

Introduction

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

Where: At GlogauAIR

Duration: 3 or 6 months

Program Fees:

- Accommodation **650 € / month**. *The prices for the studios are all the same, regardless of the size of the studio. The rental fee includes not only the use of the studio, but also all other accommodation fees, such as the fully equipped kitchen, bathroom and additional access to the garden.*
 - *Second artist +200 €/month for accommodation (only for artists with a proven track record of working together as an artistic pair).*
- Program and Technical Support Fee **1.500 € / quarter** (paid in advance)
- Deposit guarantee **1.000 €** *Mandatory payment to book the studio and confirm participation in the program. This amount is refunded once the artist has finished the residency and leaves the studio space, leaving it in the same initial conditions.*

The Studios

There are **13 studios** distributed over the top 3 floors of this historic Kreuzberg building from 1896. Each floor has a fully equipped shared kitchen, shower, WC and WIFI. Basic expenses, including maintenance, gas, electricity, internet, and utilities are included in the accommodation. The studios are about 22-25 sqm and equipped with a double bed / bed linens / table / chairs / bookshelves / table lights / wardrobe / overhead lighting / WIFI / electricity / heating system. There is also a charming garden and a backyard.



The Building

The residence is located in a beautiful, modernist-style building originally designed to be a school. It is the first work projected and built by the architect [Ludwig Hoffmann](#), in 1896, after his nomination as building adviser of the city. If you want to read more you can find the history on our [About Page](#).

Apart from the Residency Program, the artists in residency will have the chance of enjoying the different projects that are organized in or by GlogauAIR on its premises. These events include artist talks, exhibitions, performances, panel discussions, concerts, workshops ...

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

Duration

The Residency period duration is for either 3 or 6 months. Please indicate the residency period and duration on your application. Residency periods are:

- **January to March** - Open Studios in the third week of March
- **April to June** - Open Studios in the third week of June
- **July to September** - Open Studios in the third week of September
- **October to December** - Open Studios in the third week of December

Language

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

Visa

If the artist comes from a non-European country, they must go through the process of obtaining a German Visa valid throughout the time of residence. We offer our collaboration by writing a letter of admission. For general information about mobility check touring-artists.info.

Expenses

The artist takes full responsibility for assuming the costs of the residency fees,



insurance, transport and travel expenses. We encourage artists to look for a grant in their country of origin/residency to finance all the costs. GlogauAIR can facilitate the search for financial aid by 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 members of GlogauAIR's curatorial team, direction, coordination and other international art professionals as follows will choose the admitted artists. The decision will be communicated by e-mail only to the selected artists after the application deadline. Selection committee:

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

Alfredo Llopico, Cultural Manager & Fundació Caixa Castelló, Spain-based

Florian Appelt, Artist and Curator, Vienna-based

The selection criteria of the committee is largely based on the project proposal: the quality, local impact, suitability with the space of GlogauAIR and connection or relation with Chema Alvargonzalez's art.

Expectations

Artists are required to actively participate and show their work during the Open Studios Event within their residency period. Lack of fulfilment of this condition can result in charges equivalent to the whole rental deposit guarantee at the sole discretion of GlogauAIR.

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 expanding knowledge of other trends or disciplines.

Technical Assistance

Our experienced technician will provide assistance and advice, and will attend basic technical demands during the residency period. This role becomes especially handy for the preparation and set up of the Showcase installation and Open Studios.

GlogauAIR will also provide access to all the equipment and tools available in the residence, including woodworking tools and multimedia equipment such as projectors and screens. For more information regarding the materials available please contact us via email so we can send you a detailed list of what is available.

Any material needed for the proper development of the artist's project that's not available at the residency must be provided by the artist with costs assumed by the artist.

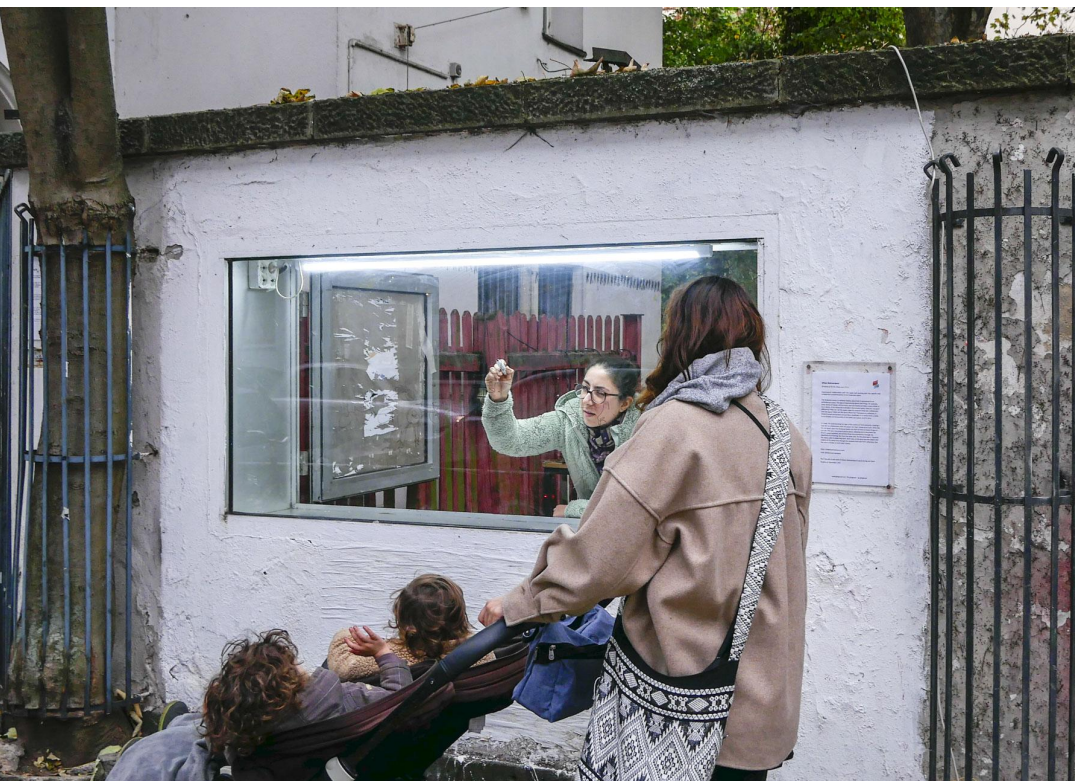
Program's Activities

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, and curators in the city.

Showcase

The [Showcase](#) is an ongoing project that takes place in the vitrine located in the outside wall of the building of GlogauAIR, facing the street. Each resident artist will have the opportunity once during the residency period to create and show site-specific work in this unique space, in between the boundaries of



public and private spheres. Passing by the installation the public has the opportunity to experience artistic projects, meanwhile the artist can experiment with public reactions, interactivity and show the process of their work.

#Letmeshowthistoyou

With the Instagram takeover [#Letmeshowthistoyou](#), our social media public can get a glimpse into the artistic practice and process of GlogauAIR's resident artists. Once a week, matching the week of the Showcase installation, GlogauAIR's Instagram account will be taken over by one of the resident artists. Sharing 24hours of their life inside the residency, 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.

Artists Exchange

Exchanges with other Berlin-based Art Residencies are held during every Residency's cycle. Studio visits will be held with the chosen institution, providing the resident artists the unique chance to show their work and discover other resident artists and programs in Berlin.

Group Workshop: Making your practice accessible

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.

Art tours

Whether collaboratively with other Berlin institutions or organized by GlogauAIR's curatorial team, the artists in residency will have the chance to privately get to know galleries and project spaces through Berlin.

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, or those considered relevant by the curatorial team for the artists in residency at the time.

Catalogue Cover

For every open studios event GlogauAIR publishes a catalogue. We provide the artists in residency the chance of having their artwork as the catalogue cover of their term. In the second month of each residency period we launch



an Open Call for the artists in residency in which they can submit one artwork to be considered for the catalogue's cover. A jury formed of GlogauAIR's Curatorial and Communication team will choose the selected image.

Open Studios

Our main activity and event is GlogauAIR's [Open Studios](#) , which are held at the end of every Residency. During this two-day event, all of our artists will showcase their work (whether finalized or still in process) to the public, including: curators, gallerists, and other artists in the city, as well as art and culture amateurs, neighbours, etc...

Catalogue

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

Three Month Residency Calendar - Example

During your stay at GlogauAIR you will experience a range of workshops as well as personal consultations with our curatorial team to develop your work. Here we present an example of a typical three-month calendar for activities at GlogauAIR.

1st Month

- Introduction to GlogauAIR and the building.
- Workshops and artist talks with industry professionals.
- Preparatory work for developing your project.

2nd Month

- Meetings with our curatorial team to develop your artistic practice.
- Working on the artist statement and introducing yourself as an artist in the art market.
- Partaking in activities such as our showcase, Instagram takeovers, art professional visits, artist exchanges...

3rd Month

- Continued exploration of Berlin and ways in which to professionally establish your art career.
- Preparations for Open Studios.
- Open Studios Event in which the artists will show their projects to the public.
- After Open Studios: Professional meetings of contacts made during Open Studios.

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 can participate in during the program. This profile will be included in the [resident artists' database](#) accessible on our homepage at www.glogauair.net and the work as well as any other project the artist 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 press and VIP list includes 2000 subscribers. Here [you can check our previous press releases and Press Coverage](#).

Moreover, when the artist begins their residency a "Save the date" newsletter is sent to their Embassies and Cultural Aggregates for Open Studios. For that specific event, our curatorial team will write a personal invitation letter/email to other relevant figures each artist would like to personally invite to the opening.

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, exhibitions, as well as to introduce our resident artists of every session.

At GlogauAIR we make use of the following channels: Facebook, Instagram (with 6.003 followers, June 2022), Youtube (with 28 subscribers, June 2022), LinkedIn (with 116 followers, June 2022), Vimeo (with 16 followers, June 2022) Website, Newsletter, and external platforms such as: Transartists, Artconnect, ResArtis, Rivet, Berlin Art Link, Arteinformado, Artist-Run Alliance, Artinresidence, Issuu and Soundcloud.

In terms of numbers, we receive more than 7000 visits per month on the website and send the newsletter to more than 2000 contacts.

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 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 by the candidate.

- 4) An administrative and processing fee will be applied to cancellations received up to six months prior to the start of the residency. Cancellation fees are starting from 100 € with notice 6 months before the beginning date and rise up to 600 € with notice until the beginning date of the residency period. Cancellation fees will increase to 1.000€ thereafter. Further details will be communicated in the agreement made with the artist.
- 5) The deposit will be returned in full to the artist should there be no damages or other encumbrances upon check-out at the end of the residency period.