

PURE ARTS GROUP

Annual Membership Application Form

Exhibition and Events

Annual Awards

Professional Development & Mentoring

Annual Showcase Exhibition - PURE Autumn Art Fair

6 October – 14 October 2018

Information for applicants & terms and conditions

PURE is about discovering, mentoring and supporting talent in contemporary art.

Join us for a year of membership and the opportunity to be selected for our annual showcase exhibition, which takes place in October at the historic Powder Mills Hotel, Battle, in conjunction with the Battle International Arts & Music Festival.

Membership applications open 1 May and close 1 July every year.

The judging panel oversee selection for the annual showcase exhibition and their decision is final.

All fully paid up members will be considered, based on information provided on the membership application form and images supplied. Artists selected to exhibit at the 2018 showcase exhibition will be notified by **25 July 2018**.

During the membership application period, artists are required to submit jpeg images of 3 pieces of work completed since 1 Jan 2016. These can be sold works but should be a reflection of the artist's current practice. The work can be a mixture of styles or all within a theme or body of work.

Showcase exhibition selection is based on quality of artwork submitted; artistic sensitivity, technical skill, originality, visual impact and content, therefore, it is vital good quality images are provided to ensure work can be appreciated to its full potential.

We strongly recommend artists have their artwork professionally photographed for the application process.

Link to Royal Academy "How to photograph your artwork" tutorial:

<https://summer.royalacademy.org.uk/Information/9>

Membership application fees:

£60 per artist

£40 per student

Application deadline: Midnight 1 July

Showcase exhibition selection results will be posted on our website www.pureartsgroup.co.uk and PURE Arts Group facebook page by **25 July**.

On **31 July**:

- Artists selected to exhibit at the showcase exhibition will be invoiced for the annual exhibition and directory fee of £105. This allows for a single page bespoke entry in our annual artists directory and up to 4 works to be submitted for final judging and hanging.
- Non-exhibiting members will be invoiced for the bespoke directory listing fee of £25. This allows for a single listing entry of an image and approximately 5 lines of text, to include contact details and short practice description.
- Invoices must be paid in full by **7 August**

On **21 August**:

- Artists selected to exhibit at the showcase exhibition will be requested to submit directory wording and details and jpegs of maximum 4 artworks they wish to exhibit.

Work submitted for the showcase exhibition must be consistent with the artist's original submission and of a similar quality, size and price point. We reserve the right to decline any work, which does not comply with this condition. We also reserve the right not to hang all works submitted, which is subject to the curators discretion.

Wording for the directory page must be written in the third person and between 50 and 150 words.

- Non-exhibiting members will be asked to supply an image, maximum 10 word practice description and contact information; email, website and social media.
- Deadline for all information and artwork upload is **1 September**

Additional opt in extras available to artists selected for the showcase exhibition:

Double page in annual printed artist directory – £75 additional fee

Additional opt in extras available to all members:

- DISC Profile assessment and report - £90 per profile

DISC is a powerful tool designed to analyse your personality based on your everyday behaviour. It will give you invaluable insights into your typical behaviour and help you improve your communication, make better decisions and ultimately achieve your goals.

- 1 to 1 professional development support - £45 per session (min 3 session booking requirement)
- Feature article in Aspect County Magazine or Ingenue Magazine (subject to space availability) created and edited by Lesley Samms - from £250
- Bespoke artists film created and produced by Lesley Samms - from £1,000

Sales commission: 35% incl.

PURE Arts agrees to try to sell the selected artwork at the agreed retail price, or discount of up to 10% allowed without consultation with the artist, and the artist agrees to pay 35% commission to PURE Arts for all of their artworks sold from the exhibition.

Student applications

Student applications are welcome at the **reduced application fee of £40**. Students must be in further education on the application 'close' date of 1 July 2018 and this requires authentication by a course tutor. Students should request their course tutor sign and date a copy of the download terms and conditions and either scan and email to lesley@pureartsgroup.co.uk or post to **PURE Arts Group, Stuart House, Old Blackfriars, Marley Lane, Battle TN33 0DQ** before applications close on 1 July 2018. Failure to do so will invalidate the application.

Please read details of our full terms and conditions as follows;

1.0 Eligibility

We invite applications from all artists aged 18 years or older on 3 June 2018.

Membership applications open on 1 May and close at midnight on 1 July

Artists are required to submit images of 3 pieces of work completed since 1 Jan 2016.

Works submitted can be in a variety of media: paintings, sculptures, ceramics, original prints, drawings, glass, fine art jewellery, photography & film. Painted work can be in a variety of media, including oil, tempera, acrylic, ink, vinyl, watercolour and other dry mediums and can be on any form of support (canvas, paper, wood, plastic etc). Images of installations and mixed media constructions can be submitted as part of the selection application, to demonstrate style and quality across a body of work, but, will only be accepted for event exhibition if they contain elements for sale **and by prior agreement with PURE**. All expenses associated with exhibiting Installation artwork must be met by the artist.

Please note:

For the purposes of PURE Arts Group, the definition of original print is as follows:

Works generated by the artist as an original limited edition artist's print.

Reproduction giclee prints are not admissible, however, we do accept original digital art.

2.0 Showcase Exhibition selection & awards

2.1 Annual showcase exhibition selection panel Judges 2018

- Brenda Hartill RE - www.brendahartill.com
- Patricia Hawkins and Karen Papworth – www.west-end-house-gallery.co.uk
- Dani Humberstone VPSWA - www.danihumberstoneart.com

The panel will oversee the selection process for the showcase exhibition in its entirety and their decision is final

2.2 Selection notification

Selection results will be posted on our website; www.pureartsgroup.co.uk and on our facebook page; PURE Arts Group **by 25 July**.

On 21 August

Artists selected for the showcase exhibition will be requested to submit directory wording and jpeg images of maximum 4 artworks they wish to exhibit.

- *Work Submitted for the showcase exhibition must be consistent with the artist's original submission and of a similar quality, size and price point. We reserve the right to decline any work, which does not comply with this condition. We also reserve the right not to hang all works submitted, which is subject to the curator's discretion.*
- *Wording for the directory must be written in the third person and between 50 and 150 words.*
- Non-exhibiting members will be asked to supply an image, maximum 10 word practice description and contact information; email, website and social media.
- Deadline for all information and artwork upload is **1 September**

2.3 Selection process

The selection panel oversee the artist selection process in its entirety, together with the annual awards judging which takes place at the PURE Autumn Art Fair held in October at the PowderMills Hotel, Battle

2.4 2018 / 2019 Awards

A total prize fund with a cash equivalent value in excess of **£2,500 is awarded annually**

2.5 Submission and Autumn ART FAIR timeline

1 May	Membership & showcase applications open
1 July	Membership & showcase applications close
25 July	Showcase selected artists notified
7 August	Showcase fixed costs payment deadline
1 September	Selected Artists to upload details of artwork to be exhibited at the PURE Autumn Art Fair
1 October	2D Artwork to be delivered to the PowderMills Hotel, Powdermills Lane, Battle, East Sussex, TN33 0SP between 10.00 and 17.00. There is ample on-site, free parking. Time slots to be confirmed
2 October	3D Artwork to be delivered to the PowderMills Hotel, Powdermills Lane, Battle, East Sussex, TN33 0SP between 10.00 and 17.00. There is ample on-site, free parking. Time slots to be confirmed
5 October	Awards Judging.
6 October	ART FAIR opens to the public. Evening Private View
14 October	ART FAIR closes to the public at 5pm.
COLLECTION of unsold Artwork	from 6pm on 14 October and between 10am -12 noon on 15 October

2.6 Artwork guidelines

- We are looking for both representational and non-representational artwork, including painting, drawing, sculpture, mixed media, print making, glass, ceramic, Fine Art jewellery, Fine Art textiles, photography & film.
- Work will be considered using criteria including artistic sensitivity, technical skill, originality, visual impact and content
- Images of three works, completed since 1 January 2016, must be submitted with your membership application.
- All digital images should be in JPEG format at 300 dpi and sized to be no more than 1mb each. **Each JPEG file name must include artists name and shortened title of work.**
- Images must include the work in its entirety
- The submission process must be completed in its entirety or submissions may not be considered

3.0 Membership Fee

A non-refundable processing fee of £60 per artist is payable.

A non-refundable processing fee of £40 per student is payable

The fee is per individual submission and not per piece of work submitted (i.e. it includes 3 pieces).

4.0 Presentation of Work for any PURE Art Fairs, Events and Exhibitions

Work must always be presented to us in a professional manner to gallery standard

Where framed:

- No scratches, dents or chips in the frame
- Corners must be filled and touched up if necessary
- Where under glass, glass must be clean and scratch free.
- There must be no visible dirt, hair, smudges or debris underneath the glass
- Absolutely no clip or pre-made Ikea type frames will be accepted
- Wall mounted work must be D ring corded or equivalent and be ready to hang.

To ensure safe storage, all framed works and unframed canvas' are to be delivered to PURE Arts Group in stiffy bags or similar, clearly labelled with artists name, title of work and image of work. Stiffy bags can be ordered via www.stiffybag.com. Alternative approved suppliers are: <http://www.packaginggb.co.uk/art-bags.html> and <https://www.jacksonsart.com/artpakk-smart-bag-artwork-storage-protection>

All unframed work and sculpture must be adequately wrapped with bubble wrap etc.

If work requires plinth mounting, we would kindly request artists supply these wherever possible. Similarly, we would appreciate jewellery cases to be supplied by any fine art jeweller, in coordination with PURE Arts Group (4 plinths (1 per artwork) or 1 cabinet per artist.)

5.0 Sales/Commission

Work submitted as part of the membership application does not need to be for sale. However all work submitted to PURE Arts Group **for exhibition** must be for sale unless otherwise specified and agreed in advance.

PURE Arts Group agrees to try to sell the selected artwork at the agreed price notified to them by the artist, or discount of up to 10% allowed without consultation with the artist. Any discount above 10% can only be agreed in consultation with the artist.

PURE Arts Group take 35% commission on all sales made directly by them or attributable to sales and marketing activity undertaken by them - **This must be included in any price notified to PURE Arts Group.** If you are registered for VAT, then the VAT due on the selling price of the work should also be included in the notified price.

PURE Arts Group aim to notify artists immediately by email when a sale is made and settle all artist accounts on a monthly basis. Sales confirmation invoices will be sent by email and Bank details requested for automated payment.

6. Copyright

Copyright in all work submitted to and exhibited by PURE Arts Group will remain the property of the artist. It is, however, a condition of membership that PURE Arts Group reserve the right to use all submitted images and/or text in whole or in part, together with film and images taken at our events, exhibitions and residencies, for promotional and publicity purposes. PURE Arts Group shall also have the right of free reproduction of all submitted and exhibited works for all catalogues, posters, postcards, DVDs, exhibition website and other promotional and educational material.

Any enquiries regarding copyright will be referred to the artist.

7. INDEMNITY - Members shall indemnify and keep PURE Arts Group indemnified against all and any action, claims, proceedings, losses, liabilities, charges, costs and expenses PURE Arts Group may incur whatsoever in connection with exhibiting, showcasing, promoting and selling said artists works.

PURE Arts Group reserves the right to disqualify or cancel the membership of any artist who fails to adhere to the rules.

PURE Arts Group take every care to ensure artwork placed in their care is handled and stored appropriately.

PURE Arts Group strongly advise artists to insure their own artworks.

In compliance with GDPR regulations:

The PURE Company policy is to respect your personal information and your privacy. We will not share or sell the information we hold about you to any other 3rd party or organisation,

however, as detailed in clause 6 above, PURE do reserve the right to use all submitted images and/or text in whole or in part, together with film and images taken at our events, exhibitions and residencies, for promotional and publicity purposes.

Payment of your membership fee will be taken as your unreserved acceptance of the entire contents of this document and consent to our storing and utilising as detailed the information supplied on this form.

If at any point you wish to withdraw this consent please contact us at lesley@pureartsgroup.co.uk.