



Information for Artists

The following information aims to assist artists with submitting and exhibiting their artwork as part of the City of South Perth's Emerging Artist Award. This information is provided as a guide only – use your instincts and whatever resources you have available to you. This information provides no guarantee of selection for the exhibition or awards.

Photographing your artwork

The judges will make their selection of finalists for inclusion in the exhibition on the basis of the digital photograph provided with your entry, and the same photo will be reproduced in the exhibition catalogue, so providing the best possible photograph of your work is important.

Ways that you can improve the quality of the image when photographing your work include:

- Using the best camera/device that you have available to you, with the capacity to produce a good quality photograph with high resolution.
- Taking the time to adjust your camera settings so that it has the best focus, image size, artwork framing, colour balance, white balance, and image resolution.
- Planning to take the photograph with the highest resolution possible so that you have a record for your files – you can reduce the file size later using a range of readily available editing software so that it is under 2MB when submitting your entry.

For two dimensional artworks:

- Make sure the camera is square to your artwork and not taken at an angle.
- Ideally, hang your artwork on the wall rather than leaning it against the wall and set the height of the camera to the middle of your artwork.

- Where possible, photograph your artwork with a neutral background and make sure that you can include the whole artwork within the one photograph.
- If you do not have access to a lighting kit with diffusers, choose a well-lit room with even and bright lighting. Otherwise, shooting outdoors on an overcast day is also ideal.
- Make sure that there are no shadows cast onto your artwork and light is not shining off the surface of your artwork.
- Avoid reflections if your artwork has already been framed and has a glass covering – the best way to do this is to hang a dark-coloured cloth in front of your artwork and create a hole in the fabric for the camera lens to poke through.

For three dimensional, installation-based and video artworks:

- Take a photo of your three dimensional work with balanced lighting, which may require more than two diffused lights to avoid dark shadows.
- Photograph your three dimensional work from a viewpoint that will give the judges the best possible sense of the whole work from a single image.
- For works that have multiple elements, or components that can be displayed in different ways (eg textiles) ensure that your photograph captures all components, and shows the work installed in a manner that aligns with the artwork size requirements and as it would be displayed in this exhibition.
- Select a still image from your video that you think best provides a sense of the content and visual sensibilities of your artwork.
- Consider how the text in your artist statement may be used to work in combination with the image to provide a fuller understanding of how the artwork is to be experienced.

Framing for two-dimensional artworks

A professionally made and fitted frame that is carefully selected to complement the artwork within it can make a significant difference to an artwork's presence in an exhibition amongst other works and can add to its appeal for audiences, judges and potential purchasers. Similarly the absence of a frame (in some cases), or a poorly chosen or poor quality frame can take away from the presence and reduce the appeal of an artwork.

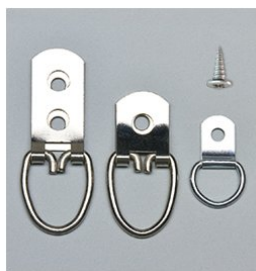
For two-dimensional artworks, it is recommended that your work is framed professionally and avoid purchasing an off-the-shelf one. For works on paper, it is also recommended that a mat board is included with framing and choose a glass that reduces reflections so that your artwork remains fully visible – especially for artworks with dark areas. There is a large selection of frame styles and colours available, and it is best to choose one that compliments the artwork. Take your artwork to a framer to discuss with a professional a suitable frame that will compliment your artwork that is within your budget.

Select your frame to ensure that your framed artwork will not exceed the size restrictions detailed in the Terms and Conditions for the City of South Perth Emerging Artist Award or the work will not be accepted for inclusion in the exhibition.

Exhibiting artists are eligible for a 15 per cent discount for framing by the exhibition's premium sponsor White Frame (phone 9450 4355 or visit www.whiteframe.com.au). The artwork must be delivered to White Frame by close of business Tuesday 27 September to allow for framing completion prior to the exhibition.

Hanging systems

For two-dimensional artworks, it is recommended that d-rings (pictured below) are attached to the back of the artwork so that they can be hung. Alternatively, string with staples can be used if it does not damage the frame or artwork. Ensure the work sits as flush to the wall as possible and is not flopping forward by installing the d-rings approximately one third to the top of the frame and the length of the string is not too long – if you are having the work framed, ask the framer to attach the d-rings for you.



Three-dimensional and digital works are considered on a case-by-case basis. As per the Terms & Conditions, please contact the City to discuss the logistics of displaying your artwork.

Pricing your artwork

Pricing an artwork properly can be an extremely challenging task. You want to find the sweet spot where you are not overpricing the work for the market or underselling yourself. Do not let your emotions get in

the way and make sure you are pricing your work based on its physical attributes and not on personal value. A professional artist generally knows the best market value for their work but as a young or emerging artist, a market value for your work may not yet be established.

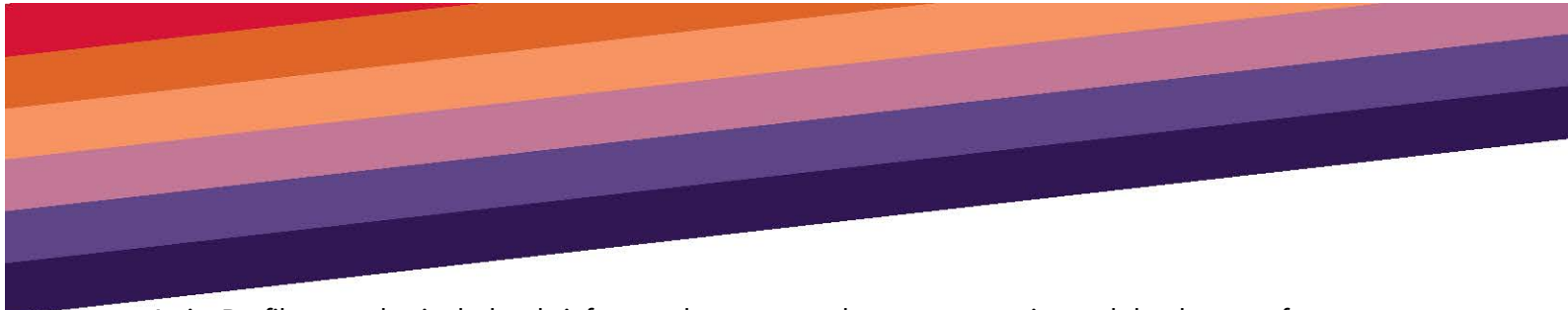
Take into account all of the following in setting the best price for your work:

- The time you have spent creating the work.
- The cost of materials and other services (for example, large format printing) to make the work.
- Look at works for sale in other art prizes, galleries, websites and other places to see the prices that other artists are selling their works for as a guide. Ensure you are referencing works of a similar size, style/subject, similarly framed/presented, by artists with similar training and at a similar stage in their artistic career to you.
- Obtain an accurate quotation for professionally framing your work, if it is to be framed, and include the cost of the framing in the sales price in addition to other costs.
- Include the 25 per cent commission paid to the City, GST if you are registered, and also remember that the artwork must be priced no more than \$5,000.
- Finally, consider if it is more important for you to price your work to sell, or if it's more important to get a higher price for it, even if this may put it out of reach of some potential purchasers.

Artist CV

An artist CV is a record of your professional experiences and artistic achievements and should not include any work experience that does not relate to your art practice. As a young or emerging artist, it is understandable that your artist CV may be brief but it should include: art-related education, a list of exhibitions that you have been in, awards or grants you have received, any residencies or commissions including any future ones that have been secured, collections that have purchased your work, and articles or publications that mention you or your work. List items in chronological order starting with the most recent. Your artist CV may also include a brief general statement about your practice and the themes of your work. Your CV should be an accurate reflection of your achievements and career stage and show that you are an emerging artist, meeting the eligibility criteria detailed in the Terms and Conditions for Entry for the City of South Perth Emerging Artist Award.

If your entry into this art award will be the first, or one of the first, occasions on which you have presented your artwork for a public exhibition, it is sufficient to provide the City with an artist profile/biography, instead of a CV. Your artist profile should tell us how long you have been practising as an artist and a little bit about the things you have been doing to develop your practice as an artist. Your



Artist Profile may also include a brief general statement about your practice and the themes of your work.

Artist statement

The artist statement aims to provide the audience with additional information about your work to increase their understanding and appreciation. Your artist statement is also something that the judges will reference alongside the digital photograph of your work when selecting finalists for inclusion in the exhibition. It should discuss your work, and not you.

You may want to explain or discuss your style, approach, philosophy, subject and/or theme. Take your time writing an artist statement and take a few passes with editing it to make sure that it is clear, concise and communicates what you intend the audience to understand. The artist statement should be no more than 100 words and it is recommended that you write it in the first person.

Transporting your artwork and handling

Before transporting your artwork, make sure that you have access to a vehicle that is large enough. Ideally, two-dimensional artworks should lay flat in the vehicle while in transit and it is recommended that you remove other items from the vehicle to minimise the risk of damage. To protect the work, it should be packaged before transporting using suitable packing supplies such as boxes, bubble wrap, foam wrap, or a soft blanket.

Artworks should be handled with the utmost care to avoid damage. Always follow the guidelines for picking up objects and communicate with whoever is helping you: plan how you will pick it up, where it is to be moved to and how you will move it; bend at the knees; use both hands to support the object; avoid contact with sharp objects; and remove any jewellery beforehand. Make sure that your hands are clean and wear gloves if they are available. Support two-dimensional works at two points, at least, at opposite ends of the outer frame.