

## THE LONDON OPEN 2021

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## GUIDANCE NOTES

### What are the criteria for submission?

The exhibition is open to all artists or collectives aged 26 or over on the last day of the call for entries, Friday 27 November 2020.

Selected artist must live and/or work in the London Boroughs. These are: Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Camden, City of London, City of Westminster, Croydon, Ealing, Enfield, Greenwich, Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering, Hillingdon, Hounslow, Islington, Kensington and Chelsea, Kingston upon Thames, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond upon Thames, Southwark, Sutton, Tower Hamlets, Waltham Forest, and Wandsworth.

Applications are accepted from artists working in any medium including, for example, painting, sculpture, moving image, photography, drawing, performances or installation.

Work submitted must have been made during or after the year 2018.

Artists working with a pseudonym or collaboratively as part of collectives are eligible to apply, as long as they fulfil the above criteria. If in a collective, at least one member of the group must be aged 26 or over.

### What medium of artwork(s) is acceptable?

Any medium of work made after 2018. Previous editions of *The London Open* have included a wide range of different mediums, including painting, performance, drawing, digital media and sculpture.

### What is the deadline for submission?

Applications for *The London Open 2021* open on Friday 16 October 2020 and close at midnight on Friday 27 November 2020. Any applications made after this date cannot be considered.

### What do I need to submit?

Required:

- A maximum of 5 examples of artwork, all made during or after 2018
- One A4 page CV, in PDF format, set to minimum type font 10

Optional:

Statement up to 250 words (1,600 characters maximum)

Please note:

- Only work made during or after 2018 will be considered.
- All images should be shared as JPEGs with a maximum file size of 1MB. No other formats will be accepted.

- Each image file must be named with your surname, first name and a number from 1-5 e.g. SmithJohn1.jpg. This number should correspond with the image information on your online application form.
- If your work or documentation involves moving image or sound, please upload it to YouTube or Vimeo and paste links in the relevant boxes and select video or sound as the file format. Each clip must be no longer than 5 minutes long and must be labelled so that it is easily identifiable as your work. If the footage is longer the jury will only watch the first 5 minutes.
- You may submit a mixture of images, audio links and videos but only a maximum of 5 examples of your practice in total.
- Please bear in mind that the selection panel will be making their selection from the visual material submitted. If selected you are selected for the exhibition, Whitechapel Gallery curators will also arrange a studio visit to discuss the work for the show.
- Please do not send any additional material, including catalogues, photographs or anything further in support of your application. This cannot and will not be reviewed by the selection panel and it will not be possible to return such materials to you.

## FREQUENTLY ASKED QUESTIONS

### ELIGIBILITY

#### **Is there an age restriction for applicants?**

To apply, you must be aged 26 or over by Friday 16 October 2020.

#### **If I am over 26 but still in full or part time education am I still eligible to apply?**

Yes.

#### **Why are those under 26 not able to apply?**

There are already several open submission exhibitions aimed at young artists and recent graduates (the majority of whom are under 26). *The London Open 2021* is aiming its call for entries at a different section of London's artistic community.

#### **Is there a theme to the submissions or exhibition?**

Not at the application stage. The curators will decide whether or not to highlight certain themes in their curation of the selected works.

#### **Will performance and sound work be considered?**

Yes.

#### **If I work as part of a collaborative partnership or group, can we still apply?**

Yes. At least one person in the collective is required to be aged 26 or over. Please designate one person from the collective to submit the application. If your application is successful, that person will become the main point of contact for the exhibition.

#### **Can I submit more than one application?**

No. We would like you to submit the 5 most representative examples of your work, therefore second applications from artists will not be considered. If, however, you work collaboratively as well as individually, you may submit an application as yourself and as a member of your group.

#### **Can I submit as part of a collective and as an individual?**

Yes.

#### **What do you mean by London Boroughs?**

Selected artist must live and/or work in the London Boroughs. These are: Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Camden, City of London, City of Westminster, Croydon, Ealing, Enfield, Greenwich, Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering, Hillingdon, Hounslow, Islington, Kensington and Chelsea, Kingston upon Thames, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond upon Thames,

Southwark, Sutton, Tower Hamlets, Waltham Forest, and Wandsworth. They are included in the following postcodes: N, NW, SW, SE, W, WC, E, EC, EN, IG, RM, DA, BR, CR, SM, KT, TW, UB, HA and WD.

### **How long must I have lived in London to apply?**

We do not specify an amount of time that we expect you to have lived or worked in London but selected artists will be asked to provide proof of address or work address in the form of a recent utility bill (sent within the last 3 months), bank statement, or salary slip. We cannot accept mobile phone bills.

### **Why is the exhibition no longer called 'East End Academy' or 'The Whitechapel Open'?**

Since its inception almost 90 years ago, the exhibition has had several titles and has expanded beyond the boundaries of the East End in recognition of London's changing art ecology and the wider reach of the Whitechapel Gallery and its audience. The exhibition was re-titled The London Open in 2012 to make it available to all London artists.

## **APPLICATION FORM**

### **Why do I need to pay a 30 GBP entry fee?**

The submission fee is £30 per application (regardless of how many works you submit in your application), which goes towards our administration costs for the organisation, catalogue, transport, installation and promotion of *The London Open 2021*. It is not possible to apply without paying this fee, which is non-refundable. You can submit this payment online as part of the application process.

The Whitechapel Gallery is a registered charity 312162 and relies on the philanthropy of donors, members and patrons, charitable trusts and corporate partners for almost half of its annual income. The London Open also benefits from the generosity and support of a range of public and private supporters to realise its ambitions and to make the exhibition free to the public.

We understand that 2020 has been a difficult year for artists. In recognition of this, once you pay your application fee, you will automatically receive a Whitechapel Gallery artist membership for a year. Benefits include: unlimited entries for you and a friend to visit all our free and paying exhibitions, invitations to openings and special events, 50% off and priority bookings for ticketed events for you and a friend, 10% off at the café, bookshop and on limited edition artworks. An artist annual membership usually costs £30.

**Can I receive a reduced rate on the application fee?**

I am afraid no discounts are available, all applicants will benefit from a free annual artists membership.

**How do I pay the application fee?**

Payment is taken by card via PayPal. You do not need a PayPal account to process payment. You will receive a payment reference with your application.

**Can the artist statement be written by someone else?**

Yes, we accept descriptions written by someone else, as long as they do not exceed 250 words.

**How many examples of my work can I submit?**

Artists can submit up to 5 examples of their practice. These can be in the form of images, web-links or a combination of both, e.g. 2 images, 3 web-links. Work will be selected from the visual or audio material submitted. The first image in the series will be the key lead image for the application, please consider this image and its relation to your statement carefully.

**How do I upload a video work or documentation of a performance/event/installation/sound work?**

If your film is longer than 5 minutes, please make a trailer or an edit of your work of 5 minutes and upload this to a recognisable file-sharing site, for example Vimeo, YouTube or Sound Cloud. Please select video or sound file as a format in the application form and paste a link to your work in the box. If the footage is longer, we will only watch 5 minutes of any link shared.

**Does a multi-part work count as one work?**

Yes.

**Is it possible to submit larger or higher resolution images?**

No, because of the expected high number of entrants we are unable to accept digital images larger than 1MB or in any format other than JPEG.

**How recent must the work in the submitted images be?**

Work must have been made during or after the year 2018.

**Why must submitted artworks have been made since 2018?**

The aim of The London Open is to provide a snapshot of contemporary art practice in London. The last edition of the show took place in 2018, which is why work made before this date will not be considered.

**Can I apply with a new work that I would make specifically for the Whitechapel Gallery context?**

We will choose applicants from the works submitted in the application form, not from proposals. If you are selected to exhibit, the works submitted will be used to make a selection for the show. In specific cases other works may be discussed individually with the curators if you are selected.

**Can I visit the gallery to look at the space?**

The London Open 2021 will take place in all of our main galleries. Please visit us, or have a look at [www.whitechapelgallery.org](http://www.whitechapelgallery.org) if you wish to look at the space before applying. For further information on our last two editions, please visit [The London Open 2018](#) and [2015](#) editions. Previous catalogues are available to consult in our archive.

**Can I apply with an unfinished work?**

Yes, works in progress can be submitted. However, please make sure they are presented in a way that's easily understood as such: artists will be selected from the supplied material only.

**Are there any size restrictions on work I submit?**

No there is no size restrictions on works, but all work submitted should be able to be exhibited at Whitechapel Gallery and fit through our Victorian doorway. If you are selected, we will discuss specific dimensions in more detail. If working in three dimensions, any very large work should be able to be disassembled to fit through our Victorian doors and reassembled in the gallery space.

**Can I submit work that has been sold to a collector?**

Yes submitted works can be in private collections if the owners are in agreement.

**Does the work submitted have to be available for sale?**

Selected artists can choose to make their work available for sale during the exhibition.

**Is there a size limit on works?**

No. If selected, the suitability of works to be exhibited will be discussed with the artist.

**Can the work have been exhibited elsewhere before?**

Yes, work can have been exhibited in London or elsewhere, it is not a disadvantage.

**Can I send supporting material by post?**

No, please do not send additional catalogues, photographic or other material in support of your application to the gallery. We will receive a high number of applications and it will not be possible for the selectors to review additional material. It will also not be possible to return such material to you.

**Can I edit my application form or add any images at a later date?**

No, once you have submitted your application and payment you cannot edit it. Please review it carefully before submitting. Please also note you are unable to save your application mid-way.

**I am having a problem proceeding with my application. What do I do?**

Please make sure that your internet browser is up-to-date. Some older versions do not work properly with the website. If the problem continues,

please get in touch with us: 020 7522 7888 /  
thelondonopen@whitechapelgallery.org Please check the size of image files  
and video links before submitting.

## ACCESS NEEDS

### **I am unable to submit online, can I submit my work as a hard copy?**

In case of special access needs or if you are unable to submit your work online, please get in touch with us: 020 7522 7888 / [thelondonopen@whitechapelgallery.org](mailto:thelondonopen@whitechapelgallery.org). We can provide you with a word document application form or discuss any other ways of supporting your application.

### **I do not have access to a computer and am submitting a hard copy of the application form. What format must my images be in?**

Images must be printed out no larger than A4 size and must have your full name and the number on them, which corresponds to the information on your application form.

### **I do not have access to a computer and want to submit moving image work. What should I do?**

Due to the large amount of applications we expect to receive, we can only review moving image work online. Please ask a friend to upload a digital copy of your work to YouTube, Vimeo or Sound Cloud and write these links on a sheet attached to the application form. Each clip must be less than 5 minutes long and must be labelled in such a way that it is easily identifiable as your work.

## NOTIFICATION

### **How do I know my application has been received?**

If you submit your application electronically, in addition to your PayPal payment reference you will receive an electronic receipt by email. Due to the expected high number of entrants, it will not be possible to acknowledge receipt of applications personally if they are delivered by post or by hand.

### **When will I hear back?**

The call for entries closes at midnight on Friday 27 November 2020. We will send an email to all applicants outlining the next steps. Every application will be viewed and final decisions about the selection will be made in February 2021, when candidates will be informed. We will post any further updates on our website, where the selected artists will also be announced.

### **How will the selection panel decide on the selected artists?**

The exhibition aims to showcase original work made over the past three years and to reflect the diversity and vibrancy of the London art scene. The selection panel will have access to all the applications.

Due to the volume of applications, Whitechapel Gallery curators will make an initial preselection to which the selection panel has access to, alongside all the eligible applications. The selection panel will make final decisions in January 2021.

The selection panel are asked to bring their expertise to consider work that they feel collectively is important, relevant and timely.