



Sculpture ON THE EDGE

A Creative Feast *10 days of art, food and natural beauty*

ENTRY GUIDE

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INTRODUCTION

Arts Connect Inc are proud to present Sculpture on the Edge in 2024 at [Flaxton Gardens](#) located in the hinterland of the Sunshine Coast, Queensland.

This year marks the 15th annual exhibition of sculptures and we are keen to continue providing sculptors with a platform to exhibit their stunning sculptures to an appreciative audience.

Sculptors selected for exhibiting their sculptures also have the opportunity to win a range of awards as outlined in the Terms and Conditions.

We are expecting over 6,000 people to attend the 2024 event. This will provide visitors the opportunity to view and purchase the exhibiting sculptures and potentially commission other work from sculptors.

The event entry form is available online at <https://sculptureontheedge.com.au/>. All entries are to be submitted online. This guide is intended to give you further information to help you complete the entry form.

Please read the Terms and Conditions before starting as there have been changes from last year's event that are important to know.

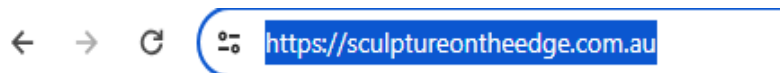
If you have any questions or concerns, please contact Debbie Weaver on [0448 541 889](tel:0448541889) or at sote@artsconnectinc.com.

We are looking forward to being amazed by the quality of sculptures that are created by the wealth of talent out there.

GENERAL INFORMATION

All fields marked * are mandatory.

Please ensure your browser flags the page as secure otherwise Stripe Payments will not work correctly. Quick fixes for this problem can be opening in Incognito Mode or adding 'https://' to the front of the URL e.g.



Jpeg, jpg and png files can be uploaded where photos are required. There is a limit of a 1MB per file.

Pdf files can be uploaded where documents are required. There is a limit of 1MB per file.



SCULPTOR

Name

The name of the person that created the sculpture. If the sculpture is a collaboration, then the name of the contact person for the collaboration.

Address

This should be your home or studio address as it will be important in identifying local sculptors.

Phone

The contact telephone number for the person in the Name section.

Email

The email address for the person in the Name section.

Website /Facebook/Instagram

Include your website page, Facebook page link and Instagram profile link if you have them. Otherwise leave these sections blank.

Biography

You will need to upload a maximum of a single A4 page with your story - what inspires you, how did you come to be a sculptor, any awards you have received, anything else that you would like to share with the wider audience. Only a single pdf file will be able to be uploaded.

Profile Photo

This is to be a head and shoulders photo. If possible, make it a professional photo but as a minimum at least a 300dpi image. Only a single jpeg, jpg or png file will be able to be uploaded.

Number of Sculptures

Check one of the three options to select the number of sculptures that you would like to enter. Each sculpture has a separate section to be completed later in the form.

SALES INFORMATION

Your banking details are needed to transfer money to you on winning an award or selling your sculpture. Please ensure details are complete and correct otherwise delays in payments may be experienced. All information is securely retained.

After Sales Service

Arts Connect Inc cannot arrange delivery or installation of your sculpture at any stage. Please indicate on the form whether you can organise installation and/or delivery to a buyer as this will assist in selling your sculpture.



SCULPTURE

Title

The title of your sculpture will be used in promotional material. Relevant, short and sharp is best to capture the attention of the viewer.

Medium

The materials and the percentage of each material used in your sculpture is important to note in this section e.g. Clay 100% or Timber 25% and Steel 50% and Resin 25% or Reclaimed Materials 100% or Porcelain 20% and Reclaimed Materials 80%

Originality

If the sculpture is unique, there will only be one made and it will not be seen anywhere else then check next to Original.

If the sculpture is one of a restricted number, then check next to Limited Edition and add the number of pieces made or you plan to make in the box below this section.

If there are no restrictions on how many editions of the sculpture have been or you plan to make, then check next to No Restrictions on the reproduction of this sculpture.

Collaboration

If another person, or a group of people, collaborated in the creation of the sculpture their names are to be entered here. Where the collaboration is a group of people from an organisation, the name of the organisation can be entered.

Dimensions

The highest, widest and deepest dimensions in centimetres and the total weight in kilograms of the sculpture is entered here. For sculptures where weight cannot be accurately measured an approximation can be used.

Completion Date

This is the date that the sculpture was completed.

Exhibition Date

If the sculpture has already been exhibited, enter the date it was last exhibited. If the sculpture has never been exhibited then this field can be left blank.

Exhibition Location

If the sculpture has already been exhibited, enter the place that it was last exhibited. If the sculpture has never been exhibited then this field can be left blank.

Backstory

What inspired your imagination to create this sculpture? This information will be included in the catalogue and on the didactic. There is a limit of 50 words - best to use words that will create an emotional response with the viewer.



Sale Price

The sale price is to be in Australian Dollars and include the 25% commission and any of your GST obligations.

The importance of pricing cannot be underestimated if you wish to sell, so it is crucial that you price your sculpture appropriately.

We encourage you to consider the value of your sculpture and take into account factors such as size, materials and time taken to create it. By pricing your sculpture appropriately, you will have a better chance of it finding a new home and being enjoyed by art collectors and art lovers.

As the general cost of living and interest rates continue to rise it is no surprise that the intent to buy sculpture may not be as widespread as previous years. It's a disappointing prospect but one that you need to be prepared for nonetheless. What you can do to encourage a sale is to price your sculpture to sell given the current climate.

If you're entering Sculpture on the Edge with the goal to win one of the major prizes and your sculpture is worthy of the title, then you should price it accordingly.

If your goal is to sell your sculpture to a member of the public, it may be useful to know that the most popular price point for sales over the last 10 years has been the \$800-\$2,000 bracket.

Keeping in mind that you never get paid for the hours you put into your sculpture, you do it for the love of creating! If you price your sculpture based on the number of hours that went into it, it may be well and truly overpriced.

As such, we encourage you not to underprice your sculpture, but simply to price it appropriately. A few things you should consider when pricing your work are listed below.

Research the market!

Start by researching the market to gain an understanding of the pricing trends for sculpture like yours. Look at the prices of works by sculptors at a similar career stage and with comparable styles, mediums and sizes. This research will provide you with a baseline to help you determine a reasonable price point.

Consider Your Experience and Reputation

Consider your experience as a sculptor and your reputation within the art community. If you are an emerging artist or relatively unknown, it may be advisable to start with lower prices to attract buyers. As your reputation grows you can gradually increase your prices. If you have an established reputation, you can price your work higher based on your track record and level of demand.

Factor in Costs

Calculate the cost it took to produce your sculpture accurately, including materials, studio rent and other overheads. You should also consider the time and effort invested in creating the sculpture as well. Be mindful of the time it takes to produce a sculpture and the value you place on your skills and expertise. Ensure that your prices cover both your costs and provide a reasonable profit margin without going overboard.



Assess Demand and Rarity

Evaluate the demand for your sculpture and its rarity in the market. If there is high demand and limited availability, you can justify higher prices. If the demand is low or if similar sculptures are readily available, you may need to adjust your pricing strategy to attract buyers. As a starting point, you can review the 2023 catalogue at <https://sculptureontheedge.com.au/> to see if there were similar submissions to yours last year.

Seek Expert Advice

Don't hesitate to seek advice from art professionals, gallery owners or experienced sculptors who have knowledge of the current market. They can provide insights and guidance on pricing strategies based on their expertise and experience.

In summary, the above points should all be considered equally when pricing your sculpture. Remember, pricing art is a delicate balance between covering costs, reflecting your artistic value and appealing to potential buyers. It is important to reassess and adjust your pricing strategy periodically based on what's going on in the market and your evolving career as a sculptor. Further guidance can be found in [Code of Practice for Visual Arts, Craft and Design](#) published by the National Association for the Visual Arts (NAVA).

Display Environment

If the sculpture must be displayed in an indoor environment, then check next to Indoor.

If the sculpture can be displayed outdoors but needs to be under cover then check next to Outdoor with cover.

If the sculpture can be displayed in an outdoor environment with no protection, then check next to Outdoor no cover required.

Installation Requirements

Include any specific requirements for the sculpture to be stable and not pose a risk of harm to people or property. Include in here any installation, de-installation, power sources or support requirements to exhibit the sculpture.

Photos

The selection panel will be looking at the originality and quality of the sculpture so the photographs that are submitted with the entry need to present your sculpture well.

You can upload a minimum of 2 and a maximum of 5 jpeg, jpg or png images that show the sculpture from all sides.

Some photo tips from Barry Alsop of [Eyes Wide Open](#) are included below to assist you in presenting to the selection panel the best images of your sculpture.

Every sculpture is different in size, shape and material. The purpose of the photo is to highlight the sculpture simply and accurately without background distractions, shadows or colour cast. You want the viewer to focus on the sculpture so clean backgrounds are highly recommended.



Be aware if you are shooting under artificial light inside fluoro lights can create a green colour cast, tungsten lights can create a yellow colour cast and shooting in full shade outdoors can create a blue colour cast.

Shoot the sculpture in portrait and landscape modes. Approach the sculpture and shoot square on but also from 45 degrees left and right to illustrate the form and function.

Preferably use a camera, with a 50mm or longer lens, and use a tripod to get sharp images if low light is an issue.

When using a phone, take an extra step back and crop the image if necessary. Experiment with the portrait mode which will effectively blur out the background. Getting too close with a phone can distort some subjects.

Try to shoot the piece viewing it directly perpendicular rather than from too high above or too far below. This will help reduce distortion.

Outdoor Sculptures

Should be shot in early morning or late afternoon light, any other time the light is way too harsh and actually washes out, desaturates colours or creates harsh shadows.

Alternatively wait for an overcast sky or cloud cover as the clouds act like a giant soft box creating much softer light and no shadows or reflections.

Sculptures should either be shot against an uncluttered background perhaps a wall, skyline or simply an open space with no distractions in the background.

Indoor Sculptures

If you have a white or light-coloured plain wall, setup the sculpture using this as a background on top of a table or stool.

Create a seamless backdrop with a white sheet or cloth by laying it on a tabletop and attaching it to a wall next to the table. You are just trying to create a curved or seamless backdrop to shoot on. This could be setup near living or dining room windows with natural light flooding through or maybe in a carport or garage with an opening to allow lots of natural light to hit the sculpture.

A large sheet of white cardboard curved against a tabletop or wall would also work.

PARTICIPATION

All sculptors are encouraged to assist in the event's success. Areas where there are benefits in having sculptors available and actively communicating with visitors are through presenting a talk or mingling with the visitors to encourage art appreciation.

If practicable, please nominate where you can participate. If you have other specific skills that you think may benefit the event list them in the box next to the Other option.



INSURANCE

You will need to upload a copy of your current public liability insurance policy or agree to the indemnity statement on the entry form. Only a single pdf file will be able to be uploaded.

AGREEMENT

By checking the box in this section, you confirm that you have read, understood and will comply with the Sculpture on the Edge Terms and Conditions.

PAYMENT

Select whether you are an Arts Connect Inc or Sculptors Queensland member as this will affect the cost of each sculpture to be entered.

By selecting that you are a member of Arts Connect Inc or Sculptors Queensland you are confirming that you are a financial member of either organisation.

A credit card is required for the payment of the relevant fee for your entry or entries. If all information is not completed the form cannot be submitted.

SUBMIT

After completing all mandatory fields, you can press the Complete Entry button to send your entry to the Sculpture on the Edge team. If the entry has been successfully submitted you will receive a confirmation on the screen.

Sculpture

ON THE EDGE