

DESIGN FRINGE

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SEPTEMBER 3 – NOVEMBER 21 2021

REGISTRATION INFO PACK



DESIGN FRINGE

When: 3 September – 21 November 2021

Where: Linden New Art

Who: Open to all Australian-based artists and designers at all career stages

Cost: \$115 Full / \$95 Concession
Female and non-binary designers eligible for a 14.5% Design Fringe for Gender Equity discount

Register: Online via www.melbournefringe.com.au/designfringe

Contact: Brigit Ryan – Design Fringe Coordinator
E: brigit@melbournefringe.com.au
P: 03 9660 9600

KEY DATES

Registrations open: 17 May 2021

Registrations close: 9 July 2021 at 11.59pm

Delivery of works: 23-24 August 2021 from 9am-5pm

Exhibition opens: 4 September 2021

Exhibition closes: 21 November

Works collected: 22 November

DESIGN FRINGE

34 YEARS OF FRINGE FURNITURE, ART AND DESIGN: REIMAGINED.

A stool crafted from found objects. An intricate, woodworking masterpiece to stand the test of time. An amorphous ceramic object that challenges the limits of form and materials because... why not? For decades Fringe Furniture has been a space for designers to experiment and play, to look beyond the bounds of traditional furniture and design. After 34 years, it's time for the next stage of evolution. Introducing... Design Fringe!

Design Fringe is Fringe Furniture reimagined – a safe space to show both the timeless and the bizarre, the inventive and the totally impractical. It honours the legacy of Fringe Furniture while looking forward into the future of the contemporary design industry. Design Fringe holds a (very artistically designed) mirror up to the who's who and what's what of the industry right now and celebrates innovation across design of all kinds. It's everything we love about Fringe Furniture with a fresh perspective and a slick new look, celebrating the changing face of design and amplifying the work of ambitious new design leaders.

With this new reinvigoration comes a new home, so we are delighted to announce our partnership with Linden New Art. Our curatorial partners at Linden have a track record of supporting brave new art by mid-career artists, and engaging visitors through inspiring, thought-provoking exhibitions of new work. Through our partnership we will create an exhibition that incorporates our long-living, much-loved furniture and design showcase, as well as reaching further into experimental design that forges forward to the cutting edge of contemporary design. Linden have provided new place for us to call home, and beyond their walls, Design Fringe will pop up in other spaces across the City of Port Phillip. Where, you ask? Keep your eyes peeled for further announcements.

The Design Fringe program encompasses all there is to celebrate about the design industry. Along with the expanded exhibition in fresh new digs, the program solidifies its ties to industry with enhanced professional development opportunities for designers, and public programs that provoke and inspire. Design Fringe will also introduce a bolder focus on reducing barriers and achieving greater diversity in design through a radically expanded equity initiative. While continuing to focus on increasing representation of female identifying and non-binary artists in design, the initiative will expand to encompass First Nations, Deaf and disabled and culturally and linguistically diverse designers and audiences.

Design Fringe will invite new audiences into the fold, with an exciting program of exhibitions and events that educate and inspire artists and audiences, while championing the bright new voices in the industry. Welcome to Design Fringe – a place for the ambitious, the innovative, the shape-shifting and the magic-making. We can't wait to pull up a place at this table.

DESIGN FRINGE PROVOCATION 2021: HOME

For its first iteration under a new mantle, Design Fringe explores a theme we are all very familiar with (particularly in the wake of 2020): 'HOME'.

From architecture and furniture to fabric and fixtures; and from the smallest functional items used every day, to the most lavish, decorative or occasional luxuries. The home is a primary space for design practice, often providing the inspiration and context for great design.

A home is somewhere that we can find belonging, acceptance, protection and safety. Whether it's a geographical location or rooted the presence of loved ones and family, our homes can anchor our identity and help us remember who we are. We create homes of all kinds with care and creativity, in a way that embodies our spiritual and emotional needs and values.

FIRST NATIONS COMMISSION

With our brand-new outlook comes a brand-new, exciting centrepiece opportunity – the First Nations Commission. We're delighted to work with Linden New Art to commission a bespoke, sculptural piece from a First Nations designer. The commission is looking for something ground-breaking and completely spectacular – a celebratory focal point to sit at the heart of the Design Fringe exhibition. This centrepiece should respond to the exhibition provocation – "Home".

A panel of First Nations art and design professionals will review applications alongside the Fringe and Linden team and select the brightest and most exciting design idea.

The selected designer will receive an all-inclusive package to the value of \$10,000, which covers:

- Artist fees
- Costs directly arising from the involvement of the recipient(s) in the development, fabrication including all materials and equipment, installation and realisation of the commissioned work
- Documentation of the work for pre-publicity
- Transport to Linden New Art for installation
- Travel
- Site visits and project meetings
- Research
- Insurance (public liability at a minimum)
- Engineering fees (if applicable)
- Other certifications (if applicable)
- Sub-contractors and consultant fees
- Maintenance manual

We can't wait to see what will take shape and stand proudly as the centrepiece of our first (or 35th, depending on how you look at it!) Design Fringe exhibition.

Expressions of Interest are open now, so if you're a First Nations designer with a big idea, [register here](#) for your chance at this amazing opportunity.

DESIGN FRINGE FOR GENDER EQUITY

In our fourth year of the Design Fringe for Gender Equity initiative, we want to make big changes to the industry and see them stick.

Gender might be just a construct, but it's a construct that sees men paid more than other genders in many industries – and the design industry is one of 'em. Thanks to the support of the Victorian Women's Trust, Design Fringe is actively supporting gender equity in the design sector and is our attempt to redress the balance.

We are offering female and non-binary designers and artists the opportunity to participate in this exciting initiative, which includes:

- A 14.5% discount off your rego fee if you are a female or non-binary designer. This represents the current gender pay gap in Australia.
- Mentorships for female and non-binary designers. The program pairs industry leading female and non-binary designers with emerging designers.
- Talks and workshops by industry leading female and non-binary designers.
- Additional profile-raising opportunities, including artist tours of the exhibition led by female and non-binary participants. Go on, spruik your work!

The best bit? This initiative works. In the last three years, we have successfully increased representation of female and non-binary artists in Fringe Furniture by 15% and provided them key professional development opportunities.

That's what this initiative is all about.

Equality.

That's it. Just equality.

FINANCIAL ASSISTANCE

Do you need some help covering your rego fee, the cost of producing your work, or travel expenses?

If you have difficulty covering any of the costs associated with exhibiting in Design Fringe, we have a micro grant scheme that may be able to help.

To discuss your needs and find out more about how we can help, contact Brigit Ryan on 03 9660 9600 or brigit@melbournefringe.com.au

What kind of work can I submit to Design Fringe?

Design Fringe is as much about showcasing the most innovative and up-and-coming work as it is about exploring and pushing the boundaries of object design. Show us your experimental forms and materials, your non-functional objects, your wearable and ephemeral design works, architectural and spatial work and conceptual design solutions. If you are not sure whether your work fits give us a call to talk about it!

Who can take part?

Design Fringe is open to all Australian-based artists and designers at any career stage.

For established practitioners, Design Fringe is a yearly catalyst for experimentation providing a place to present new prototypes or explore ideas that are free from the restrictions of the commercial environment. For emerging designers, the exhibition is a valuable platform for generating industry exposure, building mentoring opportunities and expanding networks.

Design Fringe participants have the opportunity to participate in a Mentorship Program, win Fringe Furniture Awards and deliver talks about their work. All Design Fringe participants also receive a Melbourne Fringe Artist Pass, granting them access to hundreds of Melbourne Fringe Festival shows for free.

How much does it cost?

Registration for Fringe Furniture costs \$115, or \$95 for concession. The registration fee must be paid at the time of registration and proof of concession must be shown.

Thanks to the generosity of the Victorian Women's Trust, female and non-binary designers will receive a gender pay gap discount of 14.5% off registrations, making their registration fee \$98.30 or \$81.20 concession. For more information, see the design Fringe for Gender Equality section above.

For Design Fringe 2021 multiple entries per artist or designer will be accepted, and all subsequent entries after your first will incur a fee of \$95. If you'd like to submit more than two works, please contact the Design Fringe Coordinator before completing your registration to discuss this. Exhibition space is limited so get in quick to avoid missing out!

Images

All designers must submit **at least one** high res image as part of their registration.

Think carefully about making time to photograph your work, either finished or as a work in progress.

A good image/s of your finished work can convey the features of your piece, the story you are trying to tell and the properties of the materials you have used. **If you are selling your work at the exhibition, these images will be used in the online catalogue** – so much sure they show it in its best light!

If you are in the process of creating a new work for Design Fringe, please include an image that conveys a sense of the work in progress. This could be a sketch, a design or a photograph of the work in progress. Once the work is completed please send through a high res image of the finished work.

Your image/s may also be used online and for publicity purposes. If you have any questions about images, please contact the Design Fringe Coordinator.

Mentorship Program

As part of Design Fringe, registered artists can apply for our competitive Mentorship Program. This program supports emerging designers and artists to develop their artistic and professional practice by connecting them with industry professionals.

As part of the Design Fringe for Gender Equity program, a majority of mentorships will be offered to female or non-binary applicants in 2021.

Each mentee will be matched with an industry leading mentor to support them in developing a new work that will be exhibited in Design Fringe 2022.

After registrations have closed, applications for the Design Fringe mentorship program will open, and the recipients will be announced at the Melbourne Fringe Festival Awards Ceremony on October 17th 2021.

Awards program

Design Fringe recognises design excellence and innovation through a tailored awards program that is made possible by the generous support of industry and community. All exhibitors will be considered for the 2021 Best in Category Awards, and the winners will be announced at the Melbourne Fringe Festival Awards Ceremony on October 17th 2021.

2021 Best in Category Awards

- Furniture
- Lighting
- Homewares
- Experimental

Additional professional development awards supported by industry will be announced after registrations close.

How can I find out more?

Feel free to contact Brigit Ryan, the Design Fringe Coordinator with any questions you have by calling (03) 9660 9600 or emailing brigit@melbournefringe.com.au

DESIGN FRINGE 2021 – ARTIST AGREEMENT

VENUE

Venue: Linden New Art
Address: 26 Acland Street, ST KILDA VIC 3182

DATES

Launch: 3 September 2021
Exhibition: 4 September – 21 November 2021
Opening times: 11am – 4pm Tues-Sun

CONDITIONS OF ENTRY

Design Fringe is open to anyone who has an interest in entering a work, but inclusion in the exhibition is restricted to those who agree to abide by the following conditions.

Please carefully read the following pages before you submit your online application. If you have ANY questions feel free to contact us.

Artwork Display and Installation

While Design Fringe is a non-curated event and anyone can submit their work, the layout of the Design Fringe display is determined by Linden New Art and Melbourne Fringe. Linden New Art and Melbourne Fringe retain creative control for the overall layout and installation of the exhibition.

Due to space constraints, there are restrictions on works with a footprint bigger than 2 square metres and heavier than 30kg.

Your work must fit through a door H200cm x W85cm.

If your work exceeds these restrictions and you wish to participate in Design Fringe you must speak to Melbourne Fringe before submitting your registration.

Lighting, works that require power and hanging objects

If the work you are submitting is a light or other work that requires power, please enter as much information as possible in your registration form, including the amount of power your work requires.

Please note:

- It is the artist's responsibility to ensure all operational, electrical work has been tested and tagged by a certified electrician or test and tag ticket holder PRIOR to delivery to the Design Fringe exhibition.
- All electrical cords must be 2-3 metres in length.
- There are weight restrictions in place for hanging objects. If your hanging work weighs more than 15kg, please discuss this with the Design Fringe Coordinator.

Please contact the Design Fringe Coordinator at brigit@melbournefringe.com.au if you have any queries or concerns regarding installation of your work.

Entries

The Registration Fee for entry is \$115 or \$95 for concession.

Female and non-binary designers will receive a gender pay gap discount of 14.5% off registrations, making their registration fee \$98.30 (Full) or \$81.20 (Concession). For more information, see the Design Fringe for Gender Equity section above.

If you are submitting multiple works, each entry after your first will be charged at the rate of \$95.

While Melbourne Fringe will endeavour to exhibit all works submitted, Melbourne Fringe reserves the right NOT TO exhibit certain works on the grounds of limited exhibition space or related risk, safety and display issues that conflict with Linden New Art's exhibition policy. Any affected entrants will be notified and any Registration Fees paid will be reimbursed.

Payment

Payment must be made at the time of registration. Payment is made via credit card using PayPal.

Safety and Risk Management

Linden New Art is visited by a range of artists, community members and families. Whilst we will provide 'Do Not Touch' signs for fragile items, we cannot ensure that visitors will adhere to these instructions.

If you have any specific instructions for the handling, installation and display of your work please outline them when you register or contact Melbourne Fringe to discuss.

All work submitted must be of exhibition standard, be ready for display and should not be in a form that may cause harm to persons or damage to any other work. Works will be examined on delivery to Linden New Art and if they are considered to pose a risk, then they may be excluded from the exhibition.

Designs must not involve any hazardous materials, open flames or uncontained water.

If the design is meant to have any interactive elements, the safety of these must be considered and detailed instructions for use provided.

If your work includes any electrical components you will need to ensure a qualified electrician has carried out a certified inspection, and that the work is tested and tagged. Any work that does not comply with these requirements may be withdrawn and not displayed. Entrants will be notified by the Melbourne Fringe and any Registration Fees paid will be reimbursed.

If you are unsure, please contact us to discuss your work. On request, we can also provide further information on the risk management requirements.

The artist must ensure that all aspects of their creative practice and the content of their finished artworks is undertaken and delivered in a manner that is respectful to First Nations culture and in line with the values of self-determination and appropriate consultation.

“G” Rating

Once again, please remember Linden New Art is an environment visited by a broad audience including families with children.

Works will be assessed by Linden New Art and Melbourne Fringe prior to installation and those works deemed challenging to this rating could be removed from the exhibition. Entrants will be notified by Melbourne Fringe and any Registration Fees paid will be reimbursed.

As above, if you are unsure, contact us to discuss your work. On request, we can provide further information on the venue’s standard exhibition policies.

Linden New Art reserves the right to refuse to display work/s if:

- The work does not pose safety risks.
- Work/s which under normally accepted standards, could be considered to be offensive in terms of pornographic content, character denigration, racial or religious prejudice or that in any way do not comply with Linden New Art’s procedure of governance.
- The work could be seen in any way to be disrespectful or exploitative of First Nations culture and heritage, or if the appropriate consultation has not been undertaken in the making of the work.

Publicity Images

We require at least 1 high resolution image of each entry as part of the registration process. Please provide the highest quality images you can in either JPG or TIF format. The minimum resolution is 300dpi.

We work throughout the year to promote our participating artists, and Design Fringe is no exception. Over the years Design Fringe has established contacts and generated growing interest by local and national design media. By providing us with high quality images of your work as early as possible, you will help us to promote Design Fringe and the work of everyone involved.

It is recommended you use a professional photographer, as the quality of the image will improve your chances of print media accepting your work for publication, or of the image being included in the exhibition catalogue. The better the image, the better your artwork will be represented!

However, even if you have not completed your work by the time registrations close on 9 July 2021, it is important to provide us with an image of your work in progress to give us an indication of how the finished work will appear. This could be a simple sketch or an image that conveys the aesthetic and/or features of your piece or even the story you are trying to tell. Images of unfinished works will not be used in publicity opportunities, but please send whatever you have to help in planning the installation and layout of the exhibition.

As part of the Conditions of Entry and by providing us with an image you understand that these may be used in the digital Design Fringe 2021 Exhibition Catalogue, elsewhere on our website and for publicity purposes.

In addition, you agree that Melbourne Fringe may reproduce the work or any part of it, only for the purposes of:

1. Design Fringe and Linden New Art publicity and critical review
2. Melbourne Fringe and Linden New Art publicity, documentation and reporting to our partners, including government
3. Inclusion in a non-commercial image archive

Transport, delivery and collection

Each entrant is responsible for transport of their work to and from the exhibition space, at the date and time nominated by Melbourne Fringe and Linden New Art. All costs associated with delivery and collection must be paid by the exhibitor.

All work must be delivered to the venue as arranged with the Design Fringe Coordinator on 23rd or 24th August, and picked up on November 22, as instructed by Melbourne Fringe. There is no availability for storage after this date.

Once registrations are finalised Melbourne Fringe will contact the artist regarding delivery times and locations.

Insurance

If your piece is fragile please indicate this so we can try to ensure it is handled with extra care.

- All artworks will be handled by experienced staff. Linden will not be held responsible for any loss or damage caused to any work while in transit to and from the gallery. Works will be covered by the venue's insurance for the period of the exhibition only.
- Linden New Art will bear the risk of loss or damage to the work to the insurance value listed in your submission for the period of the exhibition only.
- Works not removed by the designated time, will no longer be covered by Linden New Art's insurance and will be disposed of within 7 days of the completion of the exhibition.

Sale of Work

All work included in Fringe Furniture can be advertised for sale. The sales process will be managed from start to finish by Linden New Art, including collection and freight to the buyer (unless otherwise requested). Linden New Art will take a 20% commission on items sold from the exhibition, so please factor this into your nominated sale price. Sale prices should include GST, if you are registered for GST.

Following registrations closing, all registered exhibitors will be contacted to nominate whether their work is for sale and if for sale, the price of the work.

If you do not want to sell your work please indicate that it is "N.F.S" (Not For Sale).

Listing work as P.O.A (Price on application) will no longer be accepted.

Submitting your registration

If you have any queries or concerns about any aspect of the exhibition of your work, please contact the Design Fringe Coordinator. In the event of a dispute that cannot be resolved within Melbourne Fringe to your satisfaction, both parties will agree on an external mediator as a means to resolution.

In submitting your registration to exhibit your work in Design Fringe as part of the 2021 Melbourne Fringe Festival, you warrant that the work is able to be exhibited in a public space both legally and safely, and you take full and final responsibility for this. You, the Artist, warrant to Melbourne Fringe and Linden New Art that you have obtained all necessary licenses, permissions or any other relevant intellectual property rights that might be needed for the exhibition of your original work. The Artist will indemnify Melbourne

Fringe and Linden New Art in respect of any claims, damage, loss, liabilities, costs, charges or expenses that are suffered or incurred by Melbourne Fringe and Linden New Art as a result (whether directly or indirectly) of the Artist's failure to obtain all such necessary licenses, insurances or permissions. The Artist also indemnifies Melbourne Fringe and Linden New Art against any and all claims, actions, damage, loss, liabilities, costs, charges or expenses that are suffered or incurred by Melbourne Fringe as a result (whether directly or indirectly) of any act, default or negligence of the Artist, its artists, agents, employees or contractors in connection with the exhibition of the work.