



# EGLAF

## ARTS COLLECTIVE

### Introduction & Call for Submissions

#### CONCEPT

EGLAF Arts is a multifaceted and interdisciplinary arts project designed to promote, exhibit and sell contemporary art by the variety of young established artists within the collective. The concept for the EGLAF Arts Collective Online Gallery arose out of a need for an alternate platform to promote and build the reputation and success of both the collective and the individual affiliations within, whilst simultaneously presenting our patrons and the general public with curated exhibitions and relevant accompanying content.

#### CORE VALUES

- **Integrity** – to promote artistic –, conceptual – and professional integrity.
- **Collaboration** – to fuel creative exploration and share in the vast benefits of united efforts and support as part of a multifaceted and interdisciplinary approach.
- **Quality** – to provide quality products, service, content and overall experience of artists, patrons and general audiences alike.

#### COLLABORATORS

Founder and Curator of EGLAF Arts Collective, Elzandré Ayres vd Walt is a South African arts project manager, artist and part time arts lecturer. She completed her Honours Degree in Art History at the North-West University (NWU), Potchefstroom Campus in 2013. Here she worked as locum arts lecturer at the School for Communication studies, Faculty of the Arts and Faculty of Education. She has been actively involved in the arts sphere and has also worked as ad hoc assistant and later assistant curator at the NWU Gallery (2013-2016), operational manager of the Aardklop Visual Arts programme (2015 and 2016) and gallery agent at Turbine Art Fair (2015 and 2016).

EGLAF Arts Collective and online gallery sprout from a deep seated passion for the arts and the desire to promote, exhibit and sell art whilst simultaneously assisting artists to launch or build their careers by means of active collaboration. The list and profiles of participating artists, writers and affiliations will be made public as part of the official launch programme during February and March 2018.

## OBJECTIVES & STRATEGIES

### 1 ADVOCACY AND PROMOTION

To present the artists' work to new audiences and build the online presence and following of the collective as well as the members thereof.

- By creating a constant feed of content on various social media platforms.
- By creating an online portfolio for each participating artist, and furthermore by creating a platform on which to organise and publish existing and new text that explore the thinking and working process of the artists.
- Take a leading role in scholarly and professional research and debate in the arts and share knowledge broadly within the arts sector and the community.
- To act as non-exclusive agent by advocating members' art to galleries, exhibitions, publications, competitions and commissions.

### 2 COLLECTION AND EXHIBITIONS

To develop a significant collective of artists and deliver compelling exhibitions that are thought provoking, socially relevant, relatable and accessible.

- Develop the collection, with a focus on expanding the collective, presenting online exhibitions and touring contemporary art exhibitions and by extension building the gallery's commitment to art and artists.
- Curate memorable, dynamic and diverse exhibitions, projects and programs by collaboration.
- By actively taking part in arts festivals, fairs and other exhibition opportunities by means of group shows and pop-up exhibits.
- Create events where visitors, patrons and members of the collective can interact and network with other artists, curators and different art forms [this will be a specific objective of coinciding workshops, walkabouts, talks and demonstrations] to become aware of the various possibilities that the arts present.

### 3 PATRONAGE AND AUDIENCE ENGAGEMENT

To build our community of patrons and organisational capability to deliver the best value of content and service.

- To introduce visitors to the virtual gallery space, different art forms, mediums and contexts in an attempt to make gallery space and art more accessible
- Deepen engagement with art, artists and ideas by offering a mediated enquiry system, discussion platforms and accompanying text, articles and research.
- Provide exceptional experiences in terms of online and onsite patronage.
- Enable and market opportunities for commissioning of individual artists within the collective

### 4 COLLABORATION AND PARTNERSHIP

To develop sustainable partnerships with artists and affiliations to increase support for an inspiring and ambitious program.

- Collaborate with leading galleries, museums, arts, tourism and media partners to present exhibitions and high-quality cultural experiences.
- Collaborate with institutional and knowledge partners to develop audiences and promote understanding of art.
- Extend the reach of the collective by developing models for maximum audience outreach by collaboration with existing platforms and pooled resources.
- Demonstrate leadership within the arts sector and sustain a collaborative, innovative and inclusive organisation.

## CALL TO ARTISTS

EGLAF Arts Collective is pleased to announce an open call for submission of applications for participation. Any artist interested in participating in the collective and online gallery can submit their applications to [eglaf.arts@gmail.com](mailto:eglaf.arts@gmail.com).

### SUBMISSION PROCESS:

Up to 5 digital images (JPGs) of either representative works or actual works you hope to have selected for online exhibition. JPGs should be approximately 1152 pixels X 1449 pixels. Name each JPG with your first initial, last name and image number (example: JSmith1.jpg JSmith2.jpg JSmith3.jpg);

The Application Form to identify titles, media, dimensions, dates and pricing of works;

Up to 100 word narratives accompanying each submitted artwork in one separate word document(optional);

An artist statement consisting of up to 300 words describing your body of work in one separate word document (required);

A short biography and/or resume in one separate word document (required).

### ARTWORK CRITERIA FOR SUBMISSION:

Artworks may consist of any media, but preference is given to editioned prints, small sculptures, pen and inks and smaller paintings due to affordability, online presentation and logistical limitations.

Artist warrants that he/she created and possesses unencumbered title to the submitted artworks, and that their descriptions are true and accurate.

Artworks must be for sale and priced accordingly.

Artworks must be transportable.

Artworks can be framed or unframed (please indicate different prices).



### AS MEMBER, PARTICIPATING ARTISTS CAN EXPECT:

- An artist profile (bio, resume etc) on the website.
- A selection of artworks featured in our online store.
- Selected works featured in group exhibitions, both online and touring.
- Articles and accompanying texts discussing their work, process etc generated by passionate and able art writers in order to make future research and publication possible.
- Regular calls to produce art for exhibitions.
- Advocacy and promotion, online and across the arts sphere.

## TERMS OF AGREEMENT:

Please take note that the outline below does not serve as a Memorandum of Agreement or any form of contract between the submitting artist and EGLAF Arts Collective Online gallery, and that a formal agreement will be issued upon acceptance of submission

### 1. Scope of agency

- 1.1. Artist appoints the Gallery to act as Artist's non-exclusive agent for exhibition and sales of works of art (hereafter referred to as "Artworks") for a term of twelve months.
- 1.2. Artists shall be free to exhibit anywhere and sell any work not consigned to a touring exhibition with the Gallery under separate and specific contract.

### 2. Promotion by Gallery

- 2.1. The Gallery shall make reasonable and organised efforts to promote the sale of Artworks and undertake other promotional activities on the Artist's behalf.
- 2.2. The Gallery will make all promotional material shared online available to artist in order to distribute freely, although promotional material created by the Gallery in course of the agreement remains the property of the Gallery.

### 3. Promotion by the Artist

- 3.1. The Artist agrees to make reasonable and good faith efforts to aid in the online distribution of promotional material created by the Gallery. This includes sharing EGLAF Arts Collective content on various social media platforms.
- 3.2. On his/her own expense, the Artist may wish to contribute to promotional campaign during the exhibition of his/her Artworks by printing own catalogue, enlightening exhibition openings and events with his/her own presence, etc.

### 4. Copyright

- 4.1. Gallery shall identify clearly all Artworks with the Artist's name, and the Artist's name shall be included in the bill of sale of each of the Artworks.
- 4.2. Artist reserves all rights to the reproduction of the Artworks (within reasonable edition number) except as noted in writing to the contrary.

### 5. Digital consignment and exhibition

- 5.1. Artist retains copyright, full ownership and possession of Artworks whilst being exhibited and presented for sale online.
- 5.2. Gallery reserves the right to determine the manner of presentation as well as selection of Artworks in online exhibitions.
- 5.3. In the event of the purchase of Artwork the title shall pass directly from the Artist to the purchaser.

### 6. Touring exhibitions

- 6.1. In the event of a touring exhibition with the Gallery, consignment of Artworks will be agreed upon under separate contract specific exhibition.

### 7. Pricing

- 7.1. Although it is a non-exclusive contract, Artist's suggested selling price is expected to be consistent with one outside the Gallery.
- 7.2. Gallery shall sell the works at retail prices submitted to the Curator/Gallery by the Artist.
- 7.3. All sales are in South African Rand (ZAR).
- 7.4. Any applicable sale tax for international sales will be added to the bill of sale.

### 8. Commission

- 8.1. Gallery and Artist agree that the Gallery's commission is to be 35% of the retail price of each work sold online.
- 8.2. Artist and Gallery must agree to any change in Gallery's commission in advance.
- 8.3. In the event of a touring onsite exhibition, the Gallery reserves the right to change the commission received for sales to 40% under separate and specific contract entered into with the Artist prior to the exhibition.

### 9. Terms of Payment

- 9.1. Gallery shall pay all proceeds due to the Artist within five days of sale via electronic transfer.

### 10. Transportation

- 10.1. In the event of the purchase of Artwork the transportation of the Artwork from the Artist to the purchaser will be arranged by the Gallery.
- 10.2. All costs incurred in transportation and in-transit insurance (optional) of purchased artwork will be charged to the purchaser.
- 10.3. Artist to supply basic packaging of artwork in event of purchase. Any additional packaging and or crating will be charged to the purchaser.
- 10.4. In the event of a touring exhibition with the Gallery, logistical arrangements regarding Artworks will be agreed upon under separate contract specific exhibition..

# APPLICATION FORM

Date:.....

## ARTIST INFORMATION:

Name(s) and Surname:.....

Date of birth:.....

Address (street or postal):.....

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Email address:.....

Phone number:.....

Website (optional):.....

Social media information (optional):.....

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## ARTWORK INFORMATION:

### **Image number 1** (name JPG: firstinitiallastname1.jpg)

Title:.....

Medium:.....

Dimensions:.....

Date:.....

Retail price (incl. 35% Gallery commission): .....

### **Image number 2** (name JPG: firstinitiallastname1.jpg)

Title:.....

Medium:.....

Dimensions:.....

Date:.....

Retail price (incl. 35% Gallery commission): .....

### **Image number 3** (name JPG: firstinitiallastname1.jpg)

Title:.....

Medium:.....

Dimensions:.....

Date:.....

Retail price (incl. 35% Gallery commission): .....

### **Image number 4** (name JPG: firstinitiallastname1.jpg)

Title:.....

Medium:.....

Dimensions:.....

Date:.....

Retail price (incl. 35% Gallery commission): .....

### **Image number 5** (name JPG: firstinitiallastname1.jpg)

Title:.....

Medium:.....

Dimensions:.....

Date:.....

Retail price (incl. 35% Gallery commission): .....