



**national
arts
festival**

National Arts Festival Grahamstown

28 June to 8 July 2018

FRINGE VISUAL ART EXHIBITION INFORMATION BOOKLET & CONTRACT

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DATES TO DIARISE

31 December	Early Bird Application deadline
2 February	Closing date for submission of the Application Form and payment of the Application Fee
23 February	Submission of final Programme information, image & marketing form Last date for the cancellation of an exhibition
23 March	Deadline for large format advertising artwork
18 May	Submission of the Arena Art Exhibition Info
8 June	10 Posters to reach the Fringe Office
15 June	Arena Art Exhibition Artwork to reach the Fringe Office
28 June	National Arts Festival commences

COMPLETION OF THE APPLICATION FORM

When completing the Application Form keeps this booklet open so you can refer to guidelines easily. Remember this Information Booklet forms part of the Fringe contract. When you sign the contract you accept all the conditions and regulations laid out in this document. In order for the Fringe to run smoothly please complete the form in as much detail as possible and pay the requisite fees by the due dates

PERSONAL DETAILS – self-explanatory

DEMOGRAPHICS

We are required by our funders to provide demographic information on all Festival participants, and appreciate your completion of this section.

FESTIVAL VENUES

Please do not expect gallery conditions! The Fringe exhibition venues are classrooms, and community and church halls that are rented from institutions in Grahamstown. Each artist is given a key to their room and is responsible for opening and closing their venue daily. The exhibition venues have security at night but you are responsible for ensuring that your room is locked each evening. You are also required to adhere to all safety requirements specified for your venue as required by local, regional and national statutory bodies. In order for us to determine the most suitable place for your exhibition, please indicate the number of works you would like to present, the average size of your work, the manner in which you would like to hang paintings, drawings, photographs etc. (if applicable), and the approximate space you will require (minimum and maximum).

With the move of the Village Green, some of the traditional art venues may no longer be viable. We are currently identifying new venues and as soon as these spaces have been confirmed or finalised, we will contact you.

Venue rental covers hire of the room, the provision of screens and/or plinths, use of the venue facilities, security, cleaning and staffing costs. Please note that venue hire is charged per day. Exhibitions MUST be open each day of the Festival and can only be dismantled after 1pm on 9 July. No rent is charged for the final Sunday of the Festival.

The Fringe Office will inform you of the venue allocated for your exhibition in March 2018. A floor plan showing size, windows, doors etc., together with an invoice for venue rental, will be emailed to you. Exhibitors will be held responsible

for any damages that may occur while they are in their venue. On arrival in Grahamstown you need to check the venue with the Fringe Art Assistant and complete a venue check-sheet noting any breakages or damages to the venue. At the end of the Festival your venue will again be checked by the Art Assistant and should any inconsistencies with the initial check-sheet be noted, you will be responsible for any costs involved in making the necessary repairs.

SCREENS AND PLINTHS

Screens and plinths are provided to artists in Festival venues free of charge. However, the Festival does not have an inexhaustible supply of these items so may not be able to provide all that you need. Please be realistic in your requests for this equipment. Remember to bring your own hanging tools and equipment, e.g. gut, wire, Prestik, labels, etc.

Sizes of screens are as follows:

Wire Mesh screens – 1.8m x 1.3 (±150mm off the floor – portrait)

Grey felt screens – 1.8m x 1.3m (± 150mm off the floor – landscape / portrait)

INDEPENDENTLY HIRED VENUES

If you intend hiring your venue independently, please indicate this and state the name and street address of the venue (as you wish it to be advertised in the advance Programme). Artists who hire their venues independently are **not required** to pay the venue hire and must deal with the owner or manager of the venue independently of the Fringe Office with regards to rental and conditions of hire.

A limited number of screens and plinths may be available to artists in independent venues. However, the Festival does not have an inexhaustible supply of these items and must provide sufficient to cover its own venue first. Please be realistic in your requests for this equipment and be prepared to have to source screens elsewhere should the Festival not have sufficient to satisfy your request. Artists in independent venues will be charged a rental of R10 per plinth or screen per day. You will also be required to pay a loss/damages deposit of R500. This will be refunded to you after the Festival once all screens and plinths have been returned in a satisfactory condition. (See screen sizes above)

All independent venues must obtain Public Liability Insurance. Should you require assistance with obtaining this document, please contact the Technical Director Nicci Spalding at nicci@nationalartsfestival.co.za

THE ARENA ART EXHIBITION

The National Arts Festival initiated an Arena platform in order to bridge the gap between the Main and Fringe programmes. As part of this platform, we showcase artwork selected from all the Fringe visual art exhibitors and invite you all to select a piece of work for display at this exhibition.

In order to ensure the art is properly covered by the Festival's insurance, it is vital that all artists provide the details for their work, as requested in the Fringe Exhibitions Application Form – the info can be emailed or faxed but must be submitted on or before **18 May 2018**. Artists who fail to submit their Arena artwork after it has been insured by the Festival will be fined a **penalty fee of R500**.

Artwork will be required in Grahamstown prior to the start of the Festival in order for us to hang the exhibition and you will need to send us your piece by no later than **15 June 2018**. If you are unable to submit the artwork before the stipulated date, please provide us with photos, dimensions and whether it is a portrait and/or landscape piece. Any artwork that is received without the relevant insurance information will not be exhibited.

Other than freight / postage costs (for submitting your piece of artwork) there are no other costs to artists for the Arena Exhibition. An opening function will be arranged, to which all Fringe visual artists, the media and other stakeholders will be invited.

ADVERTISING YOUR EXHIBITION

The information you submit on the marketing form will form the basis of the publicity that your exhibition receives through the Festival Office. It is therefore vitally important to consider carefully the wording you use for the description in the Programme and in advertising sections of the form.

The information provided in the Programme must include the following:

- Exhibition title
- Name of gallery or presenting group (if applicable)
- Name of artist/s
- Type of art works (medium)
- Age recommendation (if any)
- Viewing hours (most Fringe exhibitions are open 09:00 to 17:00)
- Description of your exhibition including any possible controversial themes

that may be present in the work exhibited. (Minimum 30 words, maximum 50)

Remember that the Programme is your opportunity to “sell” your exhibition and it is therefore vital that your description incites interest while at the same time giving a true reflection of the work that you will be exhibiting.

The Festival Office has an obligation to Festival-goers to provide sound advice in all publications regarding Festival events, exhibitions and productions. Please bear this in mind when considering age recommendations.

PROGRAMME PHOTOGRAPH / IMAGE

Fringe entries in the Programme will include a hi-res landscape orientated colour image or photograph, provided that a suitable image has been submitted **timeously** to the Fringe Office. The onus is on you to select an image or picture and submit it to us electronically **BY NO LATER THAN 23 FEBRUARY 2018**. Your image / photograph needs to be sent as a 450+ dpi JPEG or PDF file to fringe@nationalartsfestival.co.za

The pics will be reproduced so a clear pic or logo is best – this is NOT an advertising block and text should not be included.

If we do not receive a suitable image by the due date, your exhibition will be advertised without an image. If you only have access to hard copy photographs, please post these to us and we can scan the photographs for you.

All Fringe exhibits are advertised under the visual art on the Festival website. The info and image provided for the programme is used for these users.

MARKETING PACKAGES

The Festival will be offering exhibitions a marketing package. These will consist of combinations of the following:

- Digital Poster (only available through the marketing package)
- Business Card Flyers (these will be distributed at the three Festival Box Offices)
- Programme Adverts

Comprehensive marketing guidelines will be available on the Festival website – visit www.nationalartsfestival.co.za/artists-zone/

MEDIA INFORMATION

The Festival Media Office carries out the vital task of publicising Festival events. It is impossible to give Fringe exhibitions individual coverage but information on your exhibition may be included in Festival releases, provided that suitable material is forwarded by 30 April.

Reviews and/or quotes should be photocopied or scanned in such a way that we can identify the writer and the name and date of the publication. Unverified quotations are of no value and will not be used. The Festival Office cannot guarantee media coverage.

All photographs received by the Fringe Office are sent to our Media Office who will include them with relevant media releases or send them out to journalists on request. We urge you to send photographs of your work in order to generate as much publicity as possible for your exhibition and the Fringe as a whole. It is vitally important that photographs are clearly labelled. If you send photos by email, please make sure they are JPEG images scanned and saved at a minimum of 300 dpi and that they are appropriately captioned.

In all promotional and advertising material (i.e. posters, flyers etc.), whether issued by participants in the exhibition or by sponsors, the Fringe logo strip must feature prominently. Should you obtain any sponsors, please draw this to their attention. The logo strip can be downloaded from www.nationalartsfestival/artist-zone or will be emailed to you on request.

OTHER INFO

Please provide any other details on your exhibition which you feel will assist the Festival Office in, for example, allocating the most appropriate venue, or in generating interest in your exhibition. Also provide any details you would like us to be aware of e.g. disabilities of artists, sales of food and beverages at the venue, sponsors you may have obtained, etc.

FUNDING AND THE FRINGE

While we attempt to keep our prices as realistic and reasonable as possible, we have no control over the cost of accommodation and transport. We thus encourage you to raise funds to help subsidise these and other costs your exhibition will incur. Remember to apply for funding as early as possible to ensure that you are notified about the outcome of your application in sufficient time to make alternative plans if necessary. Please see below for contact details of organisations that assist artists:

Cancellations must be submitted in writing to reach the Festival Office by no later than **23 February 2018**. We will refund your venue deposit but **NOT** your application fee. Groups and/or artists who apply for an exhibition and then either cancel the application after 23 February 2017, or simply fail to arrive at the Festival will be excluded from participation in the Festival for a period of three years. They will also be held liable for relevant venue expenses. Exceptions to this exclusion will be made only in proven cases of illness or transportation accident on the way to Grahamstown.

- National Arts Council (**NAC**) requires that you complete an official application and provide a budget and motivation.
www.nac.org.za / info@nac.org.za / Tel: (087) 700 0683 / Fax: (011) 838 6363
- Business Arts South Africa (**BASA**) has a matching grant scheme. If you have raised funds from a business, you may apply to BASA for a grant.
www.basa.co.za / info@basa.co.za Tel: (011) 447 2295 / Fax: (086) 681 8075
- National Lotteries Commissions (**NLC**) funds various arts projects. They require that you meet certain criteria, complete an official application form and include a budget. www.nlb.org.za / Tel: (086) 006 5383
- The Department of Arts and Culture (**DAC**) funds various arts projects.
www.dac.gov.za/info@dac.gov.za/Tel: 012 441 3000/ Fax: 012 441 3699

PAYMENT OF THE FEES

The Application Fee for participation in the 2018 Fringe is **R4 000** inclusive of VAT. This covers the cost of the administration involved for your exhibition and includes allocation of a Festival venue; advertising in the Programme, the Art Meander Map, and on the Festival website, inclusion in general Festival publicity, access to technical advice and assistance, the Arena Art Exhibition and opening function.

- The Application Fee is broken up into the following:

R800	Application / Registration Fee
R3 200	Venue Hire

If you are applying to exhibit in an independent venue, you are only required to pay the Application Fee of R1 000

- If you are hiring your **venue independently**, but need equipment from the Festival Office (plinths, screens etc.) you will be charged a rental of R10 per day per screen/plinth. A damages deposit of **R500** is required which will be returned to you once all screens/plinths are returned in a satisfactory condition.

Direct Deposit details are as follows:

Account Name: National Arts Festival Grahamstown

Bank: Standard Bank, Grahamstown

Branch Code: 05 09 17

Account Number: 08 198 7536

Reference: EXHIBITION TITLE

Payment of the Application Fee and venue or equipment deposits must reach us no later than **2 February 2018** and can be made by direct deposit or Internet transfer. Please note that it is very difficult to identify payments that are made directly into our bank account and *the onus is on you* to provide proof of any payments you make for your exhibition. Please send us a copy of your deposit slip or Internet payment advice with **YOUR NAME** and **EXHIBITION TITLE** written clearly. Refer to page 9 for details on payments from countries outside South Africa.

LIABILITY

The National Arts Festival, its directors, officials, agents or employees shall not be liable to any Fringe participant for any loss, injury, damage or expense of whatsoever nature and howsoever caused which may be suffered by such Fringe participant arising from or during the Fringe participant's involvement in the National Arts Festival Fringe. You are responsible for the payment of all expenses incurred and all persons that you have undertaken to remunerate. The Festival is not bound by any other agreement that you have made or might make outside the terms of this document. The National Arts Festival covers Public Liability.

NB: You are responsible for the insurance of your artwork.

FRINGE CONTRACT – SIGNATURE OF AGREEMENT

Please ensure that you have read and understood the conditions and responsibilities you are accepting before signing the Fringe Contract. This is a legally binding document holding the authorised representative personally responsible should any conditions, obligations or rules laid out in this document and/or the Fringe forms be contravened by the artist or the group/ company they represent.

GENERAL FESTIVAL INFORMATION

POSTERS

It is important to display imaginative **posters** to publicise your exhibition. A poster needs to have visual appeal and be informative in order to be effective. All Fringe posters must be designed on the template provided by the Festival that is available on our website. Posters that do not have the Fringe logo strip will not be allowed to be placed anywhere in Grahamstown. The Fringe Office will undertake to send **10** of your posters to local hotels, venues, residences and shops who request posters to decorate their premises. Posters received by the Fringe Office will also be placed in the Monument Box Office, which is open to the public from mid-April. A regulatory document that will indicate a maximum number of posters allowed per exhibition, where and how posters may be displayed in town, at venues and on the streets, will be circulated to all Fringe participants.

NB: The Fringe logo strip MUST appear on all printed material advertising your exhibition. The logo strip can be downloaded in various print-ready formats from www.nationalartsfestival.co.za/artist-zone

TRAVEL

You need to arrange your own transport arrangements to and from Grahamstown. The Festival operates a shuttle bus between Port Elizabeth and Grahamstown and you can book for this service through the Main Programme. If you intend to use this bus and are bringing your exhibition pieces or equipment with you please make sure that you stipulate this when booking. Where additional trailers etc. need to be brought in, in order to transport your equipment, you will be charged a levy to off-set the additional costs – please consult with the Festival Transport Manager in this regard.

ACCOMMODATION

You are responsible for arranging your own accommodation in Grahamstown. The official NAF Programme, which is freely available from selected Standard Bank branches and Exclusive Books outlets, contains information on, and booking forms for, the various types of accommodation in Grahamstown. The following organisations will assist with your accommodation queries:

Makana Tourism Office:	Tel: 046 622 3241	Fax: 046 622 3266
	info@grahamstown.co.za	www.grahamstown.co.za
Rhodes University Conference Centre	Tel: 046 603 7620 / 8901	Fax: 086 579 6092
	conference@ru.ac.za	www.ru.ac.za/conference
Kwam eMakana Homestead	Tel: 046 622 3241 / 072 448 0520	Fax: 046 622 3266
	kwambookings@grahamstown.co.za	

ARRIVAL IN GRAHAMSTOWN

You will have access to your Festival exhibition venue the day before Festival starts. During the week before the Festival, the Fringe Art Assistant will contact all artists who have hired Festival venues, and any artists that will be using Festival-owned equipment to verify equipment requirements and arrival dates and times. He/she will arrange to meet with you at the venue where you will sign the venue check-sheet and receive your venue keys. If, on arrival, you are unable to contact the Art Assistant, please call the Fringe Office on 046 603 1103.

PARTICIPANTS FROM COUNTRIES OUTSIDE SOUTH AFRICA

The Department of Home Affairs has waived the need for foreign artists to obtain work permits for participation in cultural festivals in South Africa. This concession is only applicable to artists participating in festivals for a period of not longer than 30 consecutive days. Participants are obliged to pay tax on any Festival earnings. It is your responsibility to apply for and obtain visas, if applicable, from the South African Embassy in your respective country of residence.

PAYMENTS FROM OUTSIDE SOUTH AFRICA

When making payments from ***any country other than South Africa***, please make sure that you pay the full amount due, as well as any bank charges that are incurred for the transaction. When depositing foreign exchange please ensure that you ***add R200 to cover this foreign currency handling fee.***

CHILDREN'S ARTS FESTIVAL

The Children's Arts Festival runs concurrent to the National Arts Festival. It is hosted by St. Andrew's Prep School and is aimed at children between the ages of four and thirteen. The organisers of this Festival run workshops and classes throughout the Festival for the children. If you would like to demonstrate your

work or offer a workshop that might appeal to children in this age group, contact Cindy Renard on 046 622 2148 or email c.renard@saprepschool.com.

CONCLUSION

This should be all the information you need to make your Fringe experience and your time in Grahamstown as enriching, stress-free and enjoyable as possible. If you have any queries or questions do not hesitate to contact us:

Tel: +27 (0)46 603 1103

Fax: +27 (0)86 233 2119

fringe@nationalartsfestival.co.za

www.nationalartsfestival.co.za

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