

09 25TH ANNIVERSARY FRINGE FURNITURE REGISTRATION KIT

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FRINGE

CALL FOR ENTRIES

Melbourne Fringe is calling all Australian based artists and designers, emerging and established, to submit new work for the 25th anniversary Fringe Furniture exhibition.

As the world around us is engulfed in a shade of grey, Fringe Furniture 2009 will radiate a lustrous shining light of optimism as we celebrate 25 years of innovation in Fringe design.

The exhibition, part of the 2009 Melbourne Fringe Festival, is an annual ideas showcase that has grown over its 25-year history to claim a critical position in Melbourne's design calendar. This year is set to be the most dazzling and comprehensive exhibition to date.

Fringe Furniture is an open exhibition that welcomes a variety of furniture, lighting, homewares, wearable objects, permanent and ephemeral works. Recognised as an experimental playground, Fringe Furniture provides a democratic and accessible platform that connects artists / designers to broad and valuable audiences. Past exhibitors include Rivet's David Bourke, Marc Pascal, Chris Connel, Daniel Barbera and Malte Wagenfield.

CALL FOR ENTRIES

I like the idea of doing furniture that is art, experimental, maybe not functional, but has a concept or story behind it. To me that is the essence of Fringe Furniture.

Daniel Barbera, 2009

Fringe Furniture ain't just furniture, it's much more than that. It's an open forum of ideas that have become real and concrete – hook or by crook by determination guts and intuition. It's a space where your mind and hands can work together to create objects you can touch and feel. Objects that are free spirited, quirky, diverse, and most of all original.

Marc Pascal, 2009

BACKGROUND

AT A GLANCE

What: 2009 Melbourne Fringe Furniture
When: 19 September – 11 October 2009
Where: Melbourne Museum
Who: Open to all Australian-based artists and designers, both emerging and established
Registration: Open 18 May – Close 31 July 2009
Costs: \$90 non concession, \$70 full time students
More Information: Dan Honey,
Fringe Furniture Producer, Melbourne Fringe.
Level 2, 225 Bourke St, Melbourne VIC 3000.
P: 03 9660 9600
E: dan@melbournefringe.com.au

HOW TO ENTER

Step One: Please carefully read all pages of this Registration Kit
Step Two: Get in touch with Dan Honey to discuss your proposal
Step Three: Register your entry via the Online Registration Form before 5pm 31 July 2009

A MELBOURNE FRINGE INITIATIVE

Fringe Furniture is a Melbourne Fringe initiative that exists to:

01. Generate broad exposure for Australian-based designers and artists
02. Develop public awareness and encourage discussion of furniture design
03. Challenge preconceived notions of what furniture design is or could be
04. Increase professional networks for exhibitors
05. Provide a platform that encourages artistic expression
06. Support design excellence through a carefully tailored awards program

 THE LOWDOWN

 WHAT'S FRINGE FURNITURE

Artist Bruce Filley, conceived Fringe Furniture in 1984 with a vision of establishing a public forum that presented alternative ideas in furniture design. Throughout its 25 year history, Fringe Furniture has continually realised this vision by showcasing contemporary works that push boundaries and offer new possibilities.

Fringe Furniture is an open exhibition. This open-access policy results in established and emerging designers coming together, with a combination of experimental and functional works and the presentation of fresh ideas alongside refined forms. Fringe Furniture thus profiles an eclectic and provocative collection that challenges preconceived notions of what furniture design is or could be. Each and every year the imagination of inquisitive audiences are captured by the creativity, irreverence and unmatched innovation of Fringe Furniture practitioners.

 WHAT'S MELBOURNE FRINGE

Melbourne Fringe is the leading organisation for the independent arts in Victoria. As a vital resource to independent artists, Melbourne Fringe is constantly evolving to meet the current needs of this community and to provide the best possible support, professional development, advocacy and presentation opportunities available.

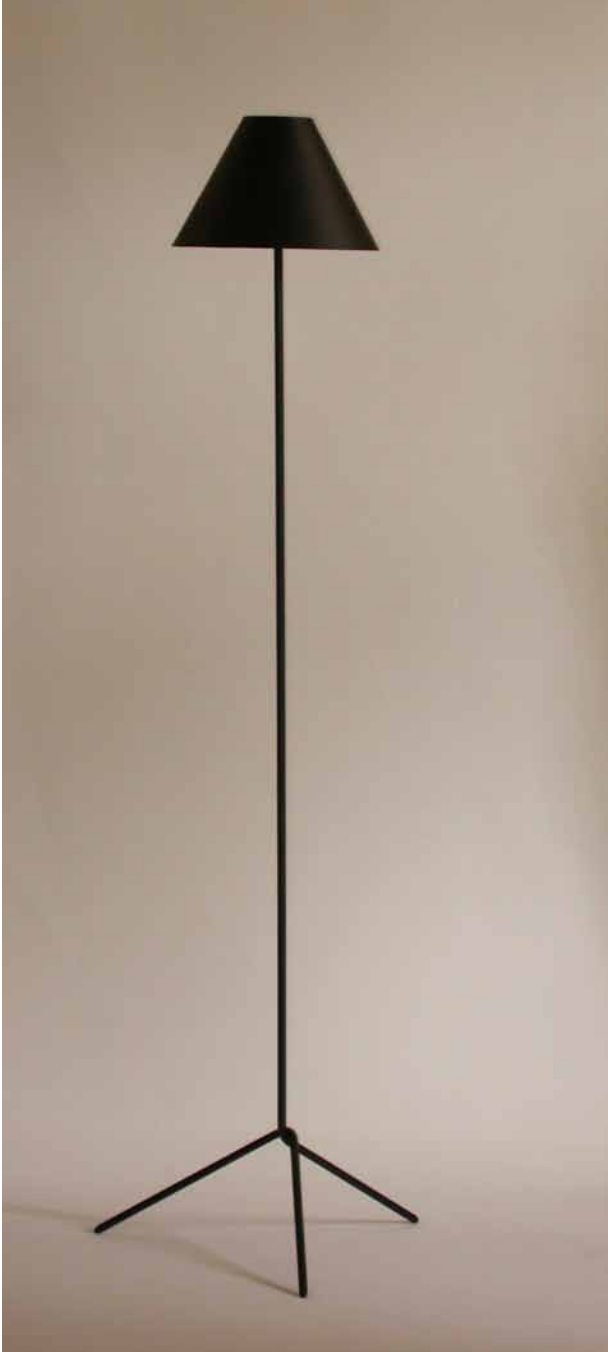
Melbourne Fringe gives both emerging and experienced artists opportunities to gain diverse professional skills and present new, provocative work. Through year-round forums, workshops, mentor programs, internships, entry-level staff positions and our Awards program, independent artists are able to develop their practice and their production skills.

The organisation manages the annual, open access Melbourne Fringe Festival, allowing thousands of artists to present new work to a large and committed audience. The Festival includes the free Made By Melbourne Fringe program – projects that explore new mediums, engage communities and bring emerging and experienced artists together to create inspiring, sophisticated work and Fringe Furniture is part of this dynamic program.

 KEY DATES FOR 2009

The 2009 Melbourne Fringe Furniture exhibition dates are Saturday 19 September to Sunday 11 October. The exhibition will be free to the public and open everyday from 10am to 5pm.

Online registrations open from Monday 18 May and will close at 5pm on Friday 31 July. All exhibit images and registration fees must be received by Friday 7 August. All final works must be delivered no later than Wednesday 16 September. Depending on the nature of your piece we will co-ordinate an appropriate time and place for you to deliver your work to the exhibition space.



THE LOWDOWN

WHO CAN ENTER?

Fringe Furniture is open to all Australian based artists/designers, both emerging and established. For established practitioners, Fringe Furniture is a yearly catalyst for experimentation providing a place to present new prototypes or explore ideas that are free from the restrictions of the commercial environment. For emerging artists/designers the exhibition is a valuable platform for generating exposure, building mentoring opportunities and expanding networks.

Each year Fringe Furniture establishes an exhibition theme and all works entered must directly respond to this theme. Our 2009 theme is discussed on the following page of this kit.

We are also encouraging a broad range of “furnishing” types including furniture, lighting, homewares, wearable objects, decorative arts, permanent and ephemeral works. Fringe Furniture is as much about showcasing the most innovative and up-and-coming work as it is about exploring and pushing the boundaries about what we mean by “furniture”. If you are not sure whether your artform or design fits give us a call to talk about it.

HOW MUCH DOES IT COST?

Entering Fringe Furniture costs just \$90, or \$70 if you are a full-time student. You can enter as many times as you like, but each entry incurs a separate Registration Fee.

IMAGE CREDITS

Clockwise from top left.

01. sstool by Shinobu Kobayashi, 2007
02. Tee Hive by Barney Sullivan, 2007
03. C10 + Phibs by Yellow Diva, 2008
04. Carbon Chair by Marcel Sigel & Alana Di Giacomo, 2008
05. Shady Lamp by Daniel Barbera, 2004

2009 THEME

SILVER

Every year Fringe Furniture investigates a specific concept or idea relevant to object-makers currently practising in Australia but this year's theme is all about us. And why not! In 2009, we are celebrating 25 dazzling years of innovation in Fringe design.

To mark this milestone, this year's fitting theme SILVER, encourages designers to explore the visual, physical and symbolic properties of this bright metallic. A colour that is impossible to represent digitally; the metal associated with the moon and the human soul. From silver birch timber, to the silverpoint drawing techniques used by Medieval scribes. Judas' bribe. Mohammed's ring. A silver bullet: the straightforward yet very effective solution, the new idea that magically overcomes a difficult and pervasive problem.

We are looking for bold responses to this theme and if you are unsure of how your work aligns please call us to discuss.

AWARDS

2009 AWARDS PROGRAM

Fringe Furniture recognises design excellence and innovation through a tailored awards program that is made possible by the generous support of industry and community. Last year we had over \$3000 of prizes. This year, prizes will come in all shapes and sizes and are all equally valuable. Some highlights of the 2009 program include:

_Best Sustainable Design

Prize: \$2000 (acquisition prize)

Proudly sponsored by Banyule City Council

_Innovation in Crafted Design

Prize: Professional membership to Craft Victoria (1 yr) , free admission to the annual conference, Craft and Design as a Career and a window exhibition in enCounter in 2010.

Proudly sponsored by Craft Victoria

_Best Lighting Design

Prize: \$250

Proudly sponsored by Rob & Winsome Martin

More awards will be announced on the Melbourne Fringe website so keep your eyes on the prize.

WHERE IS IT?

MELBOURNE MUSEUM

Continuing its support for emerging trends and innovation in design, Melbourne Museum is proudly supporting Fringe Furniture again in 2009.

Last year throughout Fringe Furniture, almost 60,000 people visited Melbourne Museum. The exhibition attracts a broad audience of people including design and furniture industry professionals, local and state government, artists and designers, kids and families visiting the museum and the ever-growing Melbourne Fringe audience. And once again the exhibition will be FREE for the general public.

Details regarding the physical aspects of the exhibition space are available on request from the Fringe Furniture producer.

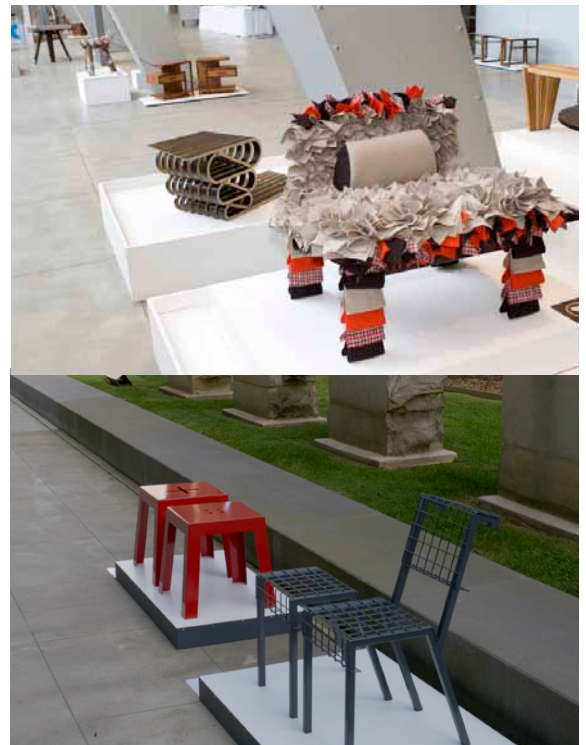


IMAGE CREDITS

From top.

01. Shaggy by Elizabeth

Lawrence & ssstool by Shinobu

Kobayashi

02. Stool&Chair by Drew Martin

Photographer: John Sones

MENTORING

FRINGE FURNITURE EXCHANGE MENTORING PROGRAM

Fringe Furniture dynamically presents the work of established object makers alongside the work of emerging artists/designers. This unique integration allows those starting out in their careers to strike up a dialogue with those more experienced. Capitalising on this distinct asset, Fringe Furniture has developed the Exchange Mentoring Program. The program pairs emerging and established practitioners so that knowledge and insights can be shared. The program aims to support emerging talents through the following exchange.

→ Studio visits – the emerging artist/designer is invited to the work space of the established practitioner.

→ Review and feedback – the established practitioner is invited to review the designs and processes of the emerging artist/designer.

To find out more please indicate your interest where requested when completing your registration.

NEXT STEPS

So your interested...What next.

Now: Call/email/visit us to discuss your proposal

5pm Friday 31st July: Register your entry via our Online Registration Page

5pm Friday 7 August : Submit your registration fee either via PayPal, in person or by post

5pm Friday 7 August: Email, or supply on CD, photos of your work (either finished work or work in progress)

5pm Tuesday 15 September 2009: Deliver small items to Melbourne Fringe office
(Level 2, 225 Bourke St, Melbourne)--

Wed 16 September: Artist delivery of items to Melbourne Museum (times and process to be advised)

Sat 19 September: Fringe Furniture 2009 opens

Wed 23 September: Fringe Furniture 2009 launch

Sun 11 October: Fringe Furniture 2009 closes

Mon 12 - Wed 14 October: Artist collection of all works from Melbourne Museum