision about each application. In most cases, artists, studios and galleries who are genuinely prepared to participate within the considerations and constraints of **The Extended Exhibition Program**, will be accepted.

If you are eligible, have applied by the due date and have been accepted for **The Extended Exhibition Program**, you will need to purchase space in the Festival program to advertise your work (see Q6).

Questions about **The Extended Exhibition Program** can be directed to Kareen Anchen at 03 5472 3733 on Wednesdays, or by email (visual@castlemainefestival.com.au).

## Q4 Is there a theme for the 2011 Castlemaine Visual Arts Biennial, including **The Extended Exhibition Program**?

Yes — the theme is *Pressing Issues*.

*Pressing Issues* may be interpreted and expressed in a variety of ways. It may be a response to contemporary or traditional, personal, political, social, global, environmental, biological, relationship, gender or cultural issues. *Pressing Issues* may evoke serious, subtle, overt, religious, political, scientific, symbolic and even humorous ideas. It is an open-ended concept that was chosen to allow for maximum creative interpretation.

Underpinning this theme is the notion of **print media**, which might include (but is not limited to) artist-made prints, such as linocuts, wood engravings, collographs, screen prints on paper, textiles, wood, metal, photography, moving image, collage and artist-made books. **Print media** can include sculptural forms, installations, public and community-based artworks and works of an ephemeral nature.





**Print** and **media** can be interpreted in a variety of ways, either as separate process-based art forms or genres, or in combination as **print media**. The Festival aims to encourage artists working across a broad range of materials. This notion is about engaging artists' imaginations to extend thinking and practice, to invent new possibilities and to respond to the theme *Pressing Issues* as a contribution to The Biennial, including The Extended Exhibition Program.

For example, text-based work might be a painting, a collage, a sculptural cast letterform; digital, photographic and textile art; paper-based, hand-painted prints or print-based in the traditional sense of the art of printmaking. **Print** can be made to mean embossed, stamped, rubbed, rolled, digital, carved, pressed, etched, offset or something else. **Media** can refer to just about any media — digital, film, paper, radio — it is a very open notion, for artists to play with and interpret creatively and intellectually.

Works may be collaborative, ephemeral, permanent, esoteric, popular culture, contemporary or traditional.

### Q5 What if I don't work to themes?

If your work does not relate to *Pressing Issues* and you don't want to consider making work especially to this theme for The Extended Exhibition Program, you can still purchase advertising space in the Festival program to publicise your work in **Category 3** Self-Representation. In this category, you will hang or display your work in your own venue, such as a studio or gallery.

Questions about **Category 3** Self-Representation can be directed to Michelle Coillet at 03 5472 3733, or by email ([marketing@castlemainefestival.com.au](mailto:marketing@castlemainefestival.com.au)).

### Q6 How much does advertising my work cost and what do I get?

Participants in Categories **2** and **3** are required to purchase advertisement space in the Festival program.

A section of the official Festival program will be dedicated to promoting **Category 2** The Extended Exhibitions Program. This section will be situated in the artistic program, next to the **Category 1** section.

Each advertisement in **Category 2** The Extended Exhibition Program will be designed by the Castlemaine State Festival's designer, who will work with a template to ensure that the **Category 2** advertising reads in a highly cohesive manner

and looks consistent with the **Category 1** section.

Advertisements placed under **Category 3** Self-Representation can either be:

- **3A** — designed by the Festival's designer using your information and image/s within a template created for Category 3 advertising, which will look different from Category 2 advertising, and will attract a small additional fee
- **3B** — designed by your designer or you to the required quality and format specifications, and provided in a single file (such as a pdf).

### Costs for Category 2 and 3 advertisements (including gst)

- full-colour eighth of a page advertisement \$135 (plus \$15 additional fee for Category 3A)
- full-colour quarter-page advertisement \$230 (plus \$25 additional fee for Category 3A)
- full-colour half-page advertisement \$425 (plus \$35 additional fee for Category 3A)
- full-colour full-page advertisement (Category 3 ONLY) \$750 (plus \$45 additional fee for Category 3A)





## Requirements

**3A:** Text and images supplied for design by us should be provided together. Digital images must be high resolution (300dpi) and in TIFF, EPS, JPEG or PDF format. They should also be in CMYK colour mode (converting RGB images may cause colour to vary).

**3B:** Completed ads are to be provided in digital form on a CD. We require a high resolution, print ready PDF with embedded images in CMYK and outlined fonts. We will also accept an Adobe InDesign or Illustrator file.

## Distribution, publicity and promotion

The Castlemaine State Festival program has a print run of 20,000, distributed in Melbourne and across Victoria, including at key entrance points to the state such as airports and railway stations.

The main publicity and promotion campaign will begin well in advance of the opening of the Festival, and exhibitions and events will be part of the campaign. Publicity will include print media, television, radio and internet promotion and exposure. The 2009 Visual Arts Biennial attracted more than 35 000 attendances. Exhibitions will also be line listed on the Castlemaine State Festival website and, if space allows, will be included in the *Castlemaine State Festival Pocket Guide and Map*.

## CONTACTS

### Category 2

Kareen Anchen  
visual@castlemainefestival.com.au  
03 5472 3733

### Category 3

Michelle Coillet  
marketing@castlemainefestival.com.au  
03 5472 3733

## Q7 Why do I need to purchase advertising space to participate in The Extended Exhibition Program?

The Castlemaine State Festival has very limited resources to deliver its broad program of events. The sale of advertising space enables the Festival to promote everyone's work to the largest audience, at far less than market rates. The Festival program will also contain advertising from Festival sponsors and local businesses to help pay for the program and its distribution.

## Q8 Will there be a separate 2011 Visual Arts Biennial catalogue and will I be included in this publication?

There will be a 2011 Visual Arts Biennial catalogue, only for artists that have been selected under **Category 1**.

All other participating artists, studios and galleries will have their works advertised in the Castlemaine State Festival program.

## Q9 What is the deadline to apply for Category 2 The Extended Exhibition Program or to book advertising space for Category 3 Self-Representation?

The closing date for **Category 2** The Extended Exhibition Program or to book advertising space for **Category 3** Self-Representation, is **5 PM FRIDAY 3 SEPTEMBER 2010**.

## Q10 When will I be notified if I have been included in The Extended Exhibition Program?

You will be notified of your inclusion in **Category 2** The Extended Exhibition Program in late **September 2010**.

## Q11 Are there subsidies or financial assistance to help put on my exhibition or to help pay for associated costs?

The Castlemaine State Festival is not able to subsidise The Extended Exhibition Program. However, other avenues for funding may be well worth researching, including, but not limited to, Arts Victoria.





Look closely at the National Association for the Visual Arts booklet *Grants for Visual Artists*, which has many useful links to organisations that support visual artists.

Mt Alexander Shire Council has an Arts Officer, Jon Harris, who may be able to assist further in this area.

#### Arts Victoria

Phone: 03 8683 3100

Freecall: 1800 134 894 (toll free in country Victoria only)

Email: [artsvic@dpc.vic.gov.au](mailto:artsvic@dpc.vic.gov.au)

[www.artsvictoria.vic.gov.au](http://www.artsvictoria.vic.gov.au)

#### National Association for the Visual Arts (NAVA)

Phone: 02 9368 1900

Email: [nava@visualarts.net.au](mailto:nava@visualarts.net.au)

[www.visualarts.net.au](http://www.visualarts.net.au)

#### Mount Alexander Shire Council Arts Officer, Jon Harris

Phone: 03 5471 1793

Email: [arts@mountalexander.vic.gov.au](mailto:arts@mountalexander.vic.gov.au)

[www.mountalexander.vic.gov.au](http://www.mountalexander.vic.gov.au)

### Q12 Can the Castlemaine State Festival help me find exhibition space?

No, you need to find your own exhibition space. As there is a lack of formal exhibition space in Castlemaine, we encourage artists and groups to be creative — do not overlook potential approaches to people who may agree to 'share' space for the duration of the Festival. Consider studios, private spaces and shopfronts as potential exhibition venues for your work.

### Q13 What are the dates of the next festival?

The next Castlemaine State Festival will run **1–10 April 2011**.

### Q14 Do I need to supply a media release or any other material?

There is provision on the application form for you to supply material for the promotion of your exhibition, studio or gallery. There will be follow-up contact closer to the Festival regarding particular details and you may have new images of your work produced after the application closing date. There will be an opportunity to submit new images and further material for media release early in February 2011.

### Q15 Are there prizes associated with the 2011 Castlemaine Visual Arts Biennial?

No, there are no prizes associated with The Biennial. Instead, the 2011 Castlemaine State Festival will auspice an Arts Mentorship Program, especially targeting talented young people in the central goldfields region. Details relating to the Arts Mentorship Program will be unveiled later in 2010.

#### CONTACTS

##### Category 2

Kareen Anchen

[visual@castlemainefestival.com.au](mailto:visual@castlemainefestival.com.au)

03 5472 3733

##### Category 3

Michelle Coillet

[marketing@castlemainefestival.com.au](mailto:marketing@castlemainefestival.com.au)

03 5472 3733

#### IMPORTANT INFORMATION

A confirmation that your application has been received will be emailed and receipt of payment will be sent to the contact person.

A draft design of the advertisement will be emailed for approval in October 2010.

There will be one opportunity to change the copy and image prepared by the designer. Further changes will be at the expense of the applicant.

Please ensure that the details you provide on the application form are accurate to avoid changes and further costs at a later date.

If an application for **Category 2** is unsuccessful, the applicant may wish to consider changing to **Category 3** self-representation, with advertising in the Festival program (subject to availability). Otherwise, payment will be fully refunded.

We look forward to an outstanding Castlemaine State Festival 2011 Visual Arts Program and we thank you for your ongoing commitment, participation and enthusiasm.









<b>Q4</b>	<b>How does your exhibition engage with the notion 'print media'?</b>
-----------	---

(Please refer to the Guidelines for more information on print and/or media)

<b>Q5</b>	<b>Have you participated in a previous Castlemaine State Festival?</b>
-----------	--

(Please answer for all artists included in this application)

Name		
In the 2009 Visual Arts Biennial		Yes / No
As a self-representing artist advertising in a previous program		Yes / No
In another way (provide details)		

Name		
In the 2009 Visual Arts Biennial		Yes / No
As a self-representing artist advertising in a previous program		Yes / No
In another way (provide details)		

Name		
In the 2009 Visual Arts Biennial		Yes / No
As a self-representing artist advertising in a previous program		Yes / No
In another way (provide details)		

Name		
In the 2009 Visual Arts Biennial		Yes / No
As a self-representing artist advertising in a previous program		Yes / No
In another way (provide details)		

Please direct specific inquiries or questions about The Extended Exhibition Program to Karen Anchen, at 03 5472 3733 on Wednesdays, or by email ([visual@castlemainefestival.com.au](mailto:visual@castlemainefestival.com.au)).

Please continue to the 'All applicants' section.





## ALL APPLICANTS

Name of applicant or group	
Contact person for group	Contact email
Contact telephone	Contact mobile phone
Website	
Name of each artist in the group	
<b>Category 2</b> compulsory	<b>Category 3</b> optional
Title of the exhibition	
Venue name	
Venue address	
Melways or Vicroads Country Directory reference for venue	
Days and hours the venue is open to the public from 1–10 April 2011	
Allied events such as artist's floor talks, workshops, demonstrations, official opening <i>Category 2</i> please include as much detail as possible (eg days, times, subject matter) so we can support you with publicity. <i>Category 3</i> brief details only please.	





## IMAGES

Digital images must be high resolution (300dpi) and in TIFF, EPS, JPEG or PDF format.

**Category 2** — please include at least four representative images for each participating artist for promotional purposes. Please identify clearly which image you would prefer to use for advertisement in the Castlemaine State Festival program.

**Category 3A** — please include only the number of images specified for your chosen size of advertisement.

**Category 3B** — please include a single file, as per the specifications for your chosen size of advertisement. (There is no need to complete the list below.)

**Please do not send images by email.**

Please list images here, attaching more paper if necessary.

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			

Title of work			
Name of artist/s			
Medium		Year	
Digital file name			





## ADVERTISEMENT

Please choose the level of advertising that you wish to take out.

	<b>Full-colour eighth of a page advertisement</b>	\$135 (plus \$15 additional fee for Category 3A)	<ul style="list-style-type: none"> <li>• Can include one image</li> <li>• Text limited to details provided above</li> </ul>
	<b>Full-colour quarter-page advertisement</b>	\$230 (plus \$25 additional fee for Category 3A)	<ul style="list-style-type: none"> <li>• Can include up to two images, but recommend only one image per exhibitor</li> <li>• Text limited to the exhibition title and up to 20 more words, including details provided above</li> </ul>
	<b>Full-colour half-page advertisement</b>	\$425 (plus \$35 additional fee for Category 3A)	<ul style="list-style-type: none"> <li>• Can include up to four images, but recommend only one image per exhibitor</li> <li>• Text limited to the exhibition title and up to 30 more words, including details provided above</li> </ul>
	<b>Full-colour full-page advertisement</b> <b>CATEGORY 3 ONLY</b>	\$750 (plus \$45 additional fee for Category 3A)	<ul style="list-style-type: none"> <li>• Can include up to eight images, but recommend only one image per exhibitor</li> <li>• Text limited to the exhibition title and up to 50 more words, in addition to details provided above</li> </ul>

Please add your 50 additional words here (Full-page ad ONLY)

## PAYMENT

I enclose a cheque payable to Castlemaine State Festival for the amount of:	\$
---	----

OR

Please debit my credit card for the amount of:						\$	
Visa		Mastercard		Expiry date:		CCV No.	
Card number:							
Card holder's name							
Card holder's signature:							

**DUE DATE: 5 pm, Friday 3 September 2010**

All materials, including completed forms, images on CD, supporting materials and payment details must be posted together to:  
Castlemaine State Festival. PO Box 230 Castlemaine Vic 3450

