

# ART MATTERS ART MATTERS ART MATTERS

ARTIST INFO

## ART MATTERS IS LOOKING FOR ARTISTS!

This document contains:

- Artist FAQ
- Artist Application Form\*
- Other tips from Jessica Auer\*
- Other Notes

## TO APPLY TO A

Visit [artmattersfestival.org](http://artmattersfestival.org)

Want to learn more about Art Matters  
or have some more questions about  
the Curator Call-out?

## CONTACT US AT CO

[info@artmattersfestival.org](mailto:info@artmattersfestival.org)

\*Information based on the Application Workshop led by Jessica Auer  
presented by Art Matters in conjunction with the VAV Gallery, October 19,  
2017

# ART MATTERS ART MATTERS ART MATTERS

## ARTIST FAQ

### HOW ARE ARTISTS SELECTED?

Artists will be selected in a juried process by undergraduate curators. The application process is anonymous in order to ensure equitable peer-reviewing.

### WHAT ARE ARTISTS PROVIDED?

- Artists will receive an honorarium of \$75.00
- Artists will appear in our catalogue
- Artists are offered documentary photography of their artwork

### AM I ELIGIBLE TO BE AN ARTIST?

Applicants must be undergraduate students at Concordia University during the respective festival year. Applicants must be voting members of Art Matters. In other words, they cannot have opted-out of their Art

Matters fee-levy.

However, Artists may apply with artworks that include the support of artists who do not attend Concordia. For example, a band or a performance ensemble may participate with members who do not attend the university. However, non-students are not able to be compensated. Art Matters discourages submissions in which the majority of the group's applicants do not attend Concordia. Within your application, please explain the use of non-students if applicable.

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## ARTIST FAQ

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### QUESTION: CAN I APPLY IF I AM ONLY TAKING COURSES IN THE WINTER SEMESTER?

YES, as long as you are taking a course during the full respective festival year (ex. 2018-2019), you are eligible.

### QUESTION: CAN I APPLY WITH A SERIES OF ARTWORK WITHIN ONE APPLICATION?

Yes, you only need to submit a second application for a completely different project.

### QUESTION: IS MY APPLICATION ANONYMOUS IF MY FACE IS VISIBLE WITHIN THE DOCUMENTATION?

Yes, so long as your name does not appear within any text, it is considered anonymous.

### QUESTION: HOW DO I ENSURE MY APPLICATION IS ANONYMOUS?

Follow the tips in this document: [Anonymity Tips](#)

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## ARTIST STATEMENT

An artist statement is a general statement about your practice that is not specific to projects. It reads easily, is informative, and provides the reader with access and insight into your artistic work. Normally, it is about 100–300 words, serving as a window into your world and creative process. It offers insight into the general issues and ideas expressed in your artwork and how you carry out these ideas in your art. It is not a bio. Rather, it is written in the first person. Though you can use the text over and over again, remember to update it and bend it just as often as your CV, which it works in conjunction with.

Writing an artist statement begins pretty easily: WHAT, HOW, and WHY.

What are you doing? What medium, what context, and what ideas and themes are you looking at? Then, how are you doing it? This is where you explain your methodology and approach—your general strategy of execution from idea to output. Finally, you can share why. Why do you do what I do, and what is your goal? This is a logical structure that can be toyed with, but it's an excellent place to start. There's also room for questions like: How does your art relate to others' art? What do you want people to understand through seeing your art? What/who influences you? Of course, when speaking about influences, there's no need to refer to your heroes. Rather, influences can be handy to explain the direction an unfinished work is headed in. Remember, an artist statement shouldn't get too theoretical. Jurors will read hundreds; clarity will stick out.

Art Matters wants to get to know you. Please provide us with an artist statement, outlining your artistic background and current interests. (approximately 100 words per artist).

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## ARTWORK AND PROJECT DESCRIPTION

A project statement or project description provides a description of a specific body of work and how you are able to present it. It is longer than an artist statement, usually about 300-500 words. It includes as much technical information as possible, giving a clear picture of how the project shall be mounted should the proposal be taken up. If the project is not yet completed, you can describe a logical strategy of execution. Explaining a transition from a current project can be very useful, in order to give the jurors something to start with.

Include a project description.  
This should include a description  
of the artwork and your  
plan for its execution.  
(approximately 250 words)

Begin with writing exercises like free-writing or mind-mapping. Then, develop your outline: WHO, WHAT, WHEN, WHY, HOW. Who is involved? What are you trying to do and what will it look like upon exhibition? When did you do it, when will you do it, or when can you do it? Why are you proposing this? For example, this is a good place to refer to the mandate of the organization or thematic of the call. Finally, how do you plan to mount it? Always outline and review, just like an essay. Restructure the body of text so relevant bits are put together, and fluffy statements are narrowed down or kicked out. A juror should definitely be able to recount the project description in a single sentence.

No matter how many project descriptions you've written, have someone review each one. Is it clear? Is it relevant, innovative, and insightful? And- it may seem like a no-brainer- is the project feasible?

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## SUPPORTING DOCUMENTATION

Calls will generally ask for about 10-20 supporting documents that illustrate your work, especially the work you are proposing. Supporting documents generally come with very specific guidelines (i.e. typically .jpg files only, 1024x786 pixels, max 1mb) and are the most important part of the submission. Think about the sequence of the images; you want strong images to begin with and end with, and you want the first and last to work well together should the jurors scroll through the images in a cycle. Each image should be captioned (i.e. title, series, year, size, medium), or the sequence should at least be accompanied by a list.

You should mostly include just the work you intend to show, though maybe some images of your previous work that relate to your current proposal or structure what you are doing.

In the case of Art Matters, asking for extensive documentation isn't exactly accessible to undergraduate students. Many proposals are simply proposals, incomplete or even conceptual. Art Matters asks for up to 5 supporting documents, but encourages applicants to think outside the box if no documentation is in their possession. Consider clearly labelled drafts and sketches of unfinished visual works, or links to sample videos or audio clips for performances. Even your Soundcloud or Vimeo is helpful. As dancers, theatre artists, and musicians often apply at the beginning or in the middle of a project's process, Art Matters encourages supporting documents that are in-process as well. Consider filming yourself performing, just to ground the application in something visual and rhythmical. Anything that strengthens the application is invited. For example, documentation of previous artworks that you don't plan to exhibit can fit in, so long as this is clearly indicated. These images can support what you are doing, and exemplify that you have experience exhibiting your work.

In this section, Art Matters asks for supporting documentation of your submission. Please attach a PDF here with up to 5 images of supporting documentation if available. Please indicate whether photos are documentation of the piece you are submitting or are documentation of previous work.

If you have links to online content (i.e. video, music) that support this artwork, please include them here. For info on how to respect our anonymity policy, please click here [Art Matters: Anonymity Tips].

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OTHER TIPS FROM JESSICA AUER

## PREPARING AN APPLICATION

Above all, an artist application should be clear, concise, and should exemplify that the applicant has read the guidelines of the call very closely. Make sure you have time to commit to both the exhibition opportunity and the application. Plan accordingly. Most calls will ask for an artist statement, a project description, a CV, and visual documentation.

Ask yourself whether the application serves your goals as an artist. Are you accommodated by the mandate of the organization? Remember that it takes about 5 years to move beyond the stage of an emerging artist, and gaining experience can be a better motivator than "success." Art Matters is an excellent opportunity to get legitimate off-campus experience while still studying. The anonymity policy is in place to ensure inclusive peer reviewing, as well as to encourage newcomers to get their art out of the studio.

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## OTHER TIPS FROM JESSICA AUER

### CV WRITING AN ARTISTIC CV

This isn't the type of CV you hand out at the mall. Artists have artistic CVs that include only entries related to art. There's no need to include descriptions, just relevant experience organized from most recent to least recent under headings. If call-outs don't ask for a CV, don't provide one.

\*Art Matters doesn't require a CV\*

Typical headings to consider including are:

- personal info
- education and training (only art related)
- solo exhibitions
- group exhibitions
- public art/special projects
- screenings
- curatorial projects
- artist residencies
- awards and grants (scholarships can be included, FASA grants too!)
- bibliography (wherever your art has been published- consider student publications like Interfold!)
- collections (if your art has been purchased)
- community/affiliations
- talks/conferences
- professional experience (only art related)



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ARTIST APPLICATION FORM –  
Other Notes

Please note that when applying as an artist to the Art Matters Festival 2018 edition, you are consenting to having your artwork displayed at any one of our 10 exhibitions, including our collaborations with Art Souterrain (VAV Gallery) and Nuit Blanche (one night event)

## ABOUT NUIT BLANCHE ABOUT

The Nuit blanche à Montréal is a massive cultural event offering citizens and tourists over 200 mostly free activities. By presenting it in the heart of winter, the Festival kicks off “Nuits blanches” celebrations around the world.

For more info visit:  
[www.montrealenlumiere.com/nuit-blanche](http://www.montrealenlumiere.com/nuit-blanche)