

BALLARAT INTERNATIONAL FOTO BIENNALE

Open Program Artist Pack



Major Partner



Government Partners



Restart Investment to Sustain and Expand (RISE) Fund - an Australian Government initiative.

Major Venue Partner





BALLARAT INTERNATIONAL FOTO BIENNALE

Open Program

The Ballarat International Foto Biennale is a world-class event that continues to evolve, expand and attract curious audiences and renowned photographic artists from across Australia and internationally to provide a festival that prompts the audience to question, explore and be changed by art.

Established in 2005, the Ballarat International Foto Biennale has enriched the cultural landscape of regional Victoria, becoming one of Australia's pre-eminent arts festivals. Held every two years, the Biennale runs for two months encompassing two major photographic programs alongside education and public programs, artist talks, workshops, awards, prizes and more – rounding out a rich and diverse cultural event that attracts near 40,000 people and national interest to the region.

2021 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:

2019 Ballarat International Foto Biennale, Open Program,
Pato Herbert, *In, If Not Always Of*, 2014

Above:

2017 Ballarat International Foto Biennale, Fringe Program,
Photo: Mark Avellino, Fringe Artist: Christopher Sheils

[KEY STATS]

60 DAYS

150 + ARTISTS

**37,800 +
ATTENDEES**

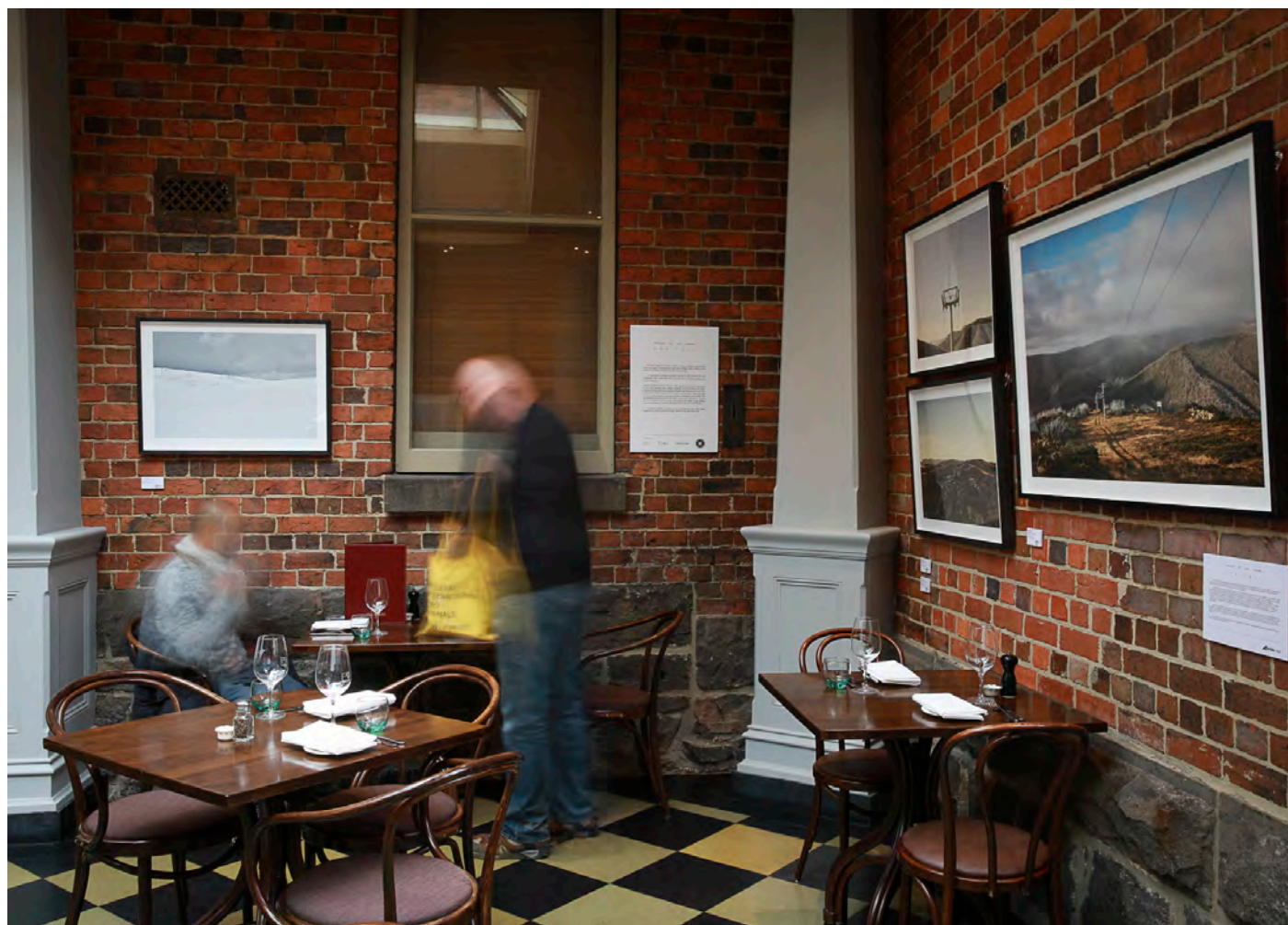
**190 +
EXHIBITIONS & EVENTS**

**99%
FREE EVENTS**

**180,000
VIEWS OF CORE
EXHIBITIONS**

**3,800 +
ATTENDED EDUCATION
PROGRAMS**

[NEXT STEPS]



Now that you have registered, the next step as an Open Program Artist is to send all of your marketing information to BIFB to ensure your exhibition is promoted and included within the Festival Program. To make this process simple, **please email the following information to openprogram@ballaratfoto.org** with the subject line **ARTIST NAME* Marketing Material* by **2 May 2021**

Information you must email by 2 May 2021:

- Artist or group name*
- Biography (50 words per person)*
- Exhibition title*
- Exhibition description (50-100 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 launch 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.

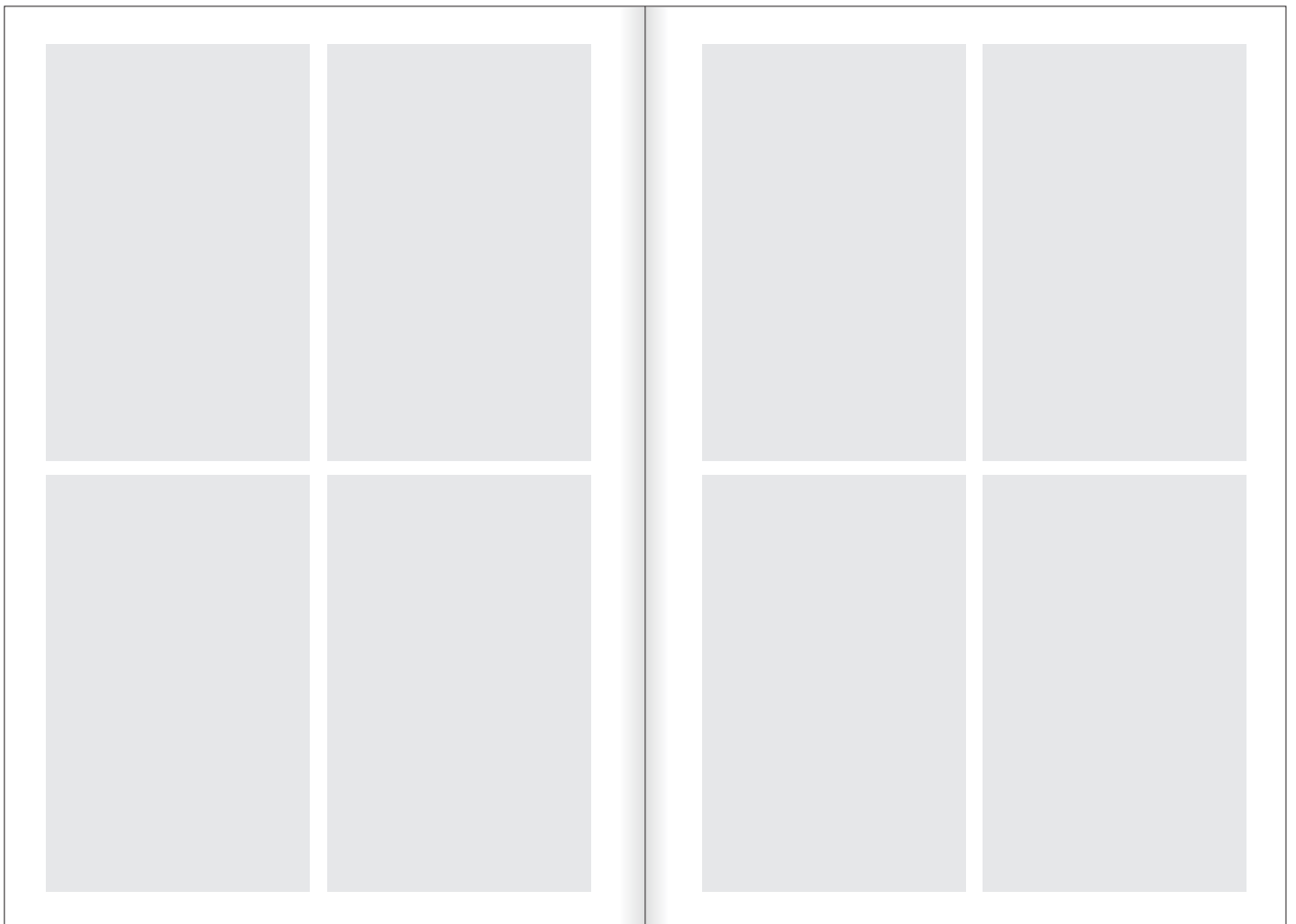
[FESTIVAL PROGRAM]

The official Festival Program 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 matte stock.

We distribute approximately 65,000 Festival Programs to bars, cafés, theatres, galleries, universities, cinemas, hotels, information centres and Festival venues in Ballarat, Melbourne, Sydney, Brisbane and Regional Victoria. The Ballarat International Foto Biennale 2021 Festival Program will be launched in June 2021 and is used by our audience as a constant reference in the lead up to and throughout the Biennale.

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

Festival Program 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 2021 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 exhibition to and from the venue is the artist's responsibility.

All shows must be installed no later than Friday 27 August 2021 and must remain up at least until the close of 2021 Ballarat International Foto Biennale on 24 October 2021.

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 29 October 2021.

[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

Festival Opening Weekend

Friday 27 August - Sunday 29 August

National Centre For Photography

Saturday 28 August, TBC

The Fineman New Photography Award

Saturday 28 August, TBC

Martin Kantor Portrait Prize

Sunday 29 August, TBC

[KEY DATES AND CONTACTS]

DEADLINES

Open Program Artist Registrations: Closed

Marketing Material Deadline: 2 May 2021

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

Sarina Meuleman, Festival Coordinator and Producer

openprogram@ballaratfoto.org

TERMS AND CONDITIONS

If you do not provide the requested marketing material by 2 May 2021, your exhibition won't appear in our printed Festival Program, but you will 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.