



## GENERAL OBJECTIVES

### **YES Employment + Entrepreneurship's mission**

YES Employment + Entrepreneurship (YES) is a not-for-profit organization that enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses. For more than 20 years, YES has been actively providing guidance to artists to improve their business skills and overcome the barriers they face in successfully making a living from their art.

### **Description of the YES Pop-up Exhibition Series**

What the Pop! is a launching pad for creative emerging artists from across the Province of Quebec.

- The events that artists will participate in will take place outdoors in venues located in Hudson, Verdun, downtown Montreal, and St Henri, between August and September 2022.
- Each event will showcase a different group of artists working in a range of mediums.
- A total of fifty artists will be selected by a professional jury to be showcased and embedded into the diverse range of artistic and cultural activities that these neighbourhoods are known for.
- The pop-up series will help participating artists to develop new skills and will also engage the existing artistic and cultural communities, fostering collaboration among artists across disciplines, community organizations, the business sector and the general public.

### **Goal of the YES Pop-up Exhibition Series**

There are two main components to the project: the first is visibility for the selected artists, the second is skills building. Our goal is to facilitate growth for all the participating artists while helping them develop the skills needed to move forward in their artistic careers. As such, this is a free opportunity for those selected.

The exhibitions will be preceded by 3 training sessions exclusively for participating artists (see section **3.1** for more details about the planned training).

### **What is a pop-up event?**

A pop-up is a non-traditional event that can take on many forms such as a solo or group show, a craft sale, an installation, a satellite exhibition for a museum or gallery, and so on. Pop-ups are short-term and held in a temporary and often alternative location, generally seeking to help artists reach new audiences, engage with existing networks in an innovative way or test a new product. Pop-up exhibitions have emerged in the last decade out of a need for increased accessibility to art and art spaces, with a do-it-yourself philosophy.

## **1. ELIGIBILITY: Artists and Art Work**

### **1.1. Targeted artists**

This initiative is aimed at:

- emerging artists with 5 years or less of experience;
- who live and work in Quebec;
- want to learn best practices for organizing and executing a pop-up event, and;
- are dedicated to learning how to monetize their art (full-time or part-time).

We encourage people of diverse backgrounds to apply (such as members of racialized or newcomer communities, members of the LGBTQIA+ communities, or those with disabilities, among others) and to take the opportunity to highlight diversity in their application.



## 1.2. Collectives

Art collectives (bands or other groups) are welcome to apply with a single submission, and submissions should clearly indicate this within responses. For instructions on how to apply as a collective, please read section 5.2.

## 1.3. Eligibility/Terms and conditions

- Be 18 years of age or older at the time of submission
- Have practiced art professionally for 5 years or less, in Quebec
- Live and work in Quebec
- Be a Canadian citizen or permanent resident of Canada
- Be present for the duration of the event (depending on your scheduled time slot)

## 1.4. Nature of art work

### 1.4.1 Medium

Artists working in any medium are encouraged to apply, including, but not limited to, the following:

- Literary Arts: Fiction, Non-Fiction, Playwriting, Poetry, Other
- Visual Arts: Digital, Fashion, Fibers & Textiles, Graphic Arts & Design, Illustration, Painting & Drawing, Photography, Print, Sculpture, Collage, Other
- Performing Arts: Acting, Conceptual, Dance, Music, Spoken Word, Theatre, Circus, Other

### 1.4.2. Pricing

It is recommended that artists choose original work (or reproductions of original work) that is priced between \$1 and \$75, with the exception of a few choice pieces that are bigger in scale and value, priced at \$1,000 or less.

### 1.4.3. Incomplete work

Candidates may not submit incomplete work.

## 2. NATURE OF SUPPORT

### 2.1. Description

The YES Pop-up Exhibition Series will act as a starting point for the selected candidates, as it will provide these emerging artists with resources, skills and tools to further their own careers. Participating artists will have the opportunity to make sales and connections, and network with potential collaborators, partners, curators, and clients.

### 2.2. Support details

YES will use the funding for this series to subsidize some of the event costs and to organize training sessions which will be aimed at helping artists achieve their goals of building their network, developing a brand and monetizing their art.

- **Funding:** YES will cover the costs of venue rental, equipment rental, permits and online and print promotion. **YES will not cover** the cost of art materials, local transportation, and insurance of art work.
- **Training:** YES will train participating artists on the mechanics of organizing a pop-up exhibition, storytelling for promotion, and selling their art.
- **Event location:** YES has secured locations for each event: Cardinal Brewing, 466 Rue Main, Hudson; Church of the Epiphany, 4322 Wellington St; St Jax, 1439 Saint-Catherine St W; and Riverside, 5020 St Ambroise St.
- **Marketing:** YES will promote the events throughout the public and private sectors, and will train participating artists on how to engage with their existing network in the days leading up to the events.
- **Promotional material:** YES will provide images, flyers, and posters for the events, both digitally and in print.
- **Technical assistance:** Before, during, and after the event, the artists will be assisted by YES Staff.
- **Accommodations:** YES will accommodate persons with disabilities. Please indicate any specific needs or requests in the application form; upon acceptance, YES staff will be in touch to clarify and confirm.



- **Transportation of artwork:** Participating artists who live off the island of Montreal may be considered for a transportation bursary. Travel accommodation bursaries are not guaranteed and will be subject to available funds. Please indicate all necessary costs in the application form; upon acceptance YES staff will be in touch to clarify and confirm.

### 3. TRAINING

#### 3.1. Objectives and description

The training component of the YES Pop-up Exhibition Series will involve targeted workshops focusing on communication skills, self-promotion, as well as the mechanics and logistics of organizing a pop-up exhibition. Here is a list of the upcoming workshops, taking place online:

1. **Telling Your Story, with CBC**, Thursday July 7, 2022, 6:30 – 7:30PM EST
2. **How to Sell Your Work**, Wednesday July 20, 6:30 – 7:30 PM EST
3. **Creating a community on social media/Working in Alternative Ways**, Wednesday July 20, 7:45 – 8:45 PM EST

#### 3.2. Nature of guidance

Our goal is to offer support to artists as they learn to monetize their art, build their artistic CV and make connections.

Throughout the organizing stages, YES staff will be available to discuss and answer questions about the process and events, to help participating artists on an individual or group basis.

### 4. THE EXHIBITION

#### 4.1. Locations & Exhibition Schedule

Depending on the nature of the art work, artists will be placed in one of three art fairs taking place on a pedestrian street (Cardinal Microbrew in Hudson, Church of the Epiphany in Verdun, St Jax in downtown Montreal), or in an outdoor venue in St Henri (Riverside). This may change due to unforeseen circumstances, but applicants will be notified in advance if this occurs.

More specific schedules will be shared with participants in acceptance letters via email.

#### 4.3. Duration and obligations of participating artists

Participating artists must attend the online training sessions; if an artist is unable to attend, a recording will be sent out by email. Participating artists must be reachable by phone or email throughout the weeks leading up to the events. In addition, artists are required to communicate effectively with the YES staff about their needs, concerns and questions. Artists must transport their own work (local), be on site at a specified time ready to set up, and remain on location for the duration of the event.

### 5. SUBMITTING AN APPLICATION

#### 5.1. Submitting an application:

Applicants may submit in either English or French.

Follow the submission guidelines and complete the application form that is available as a google doc on our website:

<https://bit.ly/wtpcf2022>

#### 5.2. Submitting an application as a collective (band, or other group)

Collectives are welcome to submit a single application by choosing one person from the collective to act as the point person, indicating their name and contact information. The following pertains to the Submission Form required information: the name of the collective should be included as the *artist name*; the *artist bio* should describe the history of the collective in brief, as well as its members; the *artist CV* should include any projects or activities fulfilled by members of the collective, as per the collective's mission.



### 5.3. Steps for submitting:

- Step 1 - Read the submission guidelines for important information
- Step 2 - Fill out the registration form, available as a Microsoft Forms doc
- Step 3 - Upload 5 - 10 examples of your work in a single PDF document
- Step 4 – Upload one image (JPG, minimum 2500 pixels by side) for the Virtual Gallery.
- Step 5 – If accepted, participants will need to sign and return a waiver to confirm their participation

Everyone who applies will receive a response, regardless of whether or not they are selected

### 5.4. Application submission and deadline

The deadline to apply is **Sunday June 19, 2022, at 11:59:59 PM.**

## 6. ASSESSMENT

### 6.1. Number of artists

Fifty (50) artists from across Quebec will be selected to exhibit over the four exhibitions.

### 6.2. Evaluation criteria

The applications will be evaluated based on the following criteria:

- **Clarity of supporting texts:** Jury members should be able to understand what your work is from the supporting material and descriptions within your submission. However, bios and statements do not need to be perfect and candidates will not be penalized based on spelling or grammar.
- **Coherence of the works:** Your artist's brand should be represented in the work or products included for submission.
- **Perceived impact on artists career:** Jury members should be able to perceive that What the Pop! will be a beneficial experience for you and your artistic career.

## 7. APPLICATION ASSESSMENT PROCEDURES

### 7.1. Step-by-step Procedure

- Step 1 – Deadline to submit: June 19, 2022
- Step 2 – Jury selection to take place on June 27, 2022
- Step 3 – Applicants will be notified of results during the week of July 4<sup>th</sup> following the jury session
- Step 4 – Successful candidates will confirm availability for training and exhibition date
- Step 5 – Selected regional artists who requested a transportation bursary will be informed and provided with a process for reimbursement

### 7.2. Notification of decisions

Artists will be notified by email. No decisions will be communicated by phone.

### 7.3. Appeal procedure

Jury decisions are final and an appeal is not possible.

Applicants agree not to contact jury members about management, assessment, or decisions related to their applications. Only YES staff are authorized to respond to any applicant questions.

### 7.4. Confidentiality

YES ensures that personal information in its possession will remain confidential and that there will be no access to confidential documents it receives.



## **8. CONTACT INFORMATION**

If you have questions about the application process, do not hesitate to get in touch with:

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