



BLANK MEDIA COLLECTIVE

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ARTIST'S PROPOSALS

INTRODUCTION

The information within this section has been compiled by Blank Media Collective and is a guide to the ways in which you can write a successful artist's proposal. It is by no means definitive, nor suggestive that this is the only way in which proposals should be written.

PREPARATION

A good proposal enables a relationship to be built between the curator/selector and artist. It should demonstrate a strong understanding of both the exhibition concept and the organisation to which you are applying.

Prior to writing your proposal you should:

- Read the submission criteria closely
- Research the exhibition concept and organisation to which you are applying
- Decide whether your work fits within the exhibition concept and make sure that you are not creating links that may be deemed tenuous

WRITING THE PROPOSAL

Each proposal will differ according to the exhibition and organisation to which you apply. However below are some general points that can be included:

- Covering letter 'selling' the reason why you feel your work should be included within the exhibition – make sure this is concise and to the point
- The title of your project / work

- Your full name and contact details (make sure this is included within all the requested documents)
- State whether the work is new, existing, site-specific
- The medium in which the work will be made, i.e. photography and how it will be presented
- Detailed information about your project and the ways in which it relates to that of the exhibition concept
- If the work is new or site-specific, include a time schedule to show how you will complete the project within the allotted time-scale
- Make sure that you own the copyright for the work and if any of the work is not your own you provide clear information stating the permission of the respective individual
- Practical and technical information outlining your requirements and what you are able to offer
- **Artist's statement** and **Curriculum Vitae**
- Visual documentation to show the work that you are submitting (if proposing existing work) or past work (if proposing new work)

Make sure that all the information is made available for the curator/selector to make their decision. Do not point them in the direction of online portfolios or web pages, where they may not look at what you want them to. If you link the proposal to online portfolios or web pages make sure that you provide html links to each page that you would like them to visit and make it clear about how this relates to the proposal.

PRESENTATION

The proposal should be clear and concise and provide the information in the format requested. Make sure that the curator/selector is given all the relevant information, but do not to overwhelm them with extra, irrelevant material, which may make the proposal difficult to read. Highlight your visual understanding by setting the proposal out in a clear font and strong design style.