

Berlin Guest Prize 2023

by Memoria Artística Chema Alvargonzalez

GlogauAIR is a non-profit art space and residency created in 2006 by **Chema Alvargonzalez** and nowadays supported by **Memoria Artística Chema Alvargonzalez**, located in a historic building in Kreuzberg, with the intention to create a meeting point between international artists from all disciplines to work in collaboration, expanding their practice in terms of material, format, and style in the city of Berlin.

Every year, GlogauAIR selects a Berlin-based artist, duo or collective through an Open Call, to join GlogauAIR's program and take part in the activities alongside our **international resident artists**. Moreover, during **Open Studios** and extended one week, the public has a chance to visit the results and/or process of the Berlin Guest's project with an exhibition that takes place in GlogauAIR's **Project Space**.

As part of GlogauAIR's mission to create a dialogue between Berlin and the world, the Berlin guests share their perspectives and work, while engaging in the process of exploration and creation with other international artists in the Artist-in-Residence program.

Where: Project Space at GlogauAIR, Berlin

Duration: The program takes place over 3 months (including the 1 week final exhibition). You can apply for one of the following periods:

- **January to March** - Exhibition in March 2023, 17th, 18th and from the 21st-25th
- **October to December** - Exhibition in December 2023, 15th, 16th, and from the 19th-23rd



Fadi Al-Hamwi's performance during Open Studios · March 2022. Photography by Bea Lezzi
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Program: Participation in a selection of the Program Activities + Venue and Technical Support for the Exhibition

Program Fees: Participation in the program (1500€) is covered by Memoria Artística Chema Alvargonzalez.

! Note that the selected Berlin Guest must cover a 250,00€ deposit fee for the use of the Project Space. This deposit will be returned in full after the exhibition period, provided that the clauses in the agreement are met.

! The artist/duo/collective takes full financial responsibility for the costs of insurance, transport and production expenses. GlogauAIR will provide the artist/duo/collective with an acceptance letter to help you find or apply for financial aid.

The Space: The Project Space is 150 square metres large with wooden floors, high ceilings, large street-facing windows with natural lighting. It is divided into three different rooms that can be used separately or combined for larger events and exhibitions. Please find [pictures here](#) and a [floor map](#) of the Project Space.

Language: The main language used at GlogauAIR is English. The Berlin Guest should be able to speak, write and understand English fluently.

Jury: formed by members of GlogauAIR's curatorial team, direction, coordination and former Berlin Guests as follows will choose the admitted applicants:

- Columna Alvargonzalez, Specialist in art market Law & La Memoria and GlogauAIR director
- Mariona Benaiges Pecanins, Cultural Manager & La Memoria and GlogauAIR coordinator
- Laura Olea López, GlogauAIR's curator advisor, Spain-based
- Suzy Royal, GlogauAIR's curator, Berlin-based
- Justin Ross, GlogauAIR's curator advisor, Canada-based

- Fadi Al-Hamwi: painter, video and installation artist based in Berlin, and former **Berlin Guest at GlogauAIR** (January - March 2022).
- Paula Vidal, Berlin-based artist and architect, and former **Berlin Guest at GlogauAIR** (April - June 2022).

The jury will choose the selected Berlin Guest and the decision will be communicated via email within one month after the application deadline. The projects submitted will be examined by the jury on the basis of the following criteria:

- Artistic and cultural value of the project submitted
- Quality in terms of originality, coherence and contemporaneity of the project
- Local impact, coherence and connection of the project and the applicants within the city of Berlin
- Suitability of the project in terms of the use of the space available and viability in terms of the execution of the project in terms of time
- Connection or relation with Chema Alvargonzalez' body of work

Further commitment: once your time as Berlin Guest has finished, we may contact you with the offer to be part of the Jury for the next Berlin Guest selection.

GlogauAIR'S PROGRAM

GlogauAIR was created as a meeting point between artists from all disciplines where they could work in collaboration and expand their practice while exploring and interacting with the city of Berlin. As part of the prize, the Berlin Guest will be joining GlogauAIR's Residency program along with the international artists. Please note that in our program the applicants will be participating the following way:

- **Hybrid:** Over the past couple of years, we have adapted the Program into a hybrid experience, joining our onsite residents with our digital residents onto an online platform. GlogauAIR has evolved to include another dimension through virtual platforms and digital exhibitions.
- **Network:** At GlogauAIR you join a network of international artists who have participated in our program over the past 16 years. GlogauAIR alumni continue their practice all over the world including many artists who live and work today in Berlin.

Activities in the Program

Curatorial Support

The group of curators of GlogauAIR's curatorial department will offer assistance, feedback and project guidance during the period. Through individual and group meetings, the curators will share ideas, references, and other possibilities to enrich the creative process. The goal of these meetings is for the Berlin Guest to have professional insight and feedback on the development of their practice during the program period, as well as a direct link with other institutions, gallerists, curators in the city.

Technical Assistance

Our experienced technician will provide assistance and advice, and will attend basic technical demands during the program period. This role comes especially in hand for the preparation and set up of the exhibition.

GlogauAIR will provide access to all the equipment and tools available in the residence, including woodworking tools and multimedia equipment such as projectors and screens.

Please note that any material needed for the proper development of the Berlin Guest's project that is not available at the residency must be sourced and provided by the Berlin Guest themselves.



Marcos Nacar's performance during Open Studios · December 2021. Photography by Bea Lezzi © 2021 All rights reserved to GlogauAIR gGmbH

Group Workshops and Talks

Your participation in the program will give you access to the following workshops and talks organised at GlogauAIR or online.

Making your practice accessible: GlogauAIR provides a series of resources such as meetings and text reviews to their artists. During the program, the artists, duo or collective will work on a professional statement with the assistance of our curators, as well as a session on how to introduce themselves and their work professionally to the art market.

Art marketing tools: You will be introduced to different online art marketing strategies. You will gain an understanding of the tools and how these can help you gain visibility for your work online.

Chema Talk: talk about Chema Alvargonzalez, the founder of GlogauAIR, who was a multidisciplinary and international artist from Spain.

The opportunity to do a talk about your practice

Open Talk during the week of your exhibition or at the start of the program. The talk will depend on the selected Berlin Guest Artist and will be agreed upon and prepared along with the curatorial team.

What's On

Our What's On is a weekly internal newsletter shared with the artists in residency to keep them informed of the main activities both in Berlin and around the world, or those considered relevant by the curatorial team for the artists in residency at the time.

Project Space Exhibition

! The artist/duo/collective is responsible for the costs of insurance, transport and production expenses. GlogauAIR will provide the artist/duo/collective with an acceptance letter to help you find or apply for financial aid.

Duration: During Open Studios event (2 days, Friday and Saturday) + **1 week after** (Tuesday to Saturday evenings).

Our main program activity and event is GlogauAIR's **Open Studios**, which are held at the end of every residency period.

During the Open Studios, the Berlin Guests must be at GlogauAIR to participate in the event, being available to explain their work and talk to visitors: curators, gallerists, other artists in the city but also art and culture amateurs, neighbours, etc... The Berlin Guest will exhibit their project using up to 3 rooms of the Project Space at GlogauAIR.



Paula Vidal's exhibition during Open Studios · June 2022. Photography by Bea Lezzi © 2022 All rights reserved to GlogauAIR gGmbH

Moreover, after the Open Studios, the work of the Berlin Guests will continue to be exhibited to the public for an extended period of one more week (the following Tuesday to Saturday).

Catalogue

On the occasion of the Open Studios Event, GlogauAIR will edit a catalogue with information and images of every artist participating in the term's residency program, as well as flyers, press releases and other social media promotion posts.

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](#).

Marketing

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

Website: A Berlin Guest 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 [Berlin Guest's database](#) accessible on our homepage at www.glogauair.net.

Publications and Press: During Open Studios a press release is released and a newsletter is sent inviting our subscribers to the event. Currently, our PR is sent to more than 2000 subscribers, plus 6000 followers on our social media channels.

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,

exhibitions, as well as to introduce our resident and Berlin Guests to every session.

Three Month Residency Calendar - Example

1st Month

- Introduction to GlogauAIR, GlogauAIR's resident artists and the building
- Workshops and artist talks with art professionals
- Preparatory work for developing your project

2nd Month

- Meetings with our curatorial team to develop your artistic practice
- Working on the artist statement for the catalogue with our curatorial team
- Introducing yourself as an artist to other art professionals
- Partaking in the program activities

3rd Month

- Preparations for Open Studios
- Open Studios Event and exhibition in which the artists will show their projects to the public

Commitment

Winning artists, duos or collectives are required to participate in the Program and agree to show their work during the Exhibition period planned.

By submitting the proposal and accepting the participation in the program as Berlin Guest, the artist, duo or collective confirm their commitment to the program and the final exhibition of their project in GlogauAIR's Project Space.

Payment Terms and Conditions

Please note that the application procedure is competitive. Candidates will be selected at GlogauAIR's sole discretion approximately one month 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 Berlin Guest period 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 payment of the deposit.
2. Candidates will only be considered as fully accepted Berlin Guest once they return a signed copy of the contract and we receive the full payment of the deposit (250€).
3. Payments will be made via bank transfer, no cash will be accepted. Any bank charges such as currency exchange and transfer fees will be covered by the candidate(s).
4. The deposit guarantee will be returned in full to the Berlin Guest should there be no damages or other encumbrances upon check-out at the end of the exhibition period.



Gloria Jurado's exhibition during Open Studios · September 2020.
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