

POP UP NORTH QUEENSLAND

Expression of Interest: Creatives

Friday 28 July - Sunday 6 August



Launch: July 29, 3-5pm, venue to be announced

Closing Event: Sunday 6 August at Hoi Polloi Café, 7-9pm

Pop Up North Queensland is a festival of pop-up exhibitions and shops curated to reflect the shifting cultural landscape of North Queensland, and to activate empty spaces throughout the CBD. The festival will also feature screenings, workshops, artist talks and music designed to engage the public and foster appreciation of the arts.

Strategically co-ordinated with the Australian Festival of Chamber music, now in its 26th year, and the ninth iteration of Strand Ephemera, PUNQ will bring local and interstate artists into various spaces across the CBD, activating the area and demonstrating the importance of a vibrant and active community and the exciting possibilities of creative business.

PUNQ offers two kinds of spaces for the festival, sponsored spaces (strictly limited to 30 spaces) and community spaces.



Pop Up North Queensland participant Ashley Ronning/Helio Press

Sponsored spaces are curated by the Director and Special Events Coordinator of Umbrella Studio. These pop-ups will form the backbone of the festival's programming, and creatives are expected to man their pop-ups 3-7pm on weeknights and 5-9pm on weekends. Creatives who hold a pop-up in sponsored space will receive a fee of \$1800 (exGST). Sponsored space pop-ups are subject to a 30% commission to Umbrella. This commission will contribute toward securing a festival for 2018.

Community spaces are open to all creatives and organizations. These spaces aim to support and nurture local arts organizations and broaden the reach of the festival through satellite events and pop-ups. These spaces will be provided through the generosity of local property owners. Community space pop-ups can open as they please, though it is suggested that they take advantage of sponsored spaces being open 3-7pm on weeknights and 5-9pm on weekends.

Sponsored space pop-ups are subject to a 15% commission to Umbrella. This commission is designed to ensure the festival's autonomy, and will contribute directly toward 2018's festival.

Expression of interest... please address the following questions

Who are you? What do you do?

Would you like to be considered for a Sponsored Space or a Community Space?

What is it you would like to do with your pop-up?

Would you prefer a large, medium or small space?

Please attach 5-10 images of your work, and a CV.

Do you have public liability insurance? If not, consider getting it through NAVA, who offer competitive rates for artists. Please note that Sponsored Spaces will be covered by Umbrella's existing public liability insurance.

Please send your EOI's to director@umbrella.org.au



Pop Up North Queensland participant and international guest Piyali Ghosh