

# STRAND EPHEMERA 2021

North Queensland's Sculpture Festival



CALL FOR  
ARTISTS



Karl Meyer  
*Hand in the Sand*  
Strand Ephemera People's Choice Award Winner 2019  
Photograph: Andrew Rankin Photography

**20**  
**YEARS**  
of sun, sand & art

# STRAND EPHEMERA 2021

North Queensland's Sculpture Festival

## CALL FOR ARTISTS

*Strand Ephemera*, a much loved and highly anticipated biennial event, is celebrating its 20th year in 2021!

*Strand Ephemera* is the north's leading outdoor sculpture festival which has rapidly grown over the years, much to the delight of artists and the public alike.

*Strand Ephemera* gains considerable media coverage and attracts many local, national, and international visitors.

*Strand Ephemera* is organised by Townsville City Galleries.

Competitive works will be on display along Townsville's picturesque 2km beachfront - The Strand - from 17 to 25 July 2021, exhibited alongside a selection of curated sculptures.

To celebrate the twenty year anniversary, Townsville City Galleries are encouraging a diversity of artists to apply, including those who have followed the biennial festival from the very beginning, as well as artworks with a North Queensland focus.

## KEY DATES

### APPLICATIONS CLOSE

5pm Friday 20 November 2020

### SUCCESSFUL APPLICANTS NOTIFIED

5pm Friday 11 December 2020

### EXHIBITION DATES

Saturday 17 – Sunday 25 July 2021

**\$10,000  
MAJOR PRIZE**

**\$1,000 PEOPLE'S  
CHOICE AWARD**

**\$5,000 ARTIST FEE\***

\*\$5,000 Artist fee only applicable to successful artists

## HOW TO ENTER

Applications are now open online, with our full terms and conditions overleaf, and at:

**[strandephemera.com.au](http://strandephemera.com.au)**

or contact Townsville City Galleries:

**(07) 4727 9011**

**[ptrg@townsville.qld.gov.au](mailto:ptrg@townsville.qld.gov.au)**

or by visiting the reception desk at

**Perc Tucker Regional Gallery**

**Perc Tucker Regional Gallery**

Cnr Denham and Flinders St  
Townsville QLD 4810

 (07) 4727 9011

 [ptrg@townsville.qld.gov.au](mailto:ptrg@townsville.qld.gov.au)

 [whatson.townsville.qld.gov.au](http://whatson.townsville.qld.gov.au)

 Townsville City Galleries

 [TownsvilleCityGalleries](https://www.instagram.com/TownsvilleCityGalleries)

# TERMS AND CONDITIONS

1. Entry is in accordance with and is deemed acceptance of these conditions and the Entrant (Artist) is bound by and shall perform and observe all obligations upon the Artist pursuant to these conditions. Strand Ephemera is a public art exhibition, including a \$10,000 major prize component awarded by Townsville City Galleries.
- 1.1 Entry is open to all local, interstate, and international artists. Townsville City Council staff are excluded from entering. Immediate family members of Townsville City Council staff are eligible to enter, however will not be eligible to receive the \$10,000 major prize.
- 1.2 Entry in the exhibition and eligibility in the major prize is through pre-selection from the proposals received.
- 1.3 Artists are required to submit for pre-selection:

- A completed online application
- Digital image/s or detailed design drawing/s of each proposal in TIFF or JPEG format
- A diagram illustrating the path and indicating the mechanism that will be taken to transport the work from the road to the designated site once at The Strand
- The Artist's curriculum vitae (CV) relevant to their art practice
- Details and/or drawings of foundation, footings etc.
- A non-refundable administration fee of AUD\$44.00 per entry.

- 1.4 All artworks entered by the Artist must be the original work and concept of the Artist. An Artist may enter as many as three (3) proposals for pre-selection, but each entry must be accompanied by a separate entry form and fee with all relevant support material.
- 1.5 A third party may not enter any works on behalf of an Artist. Group proposals will be accepted for pre-selection where there is a nominated Project Manager.
- 1.6 Late or incomplete entries will not be accepted. An entry shall impose an obligation upon the Artist to submit the entered work for exhibition if selected.

## 2. CURATORIAL BRIEF

- 2.1 Strand Ephemera has now been a part of Townsville's cultural identity for twenty years. It is by far our city's most visited visual arts event, and has been the host of countless local, national, and international artists. The inclusive, ten day beach front sculpture festival brings together the community from far and wide, to celebrate sun, sand, and art- tropical North Queensland style.

To celebrate our twenty year anniversary, we are encouraging a diversity of artists to apply, including those who have followed the biennial festival from the very beginning, as well as artworks with a North Queensland focus.

## 3. SELECTION CRITERIA

- 3.1 The selection panel will assess submissions on the following criteria:

- First impression
- Innovative original artwork
- Skill
- Conceptual strength of artwork
- Site specific (is the artwork specific to site)
- Day and Night-time viewing
- Environmental Impact to artwork site
- WH&S- including Public Safety
- Logistics- footings, install, power supply, weather, machinery, etc.
- Public art engagement qualities
- Artist's ability to deliver proposed artwork
- Response to curatorial brief

## 4. ACCEPTANCE AND EXHIBITION

- 4.1 Artists will be advised of the outcome from pre-selection on or before:  
5pm Friday 11 December 2020.
- 4.2 The cost of freight and insurance for works selected for exhibition will be the responsibility of the Artist. Galleries will not be responsible for any loss or damage whatsoever, however caused, to any work whilst in Galleries' custody or on display in the public realm.
- 4.3 Each Artist is and shall be responsible for maintaining their own insurance cover.
- 4.4 Artists whose works are selected for exhibition must allow their work to be reproduced for promotional, review, and educational purposes and/or the future promotion of Galleries and entry is and shall be deemed authorisation by the Artist to Galleries.
- 4.5 Works selected for exhibition will be chosen by a panel of assessors appointed by Galleries.
- 4.6 Works to be exhibited will be selected from the online applications, digital images and requested materials submitted. Artists are NOT to submit original works of art for the pre-selection process.
- 4.7 Artists are responsible for lighting their own artwork for after dark viewing. Solar lighting is strongly recommended due to limited power access and environmental concerns.
- 4.8 Galleries will appoint an industry-recognised panel to judge and select the prize-winning work. The judge's decision will be final, and correspondence will not be entered into regarding the selection.

## 5. ARTWORK SALES

- 5.1 It is not a requirement that works be for sale. The advertised price of exhibited works that are for sale shall remain fixed for the duration of the exhibition.
- 5.2 Galleries shall be entitled to and will retain 30% commission on all works sold during the exhibition. The net sale proceeds will be paid to the Artist within thirty (30) days of sale, provided settlement has been made in accordance with the conditions of sale. Payment will be made in Australian dollars.

## 6. ENTRY FEE

- 6.1 A non-refundable administration fee of AUD \$44.00 is required per entry.
- 6.2 All artworks entered by the Artist must be the original work and concept of the Artist. An Artist may enter as many as three (3) proposals for pre-selection, but each entry must be accompanied by a separate entry form and fee with all relevant support material.
- 6.3 Entry fees can be paid by credit card, in person, or over the phone. We accept Visa, Mastercard, and American Express.
- 6.4 Entry fees can be paid by credit card over the phone by calling 134810 or in person through the Townsville City Council Customer Service.
- 6.5 Please reference the payment code **CECS – GS Entryfee** when paying, and a receipt will be issued for payment that should be kept for future verification of payment.

## 7. ARTIST FEES AND PRIZES

- 7.1 All prizes are non-acquisitive.
- 7.2 A \$5,000 Artist Fee will be paid for each proposal selected. Where artists are working collaboratively on a single proposal, only one artist fee will be paid. A major \$10,000 prize will be awarded at the official opening of the exhibition, and a People's Choice Award will be awarded at a later date.

## 8. COPYRIGHT

- 8.1 The Artist must warrant that she/he is the owner of all copyright in the work proposed or has obtained all necessary permission for the uses of the work proposed. Galleries may reproduce the work or any part of it for the purposes of publicity and critical review, or for the creation of a non-commercial archive and non-lending reference or database.
- 8.2

## 9. SIGNAGE

- 9.1 Galleries will provide signage to identify each site and no further signage may be added to the site by the Artist/s or their representatives without prior consent from Galleries.

## 10. INSTALLATION AND DEMOUNT

- 10.1 Artists must be present for the installation period, Monday 12 July - Friday 16 July 2021, and will be allocated a specific day/time to carry out the installation of their artwork. In cases where this is not possible, artists must organise an installation team in consultation with Galleries. Artists are asked to consider ease of installation and demount. Artists are also asked to bring their own tools and installation materials.
- 10.2 All artworks must remain on site until the completion of *Strand Ephemera*, 8am Monday 26 July 2021.

## 11. SITE SUPERVISORS

- 11.1 There will be several Site Supervisors to assist Artists with their installation planning. Three weeks prior to the installation period, Artists will be notified of their allocated Site Supervisor, and their allotted time to install their work.

## 12. GALLERIES ASSISTANCE WITH INSTALLATION/ DEMOUNT

- 12.1 Prior to installation, Artists will be assigned a Site Supervisor and allocated a date and time for their installation. Sites along The Strand were artworks are to be installed/ demounted are determined to be work sites. All Artists are required to sign into the work site on arrival to install/ demount their artwork. Artists must wait for their supervisor before beginning installation/demount. Once their supervisor has approved the completion of the installation/ demount, the Artist must sign out of the work site before leaving.

- 12.2 Galleries staff will also:

- Walk each Artist through the site.
- Discuss and confirm with the Artist the means of installation/demount and equipment requirements.
- Nominate the best access to the site from drop off points. Artists must discuss access points with their Site Supervisor prior to driving any vehicle onto grassed areas or pathways on The Strand.
- Co-ordinate group meetings to discuss issues including installation.
- Organise volunteers to assist in installation/demount where possible.

## 13. SITE MAINTENANCE

- 13.1 Artists must ensure the surrounding area and associated assets are not altered in any lasting way when installing, exhibiting, or removing their artwork.
- 13.2 Artists must maintain their artworks in a presentable condition throughout the exhibition or have arranged for assistance to do so.
- 13.3 Due to the tropical climate of Townsville, the area along The Strand experiences strong winds and rain, Artists must take these environmental factors into consideration when planning their artwork.
- 13.4 Artworks must not affect or permanently damage the natural environment, including when secured to the site

## 14. WORK HEALTH AND SAFETY

- 14.1 All Artists must attend WH&S Briefing, Sunday 11 July 2021 prior to install.
- 14.2 Artists are required to consider the safety of their artwork before submitting an entry.
- 14.3 In signing the application form, Artists give consent for Galleries to move/remove any artwork at their discretion and for any reason, including but not limited to public safety, damage, or potential damage.

## 15. EXHIBITION SECURITY

- 15.1 Artists are welcome to monitor their work during the exhibition period.
- 15.2 For the duration of the ten-day festival, the site will be invigilated by Artists, the Galleries team and volunteers, Strand security, as well as Townsville Police.
- 15.3 *Strand Ephemera* artworks will be viewable 24 hours a day, and as such, it is the responsibility of the Artist to ensure their artwork is secured as best as possible to prevent theft or damage etc.

## 16. INSURANCE AND INDEMNITY

- 16.1 The Artist agrees that the artwork is exhibited at their own risk. Galleries will exercise all reasonable care in handling artworks but will not be responsible for any loss or damage whilst in their custody.
- 16.2 Townsville City Council has Public Liability Insurance in place to protect its own interest, however, the Artist is advised to maintain their own insurance cover against loss, damage, theft, and possible destruction of the artwork for the duration of the exhibition period.
- 16.3 Participating Artists are required to demonstrate to Council that they have secured Public Liability Insurance to the value of AU\$20,000,000 (twenty million Australian dollars), as well as Transit Insurance to protect their own interests.
- 16.4 Artists can access affordable Public Liability Insurance as part of NAVA's Premium Plus membership. For further information, visit: [visualarts.net.au/shop/products/premium-plus](http://visualarts.net.au/shop/products/premium-plus)  
Artists can also access affordable Public Liability Insurance through Local Community Insurance Services. For further information, visit: [www.localcommunityinsurance.com.au](http://www.localcommunityinsurance.com.au)

## 17. INFORMATION DESK

- 17.1 Information Desks will be set up along The Strand to assist visitors in offering directions, information about the artworks on display, and to promote the public programs.
- 17.2 Information Desks are staffed by the Galleries team, volunteers, and participating Stand Ephemera Artists.
- 17.3 Artists who are selected for the 2021 exhibition will be required to assist at the Information Desk, and entry into Strand Ephemera is deemed acceptance to complete a minimum of one shift.
- 17.4 Such activity offers the public direct engagement with participating Artists, who are in turn able to gain satisfaction by interacting with the community.

## 18. KEY DATES

**Application due date**  
5pm Friday 20 November 2020

**Successful Applicants Notified**  
5pm Friday 11 December 2020

**Catalogue Image Finalised**  
5pm Monday 9 April 2021

**Compulsory WH&S Briefing**  
Sunday 11 July 2021

**Installation Dates**  
Monday 12 - Friday 16 July 2021

**Exhibition Dates**  
Saturday 17 – Sunday 25 July 2021

**Artist Meet and Greet**  
Friday 16 July 2021

**Opening Evening**  
6pm Saturday 17 July 2021

**Artists Walking Tour**  
Saturday 17 July 2021

**Demount**  
Monday 26 July 2021