

# DESIGN FRINGE

## DESIGN FRINGE REGISTRATION INFO PACK

**EXHIBITION DATES: SEPTEMBER 16 – NOVEMBER 27 2022**



MONASH  
University

MONASH  
ART  
DESIGN &  
ARCHITECTURE

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### DESIGN FRINGE

- When:** 16 September – 27 November 2022
- Where:** Linden New Art & Carlisle Street Arts Space (inside St Kilda Town Hall)
- 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% discount
- Register:** Online via [www.melbournefringe.com.au/designfringe](http://www.melbournefringe.com.au/designfringe)
- Contact:** Eilysh Toose, Producer (Major Projects)  
E: [eilysh@melbournefringe.com.au](mailto:eilysh@melbournefringe.com.au)  
P: 03 9660 9600

### KEY DATES

- Registrations open: Monday 9 May 2022
- Registrations close: Friday 1 July 2022 at 6pm
- Second round registrations (artwork details) open: Monday 18 July 2022
- Second round registrations (artwork details) close: COB, Wednesday 10 August 2022
- Delivery of works: 6, 7 or 8 September 2022 from 9am-5pm
- Exhibition opens: Friday 16 September 2022
- Exhibition closes: Sunday 27 November 2022
- Works collected: Monday 28 November 2022

## DESIGN FRINGE

### *Design The Future: Don't Waste Time*

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 a longstanding history as Fringe Furniture, its time to design the future... with 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 loved about Fringe Furniture and more! With a fresh perspective and a slick new look, Design Fringe celebrates the changing face of design and amplifying the work of ambitious new design leaders.

Along with this new reinvigoration comes a new home, and we're delighted to be celebrating a new era in 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. A big day at the office, hey? Linden have provided new place for us to call home, and beyond their walls, Design Fringe will also take place at the Carlisle Street Arts Space in the City of Port Phillip.

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 bold 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 2022 – a place for the ambitious, the innovative, the shape-shifting and the magic-making. We'll save you a seat at the table, and whatever other tables you can possibly imagine.

## **DESIGN FRINGE PROVOCATION 2022:**

### **Design The Future: Don't Waste Time**

One of the strongest drives and needs in current design practice is sustainability, linked to a concern about the environmental impact of the industry. We challenge designers not only to make items that are made from sustainable or repurposed materials, but to make objects that embody a future-focussed attitude of conservation and waste prevention. Such items could be multi-purpose, easily mended and adaptable, biodegradable, or inspired by natural systems and materials that are waste free.

The issue of waste is a major global problem. This year we're exploring solutions as to how we can best manage the waste we do produce; asking designers to consider solutions to the devastating impact of waste, to ensure a healthy and symbiotic relationship with our ecosystems.

The exhibition encourages both designers and visitors to rethink our relationship with objects, as well as raise awareness to help us to make better choices about what we buy. By investigating necessity, novelty and obsolescence we can address the question as to what we really need, and what we can do without. Designers may also want to look to the past for inspiration, to times and places where people have been more careful or limited in what is used and produced.

### **REGISTRATIONS IN 2022**

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 at this stage! Therefore in 2022 we have introduced a two-step registration process, so that it's even easier to take part (and you don't need to worry if your designs change between now and the exhibition in September).

In stage one, which will be open between Monday 9 May – Friday 1 August, we will be asking designers to submit their basic information, such as the number of works and your personal details. That's about it! It's a simple process that you can complete on our registration system, Eventotron. Once you've submitted your registration fee, we will confirm your place in the 2022 Design Fringe exhibition.

Then, in stage two – which will be open from 18 July – 10 August) we will follow up with you to provide get 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

#### **Key dates:**

Stage one registrations open:           9 May – 1 August 2022  
Stage two follow up:                   18 July – 10 August 2022

## DESIGN FRINGE FOR GENDER EQUITY

In our sixth 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 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 five years, we have successfully increased representation of female and non-binary artists in Design Fringe 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 Eilysh Toose at [eilysh@melbournefringe.com.au](mailto:eilysh@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 14.5% off registrations, making their registration fee \$98.30 or \$81.20 concession.

For Design Fringe 2022 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 this. Exhibition space is limited so get in quick to avoid missing out!

### 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. If you have any questions about images, please contact Melbourne Fringe.

## **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 2022.

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 2023.

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 Night.

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## **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 2022 Best in Category Awards, and the winners will be announced at the Opening at Linden New Art on Friday 16 September 2022.

### **2022 Best in Category Awards**

- Furniture
- Lighting
- Homewares
- Experimental

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

## **DESIGN FRINGE 2022 – ARTIST AGREEMENT**

### **VENUES**

Venue: Linden New Art

Address: 26 Acland Street, ST KILDA VIC 3182

Or

Venue: Carlisle Street Arts Space

Address: 99A Carlisle Street, ST KILDA VIC 3182

### **DATES**

Launch: 15 September 2022, 6pm (Carlisle Street Art Space)

16 September 2022, 6pm (Linden New Art)

Exhibition: 16 September – 27 November 2022

Opening times: 11am – 4pm Tues-Sun (Linden New Art)

8:30am - 5pm Mon-Fri (Carlisle Street Art Space)

### **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 14.5% off registrations, making their registration fee \$98.30 (Full) or \$81.20 (Concession).

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 and the Carlisle Street Arts Space are 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 2022 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.