



## DESIGN FRINGE REGISTRATION INFO PACK

EXHIBITION DATES: SEPTEMBER 23 – NOVEMBER 26, 2023

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### DESIGN FRINGE

When: 23 September – 26 November 2023

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 13.3% discount

Register: Online via <https://melbournefringe.com.au/festival-info/design-fringe/>

Contact: First round registrations, please contact the Melbourne Fringe team  
E: [design@melbournefringe.com.au](mailto:design@melbournefringe.com.au)  
P: 03 9660 9600

Second round registrations, and all ongoing enquiries will be directed to the Linden New Art gallery Curator;

E: [curator@lindenarts.org](mailto:curator@lindenarts.org)

P: 03 9534 0099

### KEY DATES

Registrations open: Monday 8 May 2023

Registrations close: COB, Friday 23 June

Second round registrations (artwork details) open: Monday 24 July

Second round registrations (artwork details) close: COB, Wednesday 16 August

Delivery of works: 12-14 September, from 9am-5pm

Exhibition opens: Saturday 23 September

Exhibition closes: Sunday 26 November

Works collected: Monday 27 November

## WHAT IS DESIGN FRINGE

Design Fringe is Melbourne Fringe's annual contemporary design exhibition that celebrates innovation across all facets of the industry, showcasing bold new ideas and amplifying the work of ambitious designers. It provides a space for designers to exhibit innovative creations and push the limits of traditional notions of design, featuring a broad cross section of works from textiles, jewellery, furniture, ceramics, through to architectural and civic design.

Design Fringe is hosted by our incredible partners at Linden New Art; a contemporary gallery that supports mid-career artists and engages visitors through thought-provoking exhibitions year-round.

Alongside the exhibition, our series of workshops, talks and events invite new audiences into the fold, with an exciting public program that educates and inspires artists and audiences alike. Professional development and networking opportunities will remain at the core of the program as we champion the bright new voices in the industry alongside sector visionaries.

Design Fringe focuses on reducing barriers and achieving greater diversity in design as a vital part of our mission; providing opportunities for underrepresented artists to showcase their work and have their voices heard. This is led by our Gender Equity scheme and broader equity initiatives. These initiatives recognise the importance of representation in design and the value of different perspectives and experiences in shaping the industry's future.

From our longstanding history as Fringe Furniture, the reimagined Design Fringe remains a place for the ambitious, the innovative, the shapeshifting, and the magic-making. It celebrates the future of contemporary experimental design and provides a platform for designers to experiment and play, looking beyond the bounds of traditional furniture and design.

## DESIGN FRINGE 2023 THEME SPECULATION: EIGHT BILLION LITTLE UTOPIAS

Throughout history we have looked to designers to solve problems. In more recent times this has been enmeshed with industrial and capitalist structures, resulting in design becoming a gateway to the consumption of products. However, there remains space for a new approach to design, one where imagination and provocation become of central concern, not to solve problems or make products, but to start conversations and prompt us to think about imaginary futures. Design as speculative design.

In their text *Speculative Everything: Design, Fiction and Social Dreaming*, Anthony Dunne and Fiona Raby encourage the use of design to not only to create things but also ideas, to imagine possible futures. Speculative design, they suggest, "thrives on the imagination and aims to open up new perspectives on what are sometimes

called wicked problems, to create spaces for discussion and debate about alternate ways of being, and to inspire and encourage people's imaginations to flow freely." (2) It is, for them, a way "to momentarily forget how things are now, and wonder how things could be." (3)

*Speculation: Eight Billion Little Utopias* invites Australian designers to reimagine our societies, communities, politics and ideals to be catalysts for conversations on alternative visions through the breadth of design practice. We are looking for work that is speculative in its fullest interpretation: through materials, methodologies, approaches and an understanding of what constitutes design and how it can be a source of vision. We are seeking designers whose work is poetic, critical and progressive, engages with the big issues of our time, critiques and encourages conversations and has the capacity to imagine new utopias.

*Speculation: Eight Billion Little Utopias* doesn't ask for answers but rather questions. It doesn't seek singularity but instead multiplicity. It is not only about the viable but rather the unimaginable possible. It doesn't define the future, it helps imagine alternatives. It is as Dunne and Raby articulate, not a solution, not a "better way", just another way, a catalyst for social dreaming. Come share your little utopia.

## REGISTERING IN THIS YEARS EXHIBITION

There's quite a bit of information we need to capture about your work before the exhibition and we realise that you may not have all the answers this early!

The Design Fringe registration this year is once again a two-step process.

In stage one, open between May 1 – June 16 2023, designers will be required to submit basic information, such as the number of works and personal details. That's about it! It's a simple process that you can complete on our registration system, Eventotron.

Then, in stage two – which opens in July, we will follow up with you to provide more detail around your practice and artwork/s including;

- Artwork detail; title, materials, dimensions, display requirements etc
- Artist statement
- Creative team (if relevant)
- High-res images and other marketing/sales info

**IMPORTANT:** Design Fringe is committed to providing an open-access platform for designers to showcase their works. However, it is important to note that due to limited physical space, we may be required to make curatorial decisions regarding the selection of works or close registrations earlier than anticipated. We encourage designers to submit their works early to secure a place in the exhibition and avoid disappointment.

### Key dates:

Stage one registrations open: 8 May – 23 June 2023  
Stage two follow up: 24 July – 16 August

## **PUBLIC PROGRAM**

The public programming surrounding the exhibition will be announced as part of the 2023 Melbourne Fringe Festival launch on Friday 18 August. Check out [www.melbournefringe.com.au](http://www.melbournefringe.com.au) for all event listings after this date.

## **DESIGN FRINGE FOR GENDER EQUITY**

In our seventh 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.

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

- A 13.3% 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 six years, we have successfully increased representation of female and non-binary artists in Design Fringe 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 find out more about how we can help, you can review the microgrant application and submit an EOI [here](#).

If you wish to get in touch with the Fringe team to discuss further, please email [design@melbournefringe.com.au](mailto:design@melbournefringe.com.au)

## FREQUENTLY ASKED QUESTIONS

### 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 Design Fringe Awards and deliver talks about their work. All participants also receive a Melbourne Fringe Festival Artist Pass, granting them access to hundreds of Melbourne Fringe Festival shows for free.

### How much does it cost?

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

Female and non-binary designers are eligible to receive a gender pay gap discount of 13.3% off registrations. To claim the discount, there is a selection box in the registration stage one.

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 three works, please contact Melbourne Fringe before completing your registration to discuss as exhibition space is limited!

### What are the images required for?

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

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 make sure to 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.

## **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, mentorships will be offered to female or non-binary applicants.

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

After registrations have closed, applications for the Design Fringe mentorship program will open, and the recipients will be announced at the Design Fringe Opening and Awards event.

## **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 annual Best in Category Awards, and the winners will be announced at the exhibition opening event at Linden New Art. Participants will receive an invitation to the opening in due course.

### **2023 Best in Category Awards**

- Furniture
- Lighting
- Object Design
- Experimental
- Bespoke Design

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

# DESIGN FRINGE 2023 – ARTIST AGREEMENT

Venue: Linden New Art  
Address: 26 Acland Street, ST KILDA VIC 3182  
Launch: 23 September 2023  
Exhibition: 23 September – 26 November 2023  
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 works are non-curated, and anyone can submit their work, the layout of the Design Fringe exhibition spaces are 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 the number of works in the exhibition, decisions regarding the allocation of venue for your work is at the gallery curators discretion.

Due to space constraints, there are restrictions on works with a footprint bigger than 2 square metres and heavier than 30kg. Outdoor works may be considered, however you will need to speak to Melbourne Fringe before submitting your registration.

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 second-round 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 team 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 13.3% off registrations.

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 and Linden New Art 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 and can be processed in our registration system, Eventotron.

## **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.

Any specific instructions for the handling, installation and display of your work can be outlined in the second round of registrations, where further details of your work are captured.

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 the gallery space, 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 liquids.

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 the gallery spaces are 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 poses 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 an 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. Please provide the highest quality images you can in either JPG or TIF format when requested in the second round of registrations. 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, 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 registration round two closes, 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 on our website and for marketing and 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 Linden curator on 6, 7 or 8 September, and picked up on 28 or 29 November. There is no availability for storage after this date.

Once registrations are finalised Linden New Art will contact the artist regarding exact 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 Design Fringe 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 Melbourne Fringe. 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 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.