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# HREE COUNTIES OPENART

### SUBMISSION GUIDELINES 2025 Three Counties Open Art

An open-call visual arts exhibition for artists connected to Staffordshire, Cheshire or Shropshire. Free to enter

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Please let us know if you have any access needs in submitting your work, need an alternative process or anything else we can do to make the process easier.

These guidelines are available in PDF and Word format. Please let us know if you need an alternative format.

If you require further support with the digital submission, please email open.art@keele. ac.uk

You can also call +44 1782 734340

on Mondays from 13th May between 11am-1pm and we will be happy to support you in alternative ways of submitting.

Please leave a message and we will respond within 5 working days.

WELCOME



Welcome! Thank you for taking the time to submit your work for Three Counties Open Art 2025, we look forward to seeing your entries.

We are excited to share this exhibition will be held at a NEW location in Stoke-on-Trent for 2025 while essential works take place at Burslem School of Art.

Entry to the exhibition will continue to be free. We want to remove barriers for artists, and ensure that our exhibition works towards fostering an inclusive art world of people from all backgrounds, regardless of age, disability, gender, race, religion, sexual orientation or socio-economic background.

Please contact us at: open.art@keele.ac.uk

This year, our catergories include 2D work, 3D work, Contemporary Art Practice - Live Performance and Installation.

The exhibition is 'open', which means that there is no set theme; you can submit the work you hope to be seen, experienced and enjoyed by visitors to the exhibition.

We are only accepting digital submissions (photograph of the work and a completed submission form), with physical works being delivered if selected for the show. If you need an alternative submission process in person, over the phone or another way, please just let us know and we can accommodate. This will not impact on how your work is judged.

Good luck with your submissions. Three Counties Open is proudly in partnership with ArtsKeele, Burslem School of Art Trust, Barewall Gallery, City Learning Trust Ltd, Appetite and ACAVA Spode Works.

Online Submission Open	9:00am Monda	y 14th A	pril 2025
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Online Submission Close 23:59pm Monday 26th May 2025

Notification of Decision\_\_\_\_\_\_30<sup>th</sup> June - 2<sup>nd</sup> July 2025

Delivery of Artwork to venue		TBC
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Exhibition Open + Workshops\_\_\_\_\_Throughout August



ELIGIBILITY



You must be aged 16 and over to enter.

You must be connected to one of the 3 counties (Staffordshire, Cheshire or Shropshire). We will accept entries from people who have moved away from the area but were born and/or subsequently lived, studied, trained or have another connection to one of the three counties as detailed above.

We will accept applications from collectives, and will count this as 1 application, therefore the collective must choose one artwork that the collective most want to show.

Your work must be your own, original art work. We will accept printed editions, you must state if your work is an edition in the submission form.

Please only submit work created within the last 2 years.

Please do not submit work previously shown or submitted at the Three Counties Open Art show.

We want to celebrate art in all its forms, and at all levels. You do not need a qualification, formal training or to have graduated recently from a course. All we ask for is passion and dedication to art. From amateur artist to career artists, we want to see it all. NUMBER OF ENTRIES

Submission opens at 09:00am 14th April

and closes 23:59pm on 26th May 2025.

We are limiting entries to 1 artwork per

person or collective, a single piece of

work can be made up of more than one

If you are applying as a Collective, in the

submission form please write the name

of the collective in the \*First Name\* box,

and write \*Collective\* in the surname

- 2D Work (i.e. drawing, painting,

- 3D work (i.e. sculpture)

Performance Art\*

- Installation

printmaking, textiles, photography etc)

\* For Contemporary Art Practice Please

let us know how you imagine your work

on a given date, and if there will be any

to be presented during the Open Art

Show, whether this be a live sharing

lasting work on-site during the show

- Contemporary Art Practice - Live/

part for example a diptych, triptych or

series of multiple elements.

box.

CATEGORIES

SUBMISSION GUIDELINES

### SCALE OF WORK

For 3D Work Please let us know the weight (in kg - max 25kg and height-widthdepth dimensions of the work below (question 10). If your work is larger than 1.5m x 1.5m it will be considered an Installation. Please note, that due to space restrictions only a small number of installations will be accepted.

2D Works should not be larger than 2 metres along the longest dimension.

### PHOTOGRAPHY OF WORK

A digital camera or smart-phone will take sufficient photos of your artwork. Please note, you will not be judged on quality of the photograph. A clear, light, uncluttered image will help us in the judging process. See our separate guide for more info. You must include the frame that your work will be displayed in, if your piece is framed.

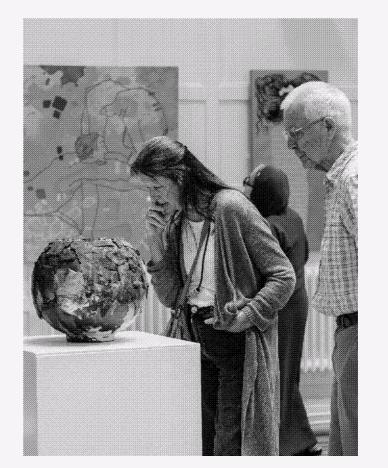
### PHYSICAL WORK

If your work is selected for the Three Counties Open, it must be delivered ready to be exhibited. If it is framed/ canvas work we require you to add mirror plates. If your work is unframed please let us know how it should be fixed in the space. SENDING YOUR DIGITAL SUBMISSION You will enter your artwork by completing a two-part process:

1. Completing the digital entry form https://forms.office.com/e/Et1tQkL5Rt

2.Send an image of your submission to: open.art@keele.ac.uk

Image files must be clearly labelled with the artist name and title of entry in the following format: YourFirstname-Surname\_title-of-artwork All image files must a maximum of 5MB.



### PRIZES

## THREE COUNTIES OPEN ART PRIZE 2025SPONSORED BY KEELE UNIVERSITY£450

The Three Counties Open Art Prize 2025 celebrates exceptional artistic talent across all disciplines. Open to artists from Staffordshire, Cheshire, and Shropshire. This prize is £450 plus the opportunity to exhibit work in a space supported by ArtsKeele.

### ARTHUR BERRY CENTENARY PRIZE SPONSORED BY NEW VIC THEATRE ARCHIVE FUND £1000

Arthur Berry Centenary Award - Three Counties Open Art 2025 Sponsored by the New Vic Theatre Archive Fund and a generous gift. In celebration of the centenary year of the birth of the renowned artist Arthur Berry. This award reflects on the legacy of Arthur Berry, whose work has left an indelible mark on the art world and the cultural heritage of Stoke-on-Trent.

### SUSTAINABILITY PRIZE SPONSORED BY NORTH STAFFORDSHIRE FRIENDS OF THE EARTH £75

North Staffs Friends of the Earth is delighted to present the Sustainability Award 2025. This award recognises artists who integrate sustainability into their practice or whose work thoughtfully explores sustainability in all its forms. The award supports artists who creatively address environmental issues, explore sustainable practice, and inspire positive change.

### THE ART STUDIO PRIZE SPONSORED BY THE ART STUDIO, NEWCASTLE-UNDER-LYME. £75 VOUCHER

The Art Studio Prize will recognise outstanding achievement in two-dimensional art practice.

### BEST NEWCOMER AWARD SPONSORED BY BAREWALL GALLERY £100

Eligibility: Artists who have not exhibited work at the Three Counties Open Art Exhibition previously.

### BURSLEM SCHOOL OF ART TRUST AWARD £100

The Burslem School of Art Trust is proud to present a special award in recognition of an artist who specialises in three-dimensional art practice. This award celebrates artists who have demonstrated exceptional skill, creativity, and innovation in their work, contributing significantly to the field of 3D art.

### APPETITE'S AUDIENCE CHOICE AWARD £250

A shortlist of artists will be up for the Audience Choice Award, with the winner selected by public vote from visitors to the exhibition during its run.

Appetite is part of the Creative People and Places programme, initiated and funded by Arts Council England.

### <u>ACAVA RESIDENCY PRIZE</u> In-residence studio space at ACAVA,

Spode Works

Open Studio residency at ACAVA Spode Works, plus a public engagement outcome for one week at the end of the residency.

### NUL BID – PEOPLE AND PLACE PRIZE £200

People and Place Award sponsored by Newcastle-under-Lyme BID Newcastle-under-Lyme BID are sponsoring a new category in 2025 - the People and Place Award. This award will celebrate works that capture human connection to place, whether through landscapes, urban scenes, or intimate portraits. The theme "People and Place" seeks to highlight the diversity of perspectives and the unique stories that emerge from the interplay between people and their environments.

### URBAN WILDERNESS DOCUMENTARY PHOTOGRAPHY AWARD & RESIDENCY 2025

The Urban Wilderness Award Documentary Photography Award & Residency offers a unique opportunity for photographers to hone their skills and gain valuable experience.

### Award Details:

- Expert Training: Receive specialized training in documentary photography from renowned photographer Jenny Harper.
- Mentor Support: Benefit from mentorship by Laurel Gallagher to develop your portfolio and Isla Telford to assist with grant applications and responding to open commissions.
- Community Engagement: Gain access to photograph the Urban Wilderness program of community events, capturing the essence of urban life and its natural surroundings.
- Exhibition Opportunity: Showcase your work in a curated exhibition both online and at the Moony Club.

The Urban Wilderness Documentary Photography Award is designed to support emerging photographers in their artistic journey, offering them the tools and opportunities to further develop their practice.

### YOUNG PEOPLE'S AWARD £50

This award celebrates the exceptional work of a young person aged 21 and under.

Prizes

### HOW MANY ENTRIES CAN I SUBMIT?

One entry per person or per collective. A diptych/triptych/series of works counts as one work. You can only submit once. Duplicate or multiple submission will not be accepted.

### WHY ARE YOU NOT ACCEPTING PHYSICAL SUBMISSIONS?

After successful submissions of digital entries of the past 4 years, we found this to be a more efficient way of sorting entries.

If you're unable to enter digitally or would like extra support, we'd be more than happy to help you. Please call: +01782 734730 on Mondays between 15 April - 26th May, 11am-1pm only and leave a message. or send us a email at: open.art@keele.ac.uk

### WHAT IF MY WORK DOESN'T FIT INTO A CATEGORY?

We have broadened the categories this year so that we are able to cover a wide range of art forms, if you're unsure, select the one that most resonates with your work.

### WHAT IF I MISS THE ENTRY DEADLINE?

No late entries will be accepted. Please prepare your work in enough time. Submissions close on midnight (23:59pm) on 26th May.

### WHAT HAPPENS IF MY WORK IS SELECTED?

We will be in contact with you to let you know the next steps and delivery/collection dates for the exhibition.

### CAN I CHANGE MY ENTRY ONCE I'VE SUBMITTED?

No - we will not accept changes to an entry after submission, so please think carefully about what you're submitting.

### WHY WASN'T MY WORK SELECTED?

We receive a high number of entries and have a limited space to display the work, and so are not able to show the work of everyone who enters. We are not able to give individual feedback due to the number of entries we receive.

Please read this guide carefully. If we haven't answered your question here or in the guide, please contact us at open.art@keele.ac.uk, but please note we will take 5-7 working days to respond to any queries.



# FAQs.

By entering the Three Counties Open 2024 you are deemed to have read and accepted all aspects of the rules described on this page. 1. Artists must be aged 16+

2. The Three Counties Open is open to all artists connected to Cheshire, Shropshire and Staffordshire.

3. All work submitted must be solely produced by the artist(s) applying for the show.

4. You agree to your work being used in marketing and online digital platforms.

5. Work must have been completed in the last 2 years.

6. 2D Works should not be larger than 2 metres along the longest dimension.

7. More than two images of the artwork should be supplied where it is necessary to show 3-D work properly.

8. 3D Work weight max 25kg. If your 3D work is larger than 1.5m x 1.5m it will be considered an Installation.

9. Installations is 3D work larger than 1.5m x 1.5m, it will be considered as an installation.

10. Entrants must ensure that they have the commercial rights if they are currently represented by a publisher so that there is no conflict of interests.

11. The Three Counties Open respects your rights and does not claim copyright for works you submit to the contest. You will retain full copyright in each entry.

12. Any works sold at the exhibitions will incur a 30% commission, sold via Barewall Gallery. It is the artist's choice if they wish their work to be on sale.

13. The Three Counties Open will not be responsible for any travel or personal expenses to the Three Counties Open exhibition.

14. The winners agree to permit external communication of the artwork, not limited to, but including: publicity; press; website; social media; and any printed or digital material.

15. The judges' decision is final.

16. Artwork submitted for exhibition must be available until the end of the show.

17. Selected work must be delivered ready to exhibit and in good condition. Work may be turned away otherwise.

18. Applicants are responsible for correctly pricing/sizing/describing their artwork. Changes will not be accepted.

19. The artist will be responsible for the delivery and collection of artworks for the exhibition, and also for insurance whilst in transit and for the duration that the artwork is with the Three Counties Open for exhibitions.

20. Although strict handling measures are adhered to in receiving and handling work, for the avoidance of doubt, The Three Counties Open Art can accept no liability whatsoever for any damage or loss to the Art Work whilst in transit or during the show (whilst in the care or being stored by the organisers). Artists who wish to do so should explore insuring their work.

21. You, or a nominated person must deliver your work on the date given. You cannot deliver an alternative piece of work than the one submitted.

22. The placement of your work is decided by a team of experts - our decision placement is final.

23. You must be able to collect your work yourself or a nominated person on the collection date given. We are not able to store work.

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ARTS KEELE OPEN.ART@KEELE.AC.UK +44 1782 731368

THREE COUNTIES OPEN ART EXHIBITION 2025 \$ 34

This guide has been developed to support you to take a photograph of your piece of art ready for submission. The information below also supports us as we try to create the best possible platform for the art on display in the online gallery. For online exhibition, a suitable photograph can be taken using a standard digital camera/mobile phone.

All images must be saved as a JPEG or PNG file no larger than 5mb. Do not resize files after cropping them, just save them as JPEG at quality level 10 (recommended)

Post processing images - Image files should be cropped tightly so that they do not include any peripheral material at all. No walls, props etc. Just an image of your work, as it would be displayed in the physical show (including frame, if framed at point of entry).

Save with a file name. This should include your name and the title of your work in the following format:

Firstname-Surname\_title of artwork

Please use this same format for the

subject of your email too. This will help us connect the image you share with your online entry form. NOTE: if you are unable to save the file with a filename due to no computer access and you are sending it directly from your mobile phone please make sure to include the filename as the subject in the email.

### Taking Photographs

We have gathered a few helpful links about taking good quality photographs of art. These are shared below. We hope you find them useful.

1. This information was provided by ArtUK. If you are unable to control your camera settings then achieving good light and a good, straight-on angle should enable you to take a decent photo of your work.

When photographing artworks in house, consider the following: LIGHT - The light source - If possible, a flat, even, consistent source of natural light is preferable. Try to avoid shadows being cast by frames - Be aware of glare – if the work is behind glass, for example.

BASIC CAMERA SETTINGS - If you can control ISO on your camera, a

setting below 200 is ideal - If you can control the aperture on your camera, f5.6–f11 is ideal
Ensure the shutter speed remains faster than 1/125th to avoid camera shake. These settings are a guide only and will depend on the light available.
If possible, use a tripod to give more control and consistency - Ensure the focus is set accurately.

ANGLE - 2D works should be photographed flat on in order to produce an accurate reproduction -If the work is on a wall, photograph from directly in front of the piece, without pointing the camera up or down If the work is on a table, ensure you can look directly down on to it, using a step if necessary, or if not, consider placing the work on a surface on the floor. Be aware of any obstructions.

2. A really clear guide on how to take a photo of your artwork using a mobile phone but most of the principles here also apply if you are using a camera:

https://willkempartschool.com/how-to-photograph-your-paintings-with-your-iphone/

 Here is a short video on YouTube from
 Saatchi Online. Gives a good, quick overview: https://youtu.be/Vpj28da03JQ