

BALLARAT INTERNATIONAL FOTO BIENNALE OPEN PROGRAM ARTIST PACK



Government Partners





Ballarat International Foto Biennale Open Program

For over a decade, the Ballarat International Foto Biennale has enriched the cultural landscape of regional Victoria and become the most significant, prestigious photographic arts festival in Australia.

Held every two years, Ballarat International Foto Biennale is a two month-long festival. We have a collective enthusiasm and vision regarding the future direction of Australian photography and photographers, and the place they take on the world stage. We are Australia's leading photographic festival.

Open Program exhibitors will be featured in the festival program, promoted through our social media channels and be in the running for a \$2,000 AUD first prize and a \$500 AUD people's choice award.

Cover Image:
2017 Ballarat International Foto Biennale, Fringe Program,
Photo: Mark Avellino (detail), Fringe Artist: Sally McKay.

Above:
2017 Ballarat International Foto Biennale, Fringe Program,
Photo: Mark Avellino (detail), Fringe Artist: Christopher Sheils

[KEY STATS]

60 DAYS

200 + ARTISTS

**26,800 +
ATTENDEES**

**100 +
EXHIBITIONS & EVENTS**

**99%
FREE EVENTS**

**65,000
VIEWS OF CORE
EXHIBITIONS**

**1600 +
ATTENDED EDUCATION
PROGRAMS**

[NEXT STEPS]



Now that you have registered, the next step as an Open Program Artist is to send all your marketing information to the BIFB to ensure your exhibition is promoted. To make this process simple BIFB has created an online form:

ballaratfoto.org/open-program-step-1/marketing/

Information you need to complete this form:

- Artist or group name*
- Biography (50 words per person)*
- Exhibition title*
- Exhibition description (100 words)*
- Artist headshot
- Website URL
- Social media handles
- Exhibition images - one hero and two secondary*
(including image information, title of work, date created, print medium, dimensions)
- Exhibition opening time and date
- Is your work for sale?*

* Items with an asterisks next to them are essential. Please note: The Ballarat International Foto Biennale may edit your provided text to maintain style and word count consistency.

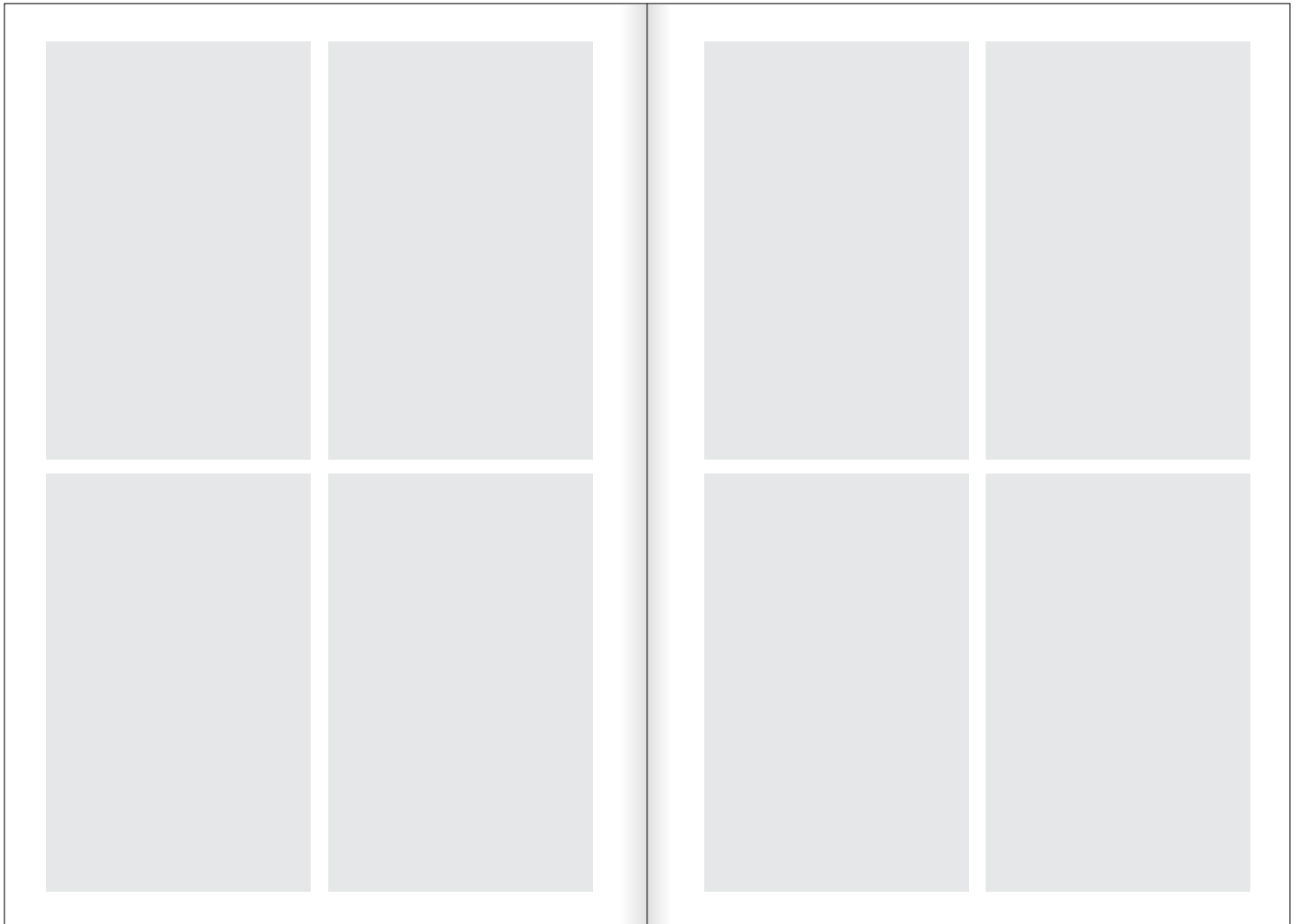
[FESTIVAL GUIDE]

The official Festival Guide is our key communication to the Ballarat International Foto Biennale audience. It is a high quality product, has a design unique among Australian arts festival programs and is professionally printed in full colour on matt stock.

We distribute 65,000 Festival Guides to bars, cafés, theatres, galleries, universities, cinemas, hotels, information centres and Festival venues in central and outer Melbourne, Ballarat, Sydney, Brisbane and regional Victoria. The Guide is launched on 20 June 2019 and is used by our audience as a constant reference for 12 weeks.

Each Open Program Artist will receive a 1/4 page listing featuring their name, exhibition title, a hero image, venue and launch information, exhibition statement, website, social media contacts and map location.

Festival Guide DPS



SIGNAGE

The Ballarat International Foto Biennale will supply artists with one either A3 OR A4 didactic, one BIFB decal (for venue window), and one BIFB 'A' frame (to sit outside venue when open) for the duration of the 2019 Ballarat International Foto Biennale. Didactic sizing will be dependant upon the venue and available space.

Artists will also receive an artwork label template (digital file) for use if required. Ideally artwork labels should be mounted onto foamcore or card and positioned at the left-hand corner and approximately 10cm below each work, or below the shadow line.

You can find your artwork label at ballaratfoto.org/open-program-step-1/artist-resources/

INSTALLATION AND DEINSTALLATION

Making, framing and presentation of the artist's show is entirely the artist's responsibility. Consider if your work needs to be framed or if it could be presented in another way e.g. pinned to the wall, projected onto the ceiling, hung on wire with bulldog clips.

Hanging methods must be agreed to by the venue owner or manager. Please ensure that you discuss this before you install your exhibition. The venue has the final say on the hanging methods of your work.

Transport of items for your show to and from the venue is the artist's responsibility.

All shows must be installed no later than Friday 23 August 2019 and must remain up at least until the close of 2019 Ballarat International Foto Biennale on 20 October 2019.

Installation and deinstallation of your show is the artist's responsibility, and must conform to the mentioned dates. All artwork must be removed by no later than 23 October 2019.

[SELLING YOUR ARTWORK]

You will need to discuss with the venue if you want to sell your work. Commissions and handling of sales needs to be discussed with venue. The Ballarat International Foto Biennale is not involved in this process.

Tips on how to sell your work:

- Don't overprice
- Smaller edition numbers are better
- Leave visiting/business cards at your venue for people to contact you
- Advertise that it is for sale

If your photograph is part of a limited edition please follow the process below:

A limited edition print is an edition that has a fixed number of prints from the beginning of the print run, and the number of prints never changes. Limited edition prints are marked with two numbers: the unique number of the print and the size of the entire print run. For example, the first print in an edition of 10 would be marked as 1/10 and the last work in this edition would be marked as 10/10.

Please mark your limited edition print number in pencil on the front of an actual print (lithograph, collograph, etc), or marked in pencil on verso. The number of editions available will be mentioned on the description label.

It is ideal to have a small number of editions – ideally 12 or less.

Invoices should confirm the edition number for the purchaser. Keep a record of all your sales.

Sales of works, commissions, payments and schedules are subject to agreement between you (the artist) and your venue



OPENINGS

Post Office Gallery

Saturday 24 August, 11am

National Centre For Photography

Saturday 24 August, 1pm

New Photography Award

Saturday 24 August, 3pm

Vernissage , Mining Exchange

Saturday, 24 August, 8pm

Observatory

Sunday 25 August, 11am

Martin Kantor Portrait Prize

Sunday 25 August, 1pm

[KEY DATES AND CONTACTS]

DEADLINES

Open Program Registrations: Closed

Marketing Material: 9 April 2019

OPEN PROGRAM PRIZE ANNOUNCEMENTS

First Prize: Date TBC

People's Choice: Date TBC

CONTACT DETAILS

Ballarat International Foto Biennale

First Floor, The Mining Exchange

12 Lydiard St North,

Ballarat Central VIC 3350

Madelyn Pickersgill, Coordinator and Open Program Producer

Office Phone: +61 3 5331 4833

openprogram@ballaratfoto.org

TERMS AND CONDITIONS

If you don't complete the marketing form by 9 April, your exhibition won't appear in our printed guide but you'll still be listed on the website and receive all of the same support from our team.

The judges' decision on the prize/s will be final and not subject to discussion or appeal and no correspondence will be entered into.