

## GENERAL OBJECTIVES

### YES's mission

YES is a not-for-profit organization that enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses.

### Description of the YES Art Pop-up Series

What the Pop! is a launching pad for creative emerging artists from across the Province of Quebec. These Art Pop-Up Events will take place in venues located throughout the City of Montreal on September 21st to the 23rd, 2018. Each event will showcase a different group of artists working in a range of mediums. A total of forty-five artists will be showcased in three vibrant Montreal neighbourhoods and embedded into the diverse range of artistic and cultural activities that these neighbourhoods are known for. The pop-up series will help the participating artists to develop new skills and will also engage the existing artistic and cultural communities, and foster collaboration among artists across disciplines, community organizations, the business sector and the general public.

### What is a pop-up exhibition?

A pop-up is a non-traditional exhibition that can take on many forms such as a solo or group show, a craft sale, an installation, or as a satellite exhibition for a museum or gallery, and so on. Pop-ups are short-term and held in a temporary and often alternative location, generally seeking to help artists reach new audiences, engage with existing networks in an innovative way or test a new product. Pop-up exhibitions have emerged in the last decade out of a need for increased accessibility to art and art spaces, with a do-it-yourself philosophy.

### Goal of the YES Art Pop-up Series

Our goal is to facilitate growth for all participating artists while helping them develop the skills needed to move forward in their artistic careers. One of our main priorities is to offer support to artists as they learn to monetize their art. YES will hold targeted workshops for the artists before the event focusing on communication skills, self-promotion, pricing, effective networking / developing meaningful connections, as well as the mechanics and logistics of organizing a pop-up exhibition.

## 1. ELIGIBILITY

### 1.1. Targeted artists

This initiative is aimed at emerging artists who live and work in Quebec, who want to learn best practices for organizing and executing a pop-up exhibition, and who are dedicated to learning how to monetize their art (full-time, part-time).

We encourage people of diverse backgrounds to apply (such as people of colour, aboriginal people, persons living with disabilities, members of the LGBTQAI+ communities, and other cultural communities) and to take this opportunity to highlight diversity in their application.

### 1.2. Collectives

Art collectives are welcome to apply with a single submission, and submissions should clearly indicate this within the supporting material (Section B, page 2 of the Submission Form). For instructions on how to apply as a collective, please read section 5.3.

### 1.3. Terms and conditions

- Be 18 years of age or older at the time of submission.
- Have practiced art professionally for less than 5 years.
- Live and work in Quebec.
- Be a Canadian citizen or permanent resident of Canada.
- Attend one (1) training session on August 27, 2018 (1:00 PM -4:00 PM or 5:30 PM – 8:30 PM).
- Be available on the following dates for the setup and takedown of your equipment (depending on your scheduled time slot) and while the event is open to the public: September 21st, 22nd or 23<sup>rd</sup>, 2018.

#### 1.4. Medium

Artists working in any medium are encouraged to apply, including, but not limited to, the following:

Ceramics	Film & Video	Performance Art
Collage	Graphic Arts	Photography
Crafts	Illustration	Printmaking
Dance	Installation	Sculpture
Design	Intermedia Cyber Art	Spoken Word
Digital media	Mixed media	Theatre
Drawing	Multiples	Writing & Poetry
Electroacoustic	Mural & Street Art	Other
Fashion	Music	
Fibers & Textiles	Painting	

#### 1.5. Body of work

Artists are expected to understand how pop-up exhibitions differ from traditional exhibitions, in terms of scale, time and location, and must demonstrate that understanding through the items selected for submission.

It is recommended that artists choose the bulk of their work priced between \$1 and \$75, with the exception of a few (maximum 5) choice pieces that are bigger in scale and value, priced at \$1,000 or less.

#### 1.6. Incomplete work

Candidates may submit incomplete work while demonstrating their intent to produce for the event, should they be selected. Candidates need not provide documentation of non-existing work, but must include relevant documentation such as examples of previous work and/or sketches.

### 2. NATURE OF SUPPORT

#### 2.1. Description

The YES Art Pop-up Series will act as starting point for the selected candidates, as it will provide these emerging artists with resources, skills and tools to further their own careers. Participating artists will have the opportunity to make sales and connections, and network with potential collaborators, partners, curators, and clients.

#### 2.2. Support details

YES will use the funding for this series to subsidize some of the event costs and to organize training sessions which will be aimed at helping artists achieve their goals of building their network, develop a brand and monetize their art.

- **Funding:** YES will cover the costs of resources for the three exhibitions, **excluding** the cost of art materials, local transportation, and insurance of art work.
- **Training:** YES will train participating artists on the mechanics of organizing a pop-up exhibition and teach them skills that they can use later on in their careers.
- **Exhibition/venue space:** YES will source and secure the locations for each event.
- **Refreshments:** YES will provide refreshments for viewers during the live events.
- **Marketing:** YES will promote the events throughout the public and private sectors, and will train participating artists on how to engage with their existing network in the days leading up to the events.
- **Promotional material:** YES will provide images, flyers, and posters for the events, both digitally and in print.
- **Technical assistance:** Before, during, and after the event, the artists will be assisted by YES Staff.
- **Exhibition labels:** YES will print and display explanatory texts provided by artists which will include artist bios and statements.
- **Accommodations:** YES will accommodate persons with disabilities.
- **Transportation of the artwork:** Participating artists who live 150 km or more off the island of Montreal may be considered for a transportation bursary. Travel accommodation bursaries are not guaranteed and will be subject to available funds.

### 3. TRAINING

#### 3.1. Objectives and description

The training component of the YES Art Pop-up Series will involve targeted workshops focusing on communication skills, self-promotion, pricing, effective networking / developing meaningful connections, as well as the mechanics and logistics of organizing a pop-up exhibition.

### **3.2. Nature of guidance**

Our goal is to offer support to artists as they learn to monetize their art, build their artistic CV and make connections.

Throughout the organizing stages, YES staff will be available to discuss and answer questions about the process and events, to help participating artists on an individual or group basis.

## **4. THE EXHIBITION**

### **4.1. Locations**

The specific venue spaces will be disclosed in the acceptance letters sent to selected participants, however they will range in size and purpose. The three exhibitions will take place in three different Montreal neighborhoods.

### **4.2. Exhibition schedule**

The exhibitions will take place on the weekend of September 21st, 22nd and 23rd, 2018, and will comprise of one afternoon event, one day-time event and one evening event. These will be decided on and organized according to location, and artists will be grouped based on the nature of their work.

### **4.3. Duration and obligations of participating artists**

Participating artists must be present for approximately three hours during the training session at the end of August 2018, and be reachable by phone or email throughout the training process. In addition, artists are required to communicate effectively with the YES staff about their needs, concerns and questions. Artists must transport their own work (local), be on site to install their work, remain present while the event is open to the public, and take down their work once the event has concluded.

## **5. SUBMITTING AN APPLICATION**

### **5.1. Submitting an application:**

Follow the submission guidelines and complete the application form that is available as a google doc on our website [www.yesmontreal.ca](http://www.yesmontreal.ca)

### **5.2. Documents to include in the application:**

Maximum 5 visual documents (jpeg format 1024 x 768 pixels or 768 x 1024 pixels); audio or video. Each file should be named in the following manner: **Last name\_Title of work\_2018**

### **5.3. Submitting an application as a collective**

Collectives are welcome to submit a single application by choosing one person from the collective to act as the point person, indicating their name and contact information. The name of the collective should be included in the artist bio which should describe the history of the collective in brief, as well as its members. The artist statement should describe the mission of the collective.

### **5.4. Steps for submitting:**

Step 1 - Read the submission guidelines for important information

Step 2 - Fill out the registration form, available as a google doc on our website [www.yesmontreal.ca](http://www.yesmontreal.ca)

Step 3 - Visit [www.wetransfer.com](http://www.wetransfer.com) and upload **3 - 5 examples of your work**

Step 4 - Make sure to title each file consistently as such: **Full Name\_Title of work\_2018**

Step 5 - Send documentation to [mstable@yesmontreal.ca](mailto:mstable@yesmontreal.ca)

Everyone who applies will receive a response, regardless of whether or not they are selected

### **5.5. Application submission and deadline**

The deadline to apply is Sunday, July 22nd, 2018 before midnight.

## **6. ASSESSMENT**

### **6.1. Number of artists**

Forty-five (45) artists from across Quebec will be selected to exhibit over the three exhibitions.

### **6.2. Evaluation criteria**

The applications will be evaluated based on the following criteria:

- **Understanding of the pop-up context:** Artists should choose the bulk of their work priced between \$1 and \$75, with the exception of a few (maximum 5) choice pieces that are bigger in scale and value, priced at \$1000 or less.
- **Clarity of supporting texts:** Jury members should be able to understand what your work is from the supporting material within your submission. However, bios and statements do not need to be perfect and candidates will not be penalized based on spelling or grammar.
- **Motivation:** Candidates will not be judged based on artistic achievements or educational background, but the bio is a chance for the jury, and your audience, to get to know you and the reasons why you do what you do.
- **Coherence of the works:** Your artist's brand should be represented in the work or products included for submission.

## 7. APPLICATION ASSESSMENT PROCEDURES

### 7.1. Step-by-step Procedure

Step 1 – Deadline to submit: July 22nd, 2018

Step 2 – Jury selection will take place between July 23rd and 31st, 2018

Step 3 – Artists will be notified of jury decision during the week of August 6th, 2018.

Step 4 – Successful candidates will confirm availability for training and exhibition date (including installation and take down times)

Step 5 – Selected artists who requested a transportation bursary will be informed and provided with a process for reimbursement.

### 7.2. Notification of decisions

Artists will be notified by email. No decisions will be communicated by phone.

### 7.3. Appeal procedure

Jury decisions are final and an appeal is not possible.

Applicants agree not to contact jury members about management, assessment, or decisions related to their applications. Only YES staff are authorized to respond to any applicant questions.

### 7.4. Confidentiality

YES ensures that personal information in its possession will remain confidential and that there will be no access to confidential documents it receives.

## 8. CONTACT INFORMATION

If you aren't sure about something in the application process, do not hesitate to get in touch to ask your questions.

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