



**GlogauAIR gGmbH**  
Artist in Residence Program  
Glogauer Str. 16  
10999 Berlin, Germany  
Tel.: +49 (0)30 612 22 75

[air.coordinator@glogauair.net](mailto:air.coordinator@glogauair.net)

## Introduction

GlogauAIR is a non-profit organization founded in 2006 by Spanish artist [Chema Alvargonzalez](#) with the goal to create a meeting point between artists from all disciplines to work in collaboration and to expand their practice in terms of material, format, and style.

GlogauAIR's On-line Residency 2020 is open to all nationalities and art disciplines. After the first Covid-19 wave, GlogauAIR decided to take a chance and start its on-line residency program to allow artists internationally to continue to this goal. We look forward to bringing artists together on-line: to discuss, work, collaborate and be engaged and inspired. The program includes curatorial support, regular group meetings, talks by experts, workshops and participation in our Virtual Open Studios.

**Where:** On-line

**Duration:** 3 months

**Program Fees:** 900 € per 3 month

## Details

Before you apply for a [Residency at GlogauAIR](#) in Berlin please read the following guidelines.

### Duration

The Residency duration for the virtual program is three months. Please indicate the residency period and duration on your application. Our Residency periods are:

- **January to March** - Virtual Open Studios in March
- **April to June** - Virtual Open Studios in June
- **July to September** - Virtual Open Studios in September
- **October to December** - Virtual Open Studios in December

### Language

The main language of the on-line program is English. The artist should be able to speak, write and understand english fluently in order to join the program.

### The Studios

The artists will be asked to work remotely (from their homes or personal studios). In order to join the program, internet access and proper devices (laptop, computer, smartphone...) are essential.

### Expenses

The artist must take responsibility to pay for the costs of their studio space and materials. We encourage the artists to look for a grant in their country of origin/residency to finance the costs. GlogauAIR will facilitate the search for financial aid, i.e. sending a non-binding letter of invitation that endorses the decision of the

artist. As a starting point, [here you can find a selection of funding programs](#).

## Jury

A jury formed by the GlogauAIR team, will choose the admitted artists and the decision will be communicated by email only to the selected artists after the application deadline.

The selection criteria of the committee is largely based on the Project proposal: the quality, suitability with GlogauAIR's online and physical capacities and a connection or relation to Chema Alvargonzalez's art.

## Expectations

Artists are required to actively participate and show their work during the Open Studios within their residency period. In the case of also deciding to participate in the On-Site Open Studios the artist will cover the costs of shipping, printing or any other requirements to show their work properly (GlogauAIR will provide materials, technical assistance and audiovisual devices when needed). Attendance is not required but of course welcomed.

## Program

### Curatorial Support

As part of the residency program, experienced curators of the Curatorial Department of GlogauAIR will offer assistance during the residency time.

Through individual meetings, the curator will share ideas, references, and possibilities to enrich the creative process. The close professional exchange between artist and curator is understood as a source of expanding the creative experience, opening new professional horizons in the art and cultural field and enabling getting to know about other trends or disciplines.

### Technical Assistance

Our experienced technician will provide assistance, advice and will help with technical demands during the residency, preparation and production of your artworks.. This role comes specially in hand for the preparation and set up of the On-Site Open Studios, if the artist decides to also participate.

The development and creation of the Virtual Open Studios will be in charge of GlogauAIR, constantly checking with the artist for insight and feedback on what the individual page looks like. The artist must only submit their work virtually on the agreed upon date.

## Program's Activities

In order to provide a virtual program our artists can profit from, GlogauAIR offers a series of events that are held on-line: On-Line artists interviews, instagram takeover, artists talk and virtual tours are some of the examples of this program. Our most relevant activities are detailed below:

### On-line Resident Weekend

As an On-line Resident, you'll have 3 days of a previously selected week to Showcase your work and let our audience get to know you better.

Among other things, GlogauAIR team will provide:

- Promotion of your work via Social Media channels (Instagrams, Facebook, Newsletter)
- Personal Live Interview with one member of the curatorial team (via Zoom and later on post on social media channels)

### Interviews

During the Residency, artists have the opportunity to sign up for an Interview. This is a good opportunity to explain in first person about one's own work and have it shown on our website database.

### Open Curatorial Window

Twice a week throughout the whole residency period, our artists in residency will have the chance of meeting both individually or as a group with our curators. The goal of these meetings is for the artists to have professional insight and feedback on the development of their practice during the residency period, as well as a direct link with other institutions, gallerists, curators... worldwide.

### Group Workshop: Making you practice accessible

One of the focuses of our program is for the resident artists to introduce themselves and their practice to the public. In order to facilitate that process, GLogauAIR provides a series of resources such as meetings and texts reviews to their artists. During the residency period the artists will work on a professional statement with the assistance of our curators, as well as a session on how to introduce yourself and your work to the art market.

### #Letmeshowthistoyou

With the Instagram takeover [#Letmeshowthistoyou](#), you can get a glimpse into the artistic practice and process of GlogauAIR's resident artists. Every week,, GlogauAIR's Instagram account will be taken over by one of the artists. Sharing 48 hours as an online resident, artists will give insights about their "behind the scenes' ' world: their work-in-progress, their main sources of inspiration and also their approach to the Open Studios Exhibition.

### Art tours

Whether collaboratively with other Berlin's institutions or organized by GlogauAIR's curatorial team, the artists in residency will have the chance of virtually getting to know Galleries and Project Spaces through Berlin.

### Catalogue Cover

For every Open Studios Event GlogauAIR publishes a catalogue. We provide the artists in residency the chance of having their art piece as the catalogue cover of their term. On the second month of each residency period we launch an Open Call for the artists in residency at the time in which they can submit one artwork to be the catalogue's cover. A jury formed of GlogauAIR's team will choose the selected image.

### Virtual and on-site Open Studios

Every three months, during the Virtual Open Studios Event , the public is invited to approach the creative results of the current participating artists. A dedicated section is created on our website, reproducing a virtual map with all the artists working as an index and invitation to discover new creations. Linked to that main page, every artist will have their own "virtual room" or profile dedicated section, where the digital art works, links and any further information are displayed.

These works are to be developed during the three months of residency, in which the artists had the opportunity to completely immerse themselves in an intense creative process in their own houses/studios, but virtually surrounded by other artists.

Despite the global dispersion, Virtual Open Studios is an occasion to connect and engage with a broader audience, creating an international platform that allows the artists to

reach anyone everywhere.

At the same time as Virtual Open Studios, the On-Site program celebrates the [Open Studios Event at GlogauAIR building in Berlin](#). This is a great opportunity to interact with the on-site artists and create possible synergies in shape of virtual events, shipping artwork or other collaborations. (GlogauAIR's team will help install and prepare any necessary materials when possible).

### **Three Month Residency Calendar - Example**

During your stay at GlogauAIR you will experience a range of activities and individual professional consultation by our curatorial team to develop your work. The program is also an opportunity to know and connect with other projects, promotional platforms and art professionals. Here we present an example of a typical three-month calendar for activities at GlogauAIR.

#### **1st Month**

- Introduction to GlogauAIR and art in a virtual setting.
- Workshops and artist talks with industry professionals.
- Preparatory work for developing your project.

#### **2nd Month**

- Online meetings with our curatorial team to develop your artistic practice.
- Work on writing artist statements and preparation for the catalogue.
- Partaking in activities such as Instagram takeovers, Art professional video calls, artist exchanges...

#### **3rd Month**

- Continued exploration of ways in which to professionally establish your art career (online talks, social media tools, communication strategies).
- Final stages before the Open Studio's exhibition including preparing your project and press materials.
- Virtual Open Studios where you will show your work to the public.

### **Marketing**

During the entire Residency's duration, GlogauAIR takes care of the promotion of the artists' work, through social media posts, publications on our website and our final catalogue and flyers for Open studios.

#### **Website**

An artist profile will be created on GlogauAIR's website with information, pictures and the activities and events the artist participates in during the program. This profile will be included in the [resident artists' database](#) accessible on our homepage at [www.glogauair.net](http://www.glogauair.net) and the work as well as any other project the artists participates in will be regularly shared across our social media channels.

#### **Publications**

During Open Studios a Press Release is released and a newsletter is sent inviting our subscribers to the Event. Currently, our PR list gathers 2000 subscribers, plus 4570 followers on our social media channels.

Moreover, our curatorial team will write a personal invitation letter/email to other relevant figures each artist would like to personally invite to the Open Studios Event.

We also publish a [Catalogue](#), which features all the Artists that participated in that term's residency. In this catalogue you can find the main information about each artist, regarding both their general artistic view and the work realised during the Residency. You can check previous examples of our published catalogues [here](#).

## Social Media

GlogauAIR uses its social media channels, such as Facebook, Instagram, website and our monthly Newsletter to reach local and international audiences and keep them informed about our activities, online exhibitions, as well as to introduce our resident artists of every session.

## Payment Terms and Conditions

Please note that the application procedure is competitive. Candidates will be selected at GlogauAIR's sole discretion approximately between one and two months after the application deadline, following the results of the selection committee. If selected you will receive a confirmation email and further information regarding the next steps to confirm your residency with us.

- 1) Successful candidates will be notified via email. They will be sent a draft copy of the contract and will be required to provide additional administrative information in order to formalise the contract as well as be required to make the initial payment of the deposit and the curatorial and technical support fees.
- 2) Candidates will only be considered as fully accepted residents once they return a signed copy of the contract, we receive the full payment of the deposit and the curatorial and technical support fees and where applicable all financing and visa requirements have been fulfilled.
- 3) All payments will be made via bank transfer, no cash will be accepted. Any bank charges such as money wiring fees will be paid for by the candidate before the on-line project starts.
- 4) An administrative and processing fees of 50 € will be applied to cancellations received up to six months prior to residency begin. Cancellation fees of 100€ will be applied to any termination notice given between three to six months prior to the beginning of the residency period. Cancellation fees will increase to 900€ thereafter the start of the on-line program.