

### **1. What is an "Exhibition In Print"?**

It is a curated exhibition of art work published in a beautiful book.

After publication, we are working with partners to grow the book into public gallery exhibitions.

With Gatekeepers we are developing ideas for an ongoing web-based portal - still in the organic phase, but an important part of the whole concept of inclusion vs. exclusion.

### **2. What will the book be like?**

The dimensions for each book project depend upon the best tangible feel for the book. Lateral Learning, to be launched Feb. 19/2010, and our first exhibition-in-print is an 8"x10", landscape orientation, hardcover publication with a full colour, glossy dust jacket and 120 pages in length. The dust jacket is actually a limited edition multiple created as a collaboration between our curator and some key contributors. Art wrapped around an art book. The Gatekeepers book will be very similar, but we want to leave some room for creativity open and a way to include an open edition multiple with the publication. Experience shows us that the best way to do this will arise over the production process as ideas grow organically. In particular, we find that the contribution of the critical art writers is significant in final creative decisions.

Based on production estimates, the retail price for Gatekeepers will be approximately \$69.98. The book is already registered with a Canadian ISBN number.

### **3. How many times can I submit?**

Once, and one time only, either as an individual artist or as a collaborative project.

### **4. What do I submit?**

- Three images of artwork you feel best represents your work and best fits the curatorial theme.

*Email size jpegs. 300 dpi and no bigger than 5"x7". (2-7 megs is best)  
Anything under 100k will not be high enough quality for jurying.*

- A 200 word artist statement
- A short biography of less than 200 words
- Your name and full contact information
- The receipt number for your submission fee payment (made via Pay Pal)

### **5. What is the cost to submit?**

All artists pay an administration fee of \$45.00 CDN to submit. This is processed electronically through Pay Pal in a simple process and a safe transaction. For Gatekeepers we offered a reduced early bird rate to allow the opportunity for some artists to submit at a lower cost.

This fee is in keeping with current submission amounts, practices and fees for other projects, exhibitions and residencies.

#### **6. What is the submission money used for?**

The money is used to pay for production, design, marketing, administration and commissioning critical writing for the book. Expanding the project to include a web portal, public gallery exhibitions are other project costs.

Why a fee at all? Books cost money to make. We are not grant-funded. We are self and artist funded. We are trying to find a way to make relevant and critical independent art publications and exhibitions in a time of whole-scale funding cuts to the arts sector.

#### **7. What does it mean that my submission will be "blind juried"?**

Your artwork is selected from your artwork images and artist statement alone, your name and your resume are removed from the selection process. Vantage is committed to providing equal opportunities to artists and the blind juried process levels the playing field. This is a key concept to the exhibition-in-print concept because we feel it reduces the likelihood of personal relationships and c.v.'s to influence the selection process.

You provide up to 3 artwork images for selection that are of "email size". If your work is selected you must then provide a higher resolution image for printing. This is so that your work is reproduced in the best manner possible.

#### **8. When will the book be ready?**

The current production goal is to launch the "Gatekeepers" publication in October 2010 in Toronto.

#### **9. What will each selected artist receive?**

We will provide each artist with a PDF copy of their personal pages so they can use the pages for their portfolio. The artists may also buy a copy of the hardcover book at cost. The cost of the limited first print run precludes us from giving each artist a book at this point in time.

The first print run of the book will be in a very small volume for strategic placement in specific museum and gallery shops (as part of our marketing of the book). The cost of doing a small run means that the wholesale price per book will be as high as the margin. As a result there will be no royalties paid to any artists for the first printing.

When a larger distribution deal is obtained, a percentage of royalties will be determined. This will be based on the opportunity and the main contributors will receive the largest royalty based on the amount of effort that was contributed. The submitting artists will receive a fair payment. Whenever possible, we champion the use the CARFAC fee schedule as a fair measure. The selected artists will be notified when a larger distribution deal is acquired. Please note that many distribution deals pay out once per year.

Vantage Art Projects has a reputation with the artists we have worked with for being fair financially, for paying our artists as agreed, and for championing the value of creative work. If you contact us, we can provide you with references.

**10. How will the book be marketed?**

During the production process we will be contacting mainstream media and arts journalists to gain press about the publication. This is one key area where our lead artist curators can add real value to the project and use their established relationships to promote the book.

In addition to art press and mainstream media, Vantage will be marketing the book through our direct e-mailing list (now at several thousand names) and other great services we pay for like Preview the Gallery Guide and Akimbo.

A book launch will be done in collaboration with the curator and all artists invited (we can't afford plane tickets for each of you, but we hope you can get to the party!) The launch will be done in partnership with other arts organizations and institutions that choose to support the project. For example, the Instant Coffee Collective is generously hosting the book launch for Lateral Learning in Vancouver BC during their Light Bar installation in February 2010.

The book will be placed first in strategic locations for sale, like gallery and museum bookstores. The book will also be available directly through the Vantage Web Site. From this first printing and press, our goal will be to go into a second printing with wide scale more distribution.

The goal is to launch the "Gatekeepers" publication with an event in Toronto during October 2010.

**11. Where will the book be sold?**

Several locations:

The book will be sold directly from Vantage Art Projects through our website.

The book will also be sold through placement in specialty art book and gallery locations.

The book will also be registered with the National Library of Canada and placed in some educational libraries.

Retail locations will be identified on our website as the book is placed for sale.

**12. Does the artist retain copyright of their artwork?**

Yes. As per Canadian law, the artist retains full rights to their artwork. By submitting, each artist is agreeing to allow us to print images of their artwork in the relevant publication along with supporting information about their work and their careers. Artwork is placed in the book according to the creative decisions of the editors based on the critical intentions of the publication. Once selected the artist can choose to remove their artwork from the publication before the print deadline. However, by submitting, the artist is agreeing past the print deadline that Vantage Art Projects may print their work. Copyright of the publication belongs to Vantage Art Projects.

**13. What information is published about each artist?**

Upon selection for publication, each artist is asked to ensure that we have a current bio, artist statement and any links or gallery representation they wish to include for their work. There is a word limit of approximately 300. Our last book design (based on the photos chosen for submission) provided 1-2 pages for each selected artist. The artists were “curated” into chapters based on themes identified in the critical essay writing for the publication.