



## Artists' Books on Tour – Artist Competition and Mobile Museum

### CONTEST CALL INFORMATION

#### THE PROJECT

To create more public awareness for the book as an independent genre of art production, the EU-funded project “**Artists' Books on Tour – Artist Competition and Mobile Museum**” was launched in June 2010 by the **MAK – Austrian Museum of Applied Arts / Contemporary Art (Vienna)** in cooperation with the **MGLC – International Centre of Graphic Arts (Ljubljana)** and the **UPM – Museum of Decorative Arts (Prague)**. The core activities of the project cover

- the implementation of a **competition** among European artists
- the **evaluation** of the results by an international jury awarding the best submissions
- the **presentation** of selected works in a “Mobile Museum” touring several European cities

#### ARTISTS' BOOKS

As the term “artist’s book” covers a broad field of artistic production with fuzzy boundaries, please consider the following text as an inspiration and/or guideline for your contributions:

Art theory defines artists’ books as a specific art genre comprising visual artworks that present artistic ideas in book form, relating to the book’s specific conceptual and physical properties.

Artists’ books are multimedia and transmedia art forms, characterized by the hybridization of the textual and the visual, reading and viewing, literary culture and the visual arts. Bringing various disciplines together, artists’ books create liminal spaces that uncover new relations between, for instance, the private and the public, the aesthetic and the political, the gift and the commodity. These spaces are platforms for the expression of new artistic and aesthetic contents; they function as communication tools that reveal new aesthetic and cultural paradigms, processes of political mobilization, and the effects of ideology.

The history of artists’ books, almost two centuries long, is informed by ongoing research of the medium and its mutations. The beginnings of the genre can be identified in William Blake’s *The Marriage of Heaven and Hell* and *Songs of Innocence and of Experience* in which Blake’s approach to text and images differed from that otherwise used in illustrated books. He created the prototype of what came to be known as the artist’s book. Numerous artists, above all the avant-gardes and those inspired by or relating to them, discovered the endless possibilities in the hybridization of the visual and the written in book form. Artists’ books became a specific form of expression of artistic ideas that was different from the illustrated book, the *livre d’artiste*, fine press, and book art.

Always open to the new, artists’ books are certainly ready for the new digital age we live in. New computer and internet technologies pose fresh challenges to the genre precisely because of their constitutive feature, i.e. the capability of overcoming the limitations of their own medium. Today, artists’ books face a vast range of development possibilities that bring new approaches to, and considerations of, what constitutes bookness in a haptic and cultural sense as well as within the new field of the digital.

## THE COMPETITION

In order to bring visibility to contemporary developments in the field of artists' books, we offer artists a platform to share their work within a **unique all-European competition** among book artists for the first time ever. We therefore invite artists to hand in their recent or planned art projects in the field: submissions will be accepted as completed physical or digital book objects or in the form of conceptual designs for projected but yet-unrealized book works. Outstanding works will be awarded a grant given by an international jury.

## TIMELINE

Registration	December 1 <sup>st</sup> , 2010 – February 28 <sup>th</sup> , 2011
Submission	December 1 <sup>st</sup> , 2010 – May 2 <sup>nd</sup> , 2011 (postmark)
Jury session	June 2011
Realization of winning concepts	July – September 30 <sup>th</sup> , 2011
ABoT Award Nite in Vienna	October 11 <sup>th</sup> , 2011
Touring exhibition	October 11 <sup>th</sup> , 2011 – May 31 <sup>st</sup> , 2012
1. Vienna	October 11 <sup>th</sup> , 2011 – January 8 <sup>th</sup> , 2012
2. Prague	January 16 <sup>th</sup> – March 18 <sup>th</sup> , 2012
3. Ljubljana	March 26 <sup>th</sup> – May 31 <sup>st</sup> , 2012

## ELIGIBILITY

Artists of **any age** who **live and work in Europe** are eligible to enter the contest. Artist collectives may also apply. Please note that teams have to name one contact person (in the application form) and will be treated as a single person in the event of winning a prize (prize money will only be paid once).

## SUBMISSION

Submissions are accepted via **postal mail** or **personal delivery**. Please stick to the following application procedure:

1. **Send a short registration e-mail** including your name, address, country and e-mail-address to [abot@mak.at](mailto:abot@mak.at) **by February 28<sup>th</sup>, 2011**.
2. **Fill in the application form online** ([www.abot.mak.at/applicationform](http://www.abot.mak.at/applicationform)) **by May 2<sup>nd</sup>, 2011**.
3. **Send your submission** (including either your original artwork or your conceptual design plus an additional copy of your application form) **by May 2<sup>nd</sup>, 2011** to:

**MAK – Austrian Museum of Applied Arts / Contemporary Art**  
**“Artists’ Books on Tour”**  
**Stubenring 5**  
**A-1010 Vienna**

Or hand it in personally at the MAK staff entrance (Weiskirchnerstrasse 1, Mon – Sun 8:00 a.m. – 6:00 p.m.).

Contact: **Kathrin Pokorny-Nagel**, Head of the MAK Library and Works on Paper Collection

Please use **English only** in your application form. Enclosed documents such as CVs, artistic statements or else must be in English as well. The language, or languages, used in your project are – of course – a matter of artistic expression and may be freely chosen.

The **deadline** for submission is **May 2<sup>nd</sup>, 2011**. Any items arriving after this date (postmark) will not be considered by the jury, neither will incomplete submissions be admitted to the contest.

## JURY

An **international jury** will evaluate the submitted artists' books (objects or concepts) in a session held in Vienna in June 2011 and will select 5 outstanding works to be awarded a prize as well as other notable works eligible to receive a recognition award.

The evaluation results will be published online by the end of June 2011. Prizewinners will also be notified in writing.

## PRIZES

The jury will select 5 outstanding projects to be awarded a **prize money** of **€ 2,000** each. In addition, other notable works will receive a **recognition award**. In the event of their winning of a prize, artists who have submitted a conceptual design undertake to carry out their project by September 30<sup>th</sup>, 2011, in sufficient time for the scheduled exhibition opening (October 11<sup>th</sup>, 2011, see TERMS AND CONDITIONS, point 2.5). Recognition award winners who have submitted a conceptual design will be contacted for special arrangements to exhibit their projects.

Furthermore, all prize winners (including recognition award winners) are invited to participate in the **ABoT Award Nite**, scheduled for October 11<sup>th</sup>, 2011 at the MAK Vienna, at the organizers' expense.

The winning projects as well as works receiving a recognition award will be exhibited in a "**Mobile Museum**", a new touring exhibition format that will be shown in Vienna, Prague and Ljubljana between October 11<sup>th</sup>, 2011 and May 31<sup>st</sup>, 2012.

All winning projects will be featured in a digital online collection as well as in a printed catalogue, which is planned to be published after the exhibition.

## TERMS AND CONDITIONS

### **1. Formal:**

- 1.1 The objects or concepts submitted must relate to the genre of the "artist's book" as outlined above.
- 1.2 Competition entries may be submitted as
  - **completed works** (Physical objects as well as e-books, traditional and innovative forms of artists' books, etc. will be accepted.) or
  - **conceptual designs** that outline, and elaborate on, an idea for a yet-unrealized artist's book (which may too appear in various forms such as physical objects or e-books, traditional or innovative forms of artists' books, etc.).
- 1.3 However, each object submitted must fulfil the following conditions:

- **Transportable** (no special shipping needed with regard to size, weight or temperature)
- **Storable** (in a surrounding such as an archive or a digital platform)
- **Presentable** (in regular art exhibition venues)

1.4 The objects submitted are supposed to reflect recent developments in the artist's production and therefore should not be older than 2 years.

## 2. Legal:

2.1 All art objects and conceptual works submitted remain property of the originator. The artist agrees to lend the work submitted to the project consortium until the end of July 2011 (evaluation phase), or, if the work should be awarded a prize, until the end of 2012 for a touring exhibition travelling three European capital cities (Vienna, Prague and Ljubljana) and perhaps to other cities (in a possible follow-up programme of the current project) in a "Mobile Museum".

2.2 The artist agrees that their artwork will be digitized and published in an online presentation as well as in a printed catalogue planned to be published after the exhibition. The publication will also include the artist's contact information for people interested to get in contact with the artists directly.

2.3 Artists shall cover the postal charges for shipment of their artwork to the MAK Vienna. Artists will not have to cover any other cost associated their participation in the competition or presentation in the "Mobile Museum". Conversely, artists shall not be entitled to charge a lending fee to the MAK, the project consortium or any of the exhibition venues involved. Submissions arriving at the MAK by registered mail will also be returned by registered mail. In justified cases, artists may ask for different shipment and loan arrangements; these shall be applicable only after writing confirmation by the MAK.

2.4 The project consortium shall cover insurance costs for all objects submitted for the period starting with the arrival of the object at the MAK and ending with its return to the originator. It is understood that the project consortium shall only take out insurance cover for the risk of damage or loss, provided that the artist quotes a realistic insured value of the respective art object in the online application; otherwise, the risk of damage or loss shall reside with the submitting artist.

2.5 Artists submitting conceptual works must be aware of the limited production time of 12 weeks (July – September 2011) to produce their completed artwork. In the event of their winning, they undertake to complete their artwork in sufficient time prior to the scheduled exhibition opening, i.e. by September 30<sup>th</sup>, 2011 at the latest. Recognition award winners who have submitted a conceptual design will be contacted for special arrangements to exhibit their projects.

2.6 Submitted objects not selected by the jury will be returned to their originators after the end of the evaluation phase at the organizers' expense or may be picked up personally at the MAK (July 4<sup>th</sup> – July 10<sup>th</sup>, 2011, MAK staff entrance Weiskirchnerstrasse 1, Mon – Sun 8:00 a.m. – 6:00 p.m.). Prizewinning works will be returned after the touring exhibition (end of 2012) unless special individual arrangements have been agreed upon earlier.

## CONTACT

For any further information or questions please visit our **website** [www.abot.mak.at](http://www.abot.mak.at), our **Facebook® page** (“Artists’ Books on Tour”) or contact us directly via **e-mail** ([abot@mak.at](mailto:abot@mak.at)).

Project Leader:  
Mag. Kathrin Pokorny-Nagel  
**MAK – Austrian Museum of Applied Arts / Contemporary Art**  
Stubenring 5  
1010 Vienna, Austria  
Tel.: (+43-1) 711 36-250  
E-mail: [kathrin.pokorny-nagel@mak.at](mailto:kathrin.pokorny-nagel@mak.at)

In Cooperation with:

Mag. Breda Škrjanec  
**MGLC – International Centre of Graphic Arts**  
Grad Tivoli, Pod turnom 3  
1000 Ljubljana, Slovenia  
Tel.: (+386-1) 241 38 00  
E-mail: [breda.skrjanec@mglc-lj.si](mailto:breda.skrjanec@mglc-lj.si)

and

PhDr. Lucie Vlčková, PhDr. Radim Vondráček  
**UPM – Museum of Decorative Arts**  
17. Listopadu 2  
110 00 Prague 1, Czech Republic  
Tel.: (+420) 251 093 111  
E-mail: [vlckova@upm.cz](mailto:vlckova@upm.cz), [vondracek@upm.cz](mailto:vondracek@upm.cz)

## IMPRINT

**MAK – Austrian Museum of Applied Arts / Contemporary Art**

Stubenring 5, 1010 Vienna, Austria  
Telephone (+43-1) 711 36-0  
Fax (+43-1) 713 10 26  
E-Mail: [office@mak.at](mailto:office@mak.at)  
Web: [www.mak.at](http://www.mak.at)

Company Register No.: FN200026g  
Business: Museum  
VAT Reg. No.: ATU 370 65 803  
Data Processing Register No.: 0764442

As a federal museum, the MAK is a federal research institution under public law, and pursuant to the Austrian Federal Museums Act is subject to the supervision of the Austrian Federal Ministry for Education, Arts and Culture and to auditing by the Austrian Court of Audit.