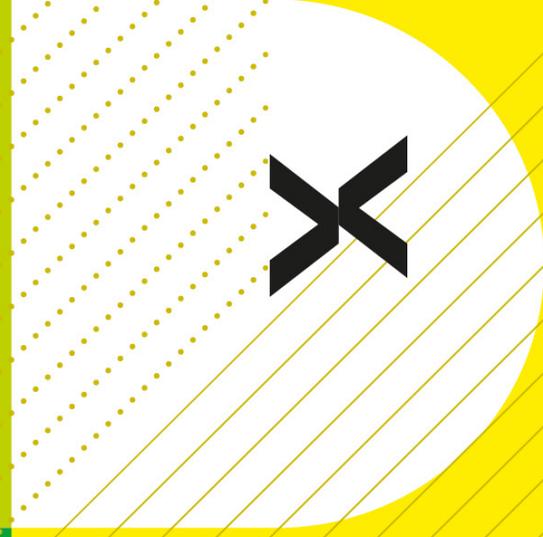




JULY
9 - 18

DEPTFORD X FESTIVAL 2021



ART
IN THE
OPEN



FRINGE APPLICATION GUIDE

Adapting to the times

I am delighted to announce that we are planning to be back with an in-person festival in July 2021. 2020 was a tough year for us all and our vision for 2021's festival is based on embracing joy, healing and each other. This is why we have moved the festival to summer, to take advantage of better weather and bring the incredible creativity in our communities out into the open in an outdoor art trail.

My invitation to you is to bring all of the energy and artistry that you usually do to your Fringe projects but to think of your projects this year as a creative offering to Deptford. What would make someone stop, smile, think or engage as they walk down the street or look out their window? How can your work contribute to a feeling of positivity after the long, lonely months of the pandemic? We would love to see neighbours talk to neighbours to plan a collaborative, ambitious, beautiful and joyous outdoor festival for Deptford X 2021 - Art in the Open.

This year there are more ways to be involved in Deptford X festival than ever before through our festival Fringe turned Art Trail; a brand new community art trail; the opportunity to host art works outside your homes; and the continuation of our Supported programme for Lewisham-based POC artists.

And of course, there wouldn't be a Deptford X without your continued creativity and participation and the help and generosity of our supporters. At a time when money has been so tight, we were humbled by the response to our Crowdfunding campaign. Thanks to you, we raised over £4000 to help make Deptford X 2021 happen.

I, and the rest of the Deptford X team, can't wait to see what you've been cooking up and decide to put forward for Deptford X 2021!

Nathalie Boobis
Director



Image: Nathalie Boobis, Artwork: CHIO Very Beautiful, at Deptford X Festival 2019

About Deptford X

Deptford X began in 1998 as an artist-run festival that used the spaces and places around Deptford to exhibit art works, stage performances, events and interventions. Over the years, Deptford has changed as once empty buildings became developed but artists have responded in turn by finding new sites and collaborations to exhibit their work.

Incredibly, and despite increasingly difficult funding challenges as developers' money dried up and the credit crunch hit in 2008, the only year there wasn't a Deptford X festival was in 2020 due to the unprecedented global Covid-19 pandemic.



Image: Artist Unknown, Deptford X Festival 2016



Image: Juliana Capes, Annul, Deptford X Festival, 2016

Deptford X was incorporated in 2001 and from the beginning of its life as a formally constituted organisation, it has always been at the core of our work to champion artistic freedom and experimentation. We believe passionately in the place of art and creativity at the heart of a society, which is why Deptford X happens mainly outside of galleries and art institutions and in the everyday places and spaces of our neighbourhoods.



Image: Jan Hendrickse, Wall of Sound, Deptford X 2009



Image: Jin Han Lee, 'On the Same Page', 2017, printed onto mesh banner for Deptford X 2019, photo by Tim Bowditch.

What sort of festival is it ?

Deptford X:

- // Is led by local artistic ambition, interests and practice.
- // Brings art into informal contexts and public spaces for all to access.
- // Seeks to make a positive contribution to our locality, communities, and to art, and to lead by example.
- // Places equity, accessibility and care at the heart of the organisation.
- // Holds space and advocates for difference, creativity, experimentation and learning within art.

Fundamentally we support artists and creative practice, as well as those who do not yet identify as artists, with a focus over the next three years on:

- >> People of Colour: Specifically, local Black communities. We are actively redressing the balance of participation in Deptford X and visual arts as a whole and making space for People of Colour-led creative programming.
- >> Disabled people: We are working to remove barriers to participation in our work and inviting disability-led programming.
- >> Young people: We are developing ways to engage local audiences and participants at a younger age and create pathways for their participation and ownership of Deptford X.



Image: James Taylor and Cleo Tabakian, Mobius Vus, Deptford X, 2018

Deptford X 2021

This year's festival will take the form of an Art Trail around Deptford. Festival visitors will be able to collect a map and use it to discover outdoor work situated in and around Deptford.

**Deptford X 2021 will include three open call elements.
All of our open calls are free to apply to.**

Deptford X Art Trail Open Calls

↳ Supported

- >> An open call for projects by early career Black and People of Colour artists from Lewisham that will be selected by a jury and supported by the festival financially and curatorially. These projects will be situated outdoors along the art trail.

Please note, this programme is funding dependent.

↳ Fringe

- >> An open call for projects by artists local to Deptford. These are projects that are independent in scope but brought together by Deptford X. We encourage projects that are situated outdoors, or outdoor-facing, along the art trail.
- >> This year, if we are successful with our Arts Council England funding, we will be making 8 x £150 bursaries available. These bursaries are to provide support for whom financial circumstances might prohibit them from taking part. We will announce bursary availability in May 2021 and Fringe artists will be invited to apply.

↳ Community

- >> An open call to anyone and everyone living in Deptford who wishes to display their creativity during the festival. This strand is open to all ages and artistic abilities. These projects will be situated along the art trail and visible from outdoors.

Deptford X 2021 Commissioned Work

In addition to the festival projects from the above open calls, the Art Trail programme will also consist of further commissions by artists selected by the Deptford X director, and projects initiated by our peer network for People of Colour; Support Network.

Fringe Guidelines

Festival Aim

This year it is our intention to bring art and creativity out into the open to create joy and healing in our communities in the wake of the pandemic.

There will be a strong emphasis on artworks in the public realm so that we can create a walkable art trail, bringing art & the festive spirit fully and joyfully into the open for all to enjoy.

We want the festival to be:

- >> Rooted in the fabric of our neighbourhoods and the people who live and work within them.
- >> A showcase for local creativity and talent, using any manner of outdoor space.

Fringe

Artists will be required to submit an application to enter into the Fringe Art Trail. Applications will be reviewed by the Deptford X team to ensure they meet the required specifications and criteria listed below. It is free to apply and your project will be included in the festival so long as the requirements are met.

We are particularly interested in hearing from artists who are collaborating with their communities/neighbours to host their projects, making use of gardens, windows, porches, balconies, driveways etc. of residential streets. (particularly useful for our Deptford X participants who may not live in the Festival map footprint).

We particularly welcome participation by artist from black and minority ethnic backgrounds, and by artists with disabilities.



Specifications & Criteria

Fringe Project Specifications:

- >> Well-conceived and thought-out projects. This is both in terms of concept but also in terms of practical construction and installation process given the outdoor nature of this year's festival.
- >> Submission of a Risk Assessment form.
- >> Projects that are rooted in the fabric of our neighbourhoods and the people who live and work within them.
- >> Creative/innovative use of spaces and places in Deptford in order to ensure that the outdoor art trail can be enjoyed regardless of any possible Covid-19 restrictions. For example: use of parks and verges, walls, railings, sides of buildings, market stalls, shop windows, front gardens, porches, windows, driveways, balconies, walls of houses and flats.
- >> Applications that can provide a clear sense of how the work allows for public interaction and/or can explain the intended impact for audiences.



Image: Heather Burrell, Deptford X Festival 2012, Photograph: Nathan Cook.



Image: Hew Locke, 'Gold Standard', Deptford X Festival 2012, Photograph: Nathan Cook.

Fringe Project Essential Criteria

Fringe applications MUST meet the following:

- >> All sites must be outdoors, or visible from outdoors - located in an area that is safe for pedestrians to access.
- >> All sites, spaces and venues must be within 1km of Deptford's main train station OR located within SE8/SE14 postcode areas that are walkable distance from Deptford main station.
- >> All application submissions must include commitment to provide feedback, visitor numbers and, where possible, audience feedback.
- >> We reserve the right to decline any project that we deem discriminatory, offensive or contrary to our values of learning, care, respect, openness and equality.

Guidelines

Review Process

The Deptford X team will check your application against the specifications and criteria above. If your project is compliant with these then it will be accepted into the festival. If your application does not meet these requirements, we will either ask you to submit an adjustment, in order to meet the requirements above by a specified date, OR if you are unable to make adjustments to meet the criteria to be Covid-19 proof, we will ask that you defer your project to the following year.

Due to printing deadlines, we cannot offer extensions to any deadline dates we set—we are a small team and will struggle to manage our workload if deadlines are not met, so we ask that you please read the criteria above carefully and if you require any further information or support then please join our Fringe Q&A sessions to raise these with us.

We will provide a transcript of Q&As after each Fringe session on our website if you are unable to attend. Questions can be submitted via email which we will answer via Fringe Q&A sessions and will then be published on our website. Stay subscribed to our newsletter for updates.

For artist studios and Deptford-based galleries wishing to submit an Open Studio or exhibition submission, please read guidelines below for further information with regards to ensuring a Covid-19 secure event/exhibition indoors. (Page 12)

Fringe Bursaries

This year we will be making 8 x £150 bursaries available, these bursaries are to provide support to those whom financial circumstances might prohibit them from taking part.

We will prioritise applicants who have not had the opportunity to participate before and who can demonstrate high quality work.

We would also welcome bursary applicants for those who require funding for access needs i.e travel for those with mobility difficulties, BSL support, notetaking support etc.

The bursaries are dependent on funding. We will announce bursary availability in May 2021 and Fringe artists will be invited to apply. Please stay signed up to our newsletter for information, as we will not have capacity to reply to individual emails asking for updates.

Essential Guidelines

Before you submit your application you need to decide and confirm details such as location, opening dates, times etc. Further guidelines on what to consider before applying are listed below.

Planning your project

Before completing your submission you will need to find a site or venue, negotiate access and make decisions about key details.

As stated above we are strongly encouraging artists to reach out to people/neighbours in your community to host your projects. We will be actively working to sign up local residents/homeowners who are keen to have an artist display their work.

You are also welcome to continue, as you have done in previous years, to reach out to local businesses, who may be able to offer their windows/outdoor spaces.

Anyone needing assistance in finding a host please make sure you check the box when asked in the submission form. However, please have a plan B ready in mind, in case we are not able to pair you with a host, and apply with this plan B location.

Deptford X will organise online Fringe Q&A sessions at which you can ask questions, give us feedback, identify potential hosts and meet other Fringe participants.

Keep an eye on our social media or sign up to our newsletter to stay updated.

Community Art Trail

This Community Art Trail is open to anyone & everyone living in the area.

Members of the local community who may not want to create anything for the festival also have the opportunity to offer their public-facing outdoor space (window, front garden, wall, etc) for use by one of our festival artists. If you would like to register for this you can do this via the Community Trail registration form.

If you would like to apply as a street or block of flats we would also welcome this!

Registration form & Guidelines for Community Art Trail can be [found here](#). The guidelines for the Community Art Trail will also contain images and ideas of how you can potentially participate.

More fun to be had ...

Online and Digital Art Projects

Whilst the focus this year is on outdoor art, we would like to remind you that we would still welcome your online/digital art projects too!

Deptford X will provide each artist with a dedicated page on our website and we are happy to host material or re-direct to your own website hosting digital work.

We are also happy to receive audio works that we can share on our website and on our social platforms throughout the festival period.

We're also happy to discuss the best way to share your digital works if you are looking for some guidance.

Please feel free to attend our online Fringe Socials to ask questions too, dates will be made available on our website and published via our newsletter and on social media.



Image: Maggie Learmouth, Wheelbarrow, Deptford X Festival 2012, Photograph: Nathan Cook.



Image: Ikra Arshad, 'Fill me up', Deptford X 2019, Photograph: Tim Bowditch

X Marks the spot

Sites and venues

As usual, we encourage you to seek out places and spaces that are not usually reserved for art. But due to Covid-19 and the outdoor nature of the festival, this is even more essential. You may need to approach a potential host and work together to make your project possible. If you want to use a public site, you may need to ask for permission from whoever is responsible for it (e.g. Lewisham Council).

We also encourage you to reach out to the shops/businesses in the high street/local area for potential use of their window or front-facing spaces – it would be great to help local businesses by directing footfall traffic their way, so please do reach out to your local shops, cafes, bars, etc.

Please consider the practicalities of removing artworks at the end of the project and making good any damage (e.g. filling holes and retouching paintwork in the case of wall-based works).

We can offer letters of support when approaching a venue/land owner but we don't have the capacity to get involved in negotiations.

However, if your space is owned by Lewisham Council, we ask that you email the appropriate department and ensure that your email concisely covers the following details:

- >> Location – full address and/or Google Maps pin.
- >> Your full name
- >> Contact details
- >> Project details & images if you have them.
- >> Any H&S/Risk Assessment documentation you have.
- >> Information about materials you will use for your artwork
- >> Duration of your project installation
- >> Dates of your install/de-install



Image: Sean Worrell, Deptford X 2018, Image by Jacob Middleburgh - @k_lazarus, www.kubalazarus.com

We cannot negotiate for space on your behalf and final say is with Lewisham Council, however, they are very open to working with us. Please ensure your emails are to the point and transparent.

You must have permission from your hosts before submitting your Art Trail application to Deptford X. Applications that do not have a confirmed location will not be accepted for review. Deptford X will not take responsibility for artwork placed in unauthorised locations.

Key Considerations

Accessibility

You will be asked to indicate whether your venue is accessible, partially accessible or not accessible to wheelchair users. Please also consider other ways that you can ensure that your work is accessible and inclusive:

- >> Wheelchair accessible venue/space
- >> Large format text
- >> Audio description
- >> Transcripts for audio works
- >> Alt text / Image Description
- >> BSL
- >> Captions
- >> Trigger Warning notifications
- >> Sign posting age appropriateness

You can find some more information here:

<https://celebratingdisability.co.uk/creating-an-accessible-event/>

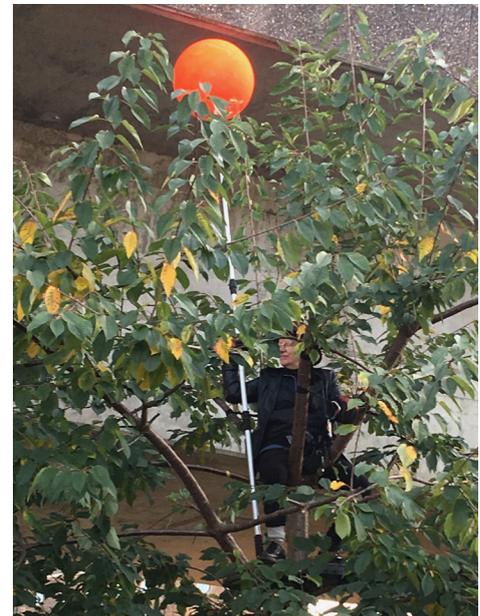


Image: Fran Cottell, performance with Welding Shed for 'Mama, Papa is Wounded!', Deptford X Fringe 2019, Photograph: Charlie Hawksfield

Exhibitions / Open Studios (indoors)

This year, Deptford X will be an outdoor art trail festival. However, we recognize that many studios and local galleries will want to participate and use the opportunity to open their doors again.

We therefore welcome applications from galleries and studios provided that you are able to offer an outdoor element to your application in case circumstances don't allow for indoor access. Should government guidelines allow an indoor exhibition, then this may go ahead but you must still provide an outdoor element as insurance against this.

Preview events

In the past, we have encouraged Fringe artists to host preview events or talks – these types of events may not be possible if large gatherings are not being permitted – so you may want to consider hosting an online preview or talk via Zoom/Teams etc.

Please read ...

Ticketed events

Please be aware that we reserve the right to exclude any events that do not meet with local Covid-19 regulations/advice.

If you are going to charge members of the public to attend your event, please indicate this clearly in your application, and set up an event on a ticketing website (e.g. Eventbrite) and provide the link for this.

Invigilation

To ensure a “Covid secure” event, you are encouraged to create artworks that do not require invigilation – for this you need to ensure that your work is safely installed and secured for the period of the festival.

If your work does require invigilation, you are asked to ensure that you are able to do this whilst maintaining social distancing rules, wearing a mask and abiding by any local and government recommendations.

Health and Safety

Your Health & Safety and that of our visitors are of the utmost importance, especially during these times. Your plans must therefore include adherence to any Covid-19 regulations.

When you’re developing and planning your project, make a preliminary assessment of health and safety risks. Once you’ve confirmed the details you’ll need to do a more thorough Risk Assessment.

If your work can be easily accessed by members of the public think about the ways you can make your art work as safe as possible. You may want to consider the following things:

- >> Make sure your kit is PAT tested.
- >> Check that your equipment is safe to be used/installed outside, e.g lights or anything electrical.
- >> Make sure anything light is weighted down appropriately
- >> Ensure that nothing is within reach – especially if you have items that might be sharp/dangerous if touched.

Because Fringe projects are independently organised and delivered, Deptford X cannot take any responsibility for the health and safety of anyone involved.

[Risk Assessment Example](#)

Nearly there ..

Insurance

Deptford X cannot insure any aspect of the Fringe programme. We strongly advise Fringe participants secure their own insurance cover as necessary. Artist membership of a-n includes public liability insurance and costs £38 per year (£16 for students):

<https://www.a-n.co.uk/register-artist>.

A-N also offer advice about additional insurance options, e.g. covering art work whilst in transit and on display.

Marketing and Promotion

Deptford X will use the images you submit and the project descriptions you send us to promote your project. However, if you are doing your own marketing and promotion – either via social media or through media connections, please do let us know so that we can re-share/amplify. If you would like us to re-share posts, please do tag us in your posts/images. @deptfordx on Facebook, Instagram & Twitter.

We would love it if you can send us images of your project during the festival – please do send these into us via email, correctly labelled, so that we can provide more up to date promotion during the festival.

Send images to: admin@deptfordx.org

Email subject heading: Please include your name and the project name in all email correspondence so we can identify your project quickly.

Please ensure when you label your images that you include:

- >> Title of the work/project
- >> Artists name
- >> Year of the project
- >> Photographers name (only include this if the photographer is someone other than yourself who needs to be credited)

Please note we will keep your images as part of our archive and images may be used in future to promote Deptford X / Deptford X Festival or other Deptford X events, any images used will be credited as per the information you submit to us.

Image: Artist Unknown, Deptford X Festival 2015, Photograph: Sinead Kempley



Just a bit more...

Feedback and Monitoring

Your submission will be accepted on the basis that you agree to supply Deptford X with feedback, monitoring information and visitor numbers. This reporting is vital and an important condition of our funding and so we ask that you only apply to the Fringe if you are able to commit to this.

Not having this data from you makes reporting back to our funders incredibly difficult and could impact future applications.

It also means that we have less direct feedback from you to incorporate the changes you wish to see, for future Deptford X festivals.

We value your feedback to ensure that we continue to meet your needs. So we would appreciate your sincere commitment to this.

With Covid-19 we understand that it may be difficult to keep accurate visitor number records, but we do ask that you make a conscious effort to visit your installation as often as possible to monitor its condition and in this time to take a count of any visitors who come so that we can build a picture of your average visitor number and create an estimated overall visitor number.

If your work has an online component, we will expect you to have Google Analytics (or whatever other free software you wish to use) to keep track of page visits and to submit this as part of your visitor numbers.

You can find more info on Google Analytics here: <https://analytics.google.com/analytics/web/provision/#/provision>

How to add tracking: <https://support.google.com/analytics/answer/1008080?hl=en>

If your work has a live component, we will expect you to take a head count and report this back via your feedback after the event.



Image: David Cotterell, Ian Gouldstone, David Surman, Sculpture Park, Deptford X 2019, Photograph: @trace_face_

Take note(s)

As a Fringe applicant/participant you will be asked to:

- Complete a Monitoring Form, which can be found at the end of the submission form.
- Keep a record of visitor numbers during the festival (if you cannot do this we'll ask you to give us an estimate).
- Collect feedback from visitors and share it with us after the festival.
- Complete an Evaluation Form after the festival with your feedback (we'll send this to you by email).
- Fringe Submission form can be found here: www.deptfordx.org/fringeartist

Key dates

- | | |
|----------|---------------------------------|
| 17.05.21 | Fringe Submission Deadline |
| 24.05.21 | Community Registration Deadline |
| 09.07.21 | Deptford X festival begins |
| 18.07.21 | Deptford X festival ends |



Guidelines



Artword by Arnaud Desjardins, 2015

***We look forward to your
application and welcoming
you to the festival!***