

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. And over the past 18 years, YES has been actively providing guidance to artists to improve their business skills and overcome the barriers they face in successfully making a living from their art.

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 Saturday August 10, 17 and 24, 2019. Each event will showcase a different group of artists working in a range of mediums. A total of fifty 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.

Goal of the YES Art Pop-up Series

What the Pop! is a learning opportunity and a chance for community building among Quebec's emerging artists. 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.

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.

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 July 15, 2019 (1:00 PM -4:00 PM or 5:30 PM – 8:30 PM)
- Be available for the setup and takedown of your art work and equipment (depending on your scheduled time slot) and while the event is open to the public.

1.4. Medium

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

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

1.5. Body of work/Pricing

It is recommended that artists choose original work that is 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 not submit incomplete work.

2. NATURE OF SUPPORT

2.1. Description

The YES Art Pop-up Series will act as a 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, developing a brand and monetizing 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 has secured the venues for each event.
- **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.
- **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 both optional and mandatory, 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. Here is a list of the upcoming workshops, taking place at the YES centre, downtown Montreal, and available online via webinar:

- 1) **Artistic Applications: Common Mistakes and How to Avoid Them**, Wednesday May 15 at 4 – 5 PM (optional)
- 2) **What the Pop! 2019 Training Session**, Monday July 15 at 1 PM or 5 PM (mandatory)
- 3) **Selling your Art**, Monday July 22 at 1 PM (optional)

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 & Exhibition Schedule

Depending on the nature of the art work, selected artists will be placed in one of the three venues located in the Plateau, Old Port or Verdun. The events will take place in August 2019.

More specified schedules will be shared with participants in acceptance letters via email.

4.3. Duration and obligations of participating artists

Participating artists must be present for approximately three hours during the training session on July 15, 2019 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

5.2. Documents to include in the application:

Maximum 10 visual documents (jpeg format, 72 dpi maximum); audio or video. Each file should be named in the following manner: **Last name_Title of work_2019**

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 following pertains to the Submission Form required information: the name of the collective should be included as the *artist name*; the *artist bio* should describe the history of the collective in brief, as well as its members; the *artist statement* should describe the mission of the collective; the *artist CV* should include any projects or activities fulfilled by members of the collective, as per the collective's mission.

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
- Step 3 - Visit www.wetransfer.com and upload 5 - 10 examples of your work
- Step 4 - Make sure to title each file consistently as such: **Full Name_Title of work_2019**
- Step 5 - Send documentation to mstabile@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, June 16, 2019 before midnight.

6. ASSESSMENT

6.1. Number of artists

Fifty (50) 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:

- **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.
- **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: June 16, 2019

Step 2 – Jury selection will take place between July 2 and 7, 2019

Step 3 – Artists will be notified of jury decision during the week of July 8, 2019

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

Step 5 – Selected regional 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 have questions about the application process, do not hesitate to get in touch with:

Mariana Stabilé

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514-878-9788 ext. 316