



GUIDELINES FOR ORGANISING AN OPEN CALL FOR PORTFOLIOS – PUBLIC ART

Approved by the representatives of the Artists' Association of Finland on 15 June 2020

An open call for portfolios helps a commissioner of works of public art to find a professional artist¹ for a specific art project. An open call for portfolios invites visual artists interested in the project to submit their portfolios of existing work to demonstrate their skills in accordance with the instructions.

¹ Professional artists include:

- members of the Artists' Association of Finland's member associations (Artists' Association MUU, the Association of Finnish Sculptors, the Association of Finnish Printmakers and the Association of Photographic Artists);
- artists who are members of similar organisations in other countries; and
- artists with an art education or several years of proven professional activity as an artist: including those who have been awarded artists' grants or have their works in collections or in public spaces or are involved in exhibition activities.

In the case of a team, at least one of its members must meet one of the conditions mentioned above.

Guidelines for organising an open call for portfolios help the organiser to set up such a call. The Artists' Association of Finland offers a communication channel for the users of the guidelines through which they can reach professional artists working in Finland.

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1. AN OPEN CALL FOR PORTFOLIOS

An open call for portfolios is an opportunity for visual artists to assess whether the project in question is of interest and suitable for them in terms of their professional profile. An open call for portfolios also provides all artists taking part with the same information about the procedures and the role of art in the project.

An open call for portfolios includes a description of the project and its objectives, information about the site, the organiser, the overall schedule, the selection criteria, the people involved in the decision-making, the follow-up measures and the budget for implementing the work of art. The call also specifies the method and deadline for submitting the portfolios. It is advisable to give participants at least three weeks to submit their portfolios.

An open call for portfolios must include the contact details of the person who can provide further information.

2. SEVERAL PROJECTS

If several calls for portfolios are announced in relation to different sites within the same project, the special features of each site should be described. Artists may submit their portfolios for one or more sites unless this is specifically forbidden.

3. CONTENT OF THE PORTFOLIO

The call for portfolios specifies the information that the portfolio must include, such as the artist's contact details and CV, the number of work samples required and the required file size and format.

If artists are asked to provide a short cover letter to explain their participation, the purpose and subject of the letter must be described in an unambiguous manner in the call for portfolios, and it is advisable to specify the maximum length of the letter.

It is forbidden to request or submit written or visual sketches of concepts or works as this would be a sketch competition.

4. REVIEWING AN OPEN CALL FOR PORTFOLIOS

If the organiser wants the notification for an open call for portfolios to be published in the Artists' Association of Finland's communication channels, the organiser must submit it to the Association's competition representative for review before it is published. After the revision, the notification may state that the call for portfolios complies with the Artists' Association of Finland's guidelines.

Once the open call for portfolios has been launched, it may not be amended without a valid reason. If any changes or additions need to be made to the notification during the submission period, this must be communicated no later than seven days before the deadline.

The Artists' Association of Finland's competition representative can assist in the preparation of the notification for a separate fee.

5. SELECTION PROCESS

Portfolios that meet the requirements specified in the call for portfolios are considered in the selection of an artist. Incomplete portfolios, those that include sketches or are submitted late will not be considered.

The portfolios are reviewed and the artists selected according to the selection criteria and timetable set out in the call for portfolios.

The team or person responsible for the selection of the artist on the basis of the portfolios must have expertise in visual arts and public art. public art.

Information about the closing of the call and the selection made must

be published in the same way as the call for portfolios itself. If possible, all artists who submitted their portfolios should be directly notified of the results.

6. AFTER THE CALL FOR PORTFOLIOS

After the closing of an open call for portfolios, the actual design of the work of art begins.

The organiser should announce in advance, if possible, whether the call is followed by the commissioning of a work from an artist selected on the basis of their portfolio, or whether there is an invitational competition or a sketch competition. The follow-up measures and related schedules need to be described in sufficient detail in the call for portfolios.

An artist or artists are selected on their basis of their portfolios for one of the following

I. To execute a work of art

If the call for portfolios leads to the commissioning of a work of art, a sketch and commission agreement is drawn up with the selected artist. The Artists' Association of Finland's templates can be used for drafting the agreement.

II. To take part in an invitational competition

If the call for portfolios is followed by an invitational competition, the Artists' Association of Finland's rules for invitational competitions apply. The call for portfolios must specify the number of artists to be invited to the competition as well as the competition schedule and the fee payable to the participants.

III. To take part in a restricted call for proposals

If the call for portfolios is followed by a restricted call for proposals, the Artists' Association of Finland's guidelines for restricted calls for proposals must be followed. The open call for portfolios must specify the number of artists participating in the restricted call for proposals, its schedule and the fee payable to the participants. The working group that is involved in the restricted call for proposals should also be involved in the selection of the artists on the basis of their portfolios.

7. COPYRIGHT

The artists will retain the copyright of their portfolios. The organiser does not have the right to use, publish or otherwise use any material submitted or images depicting said material nor to transfer the rights to

third parties.

Any use of material in the portfolios under copyright must be agreed separately with the artist or Kuvasto ry, which represents the artist.

8. PROTECTION OF PERSONAL DATA

The portfolios contain personal data, thus forming a personal data file. The Artists' Association of Finland demands that the organiser processes participants' personal data in accordance with EU and national data protection legislation when carrying out the activities related to the call for portfolios. Personal data may not be disclosed to third parties or used for any other purposes. Personal data must be collected from data subjects themselves when they submit their portfolios. Personal data must be deleted at the latest when the art project in question has finished completely and the personal data are no longer needed.

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