



Promoting regional biodiversity values

## Application Guidelines for the 2012/13 Caldera Art Fellowship Program

Contact:  
Jo Green  
CA Fellowships program officer  
Email: [jogreen@nrg.com.au](mailto:jogreen@nrg.com.au)  
Web: [www.calderaart.org.au](http://www.calderaart.org.au)

## Program Objectives

### To raise awareness of:

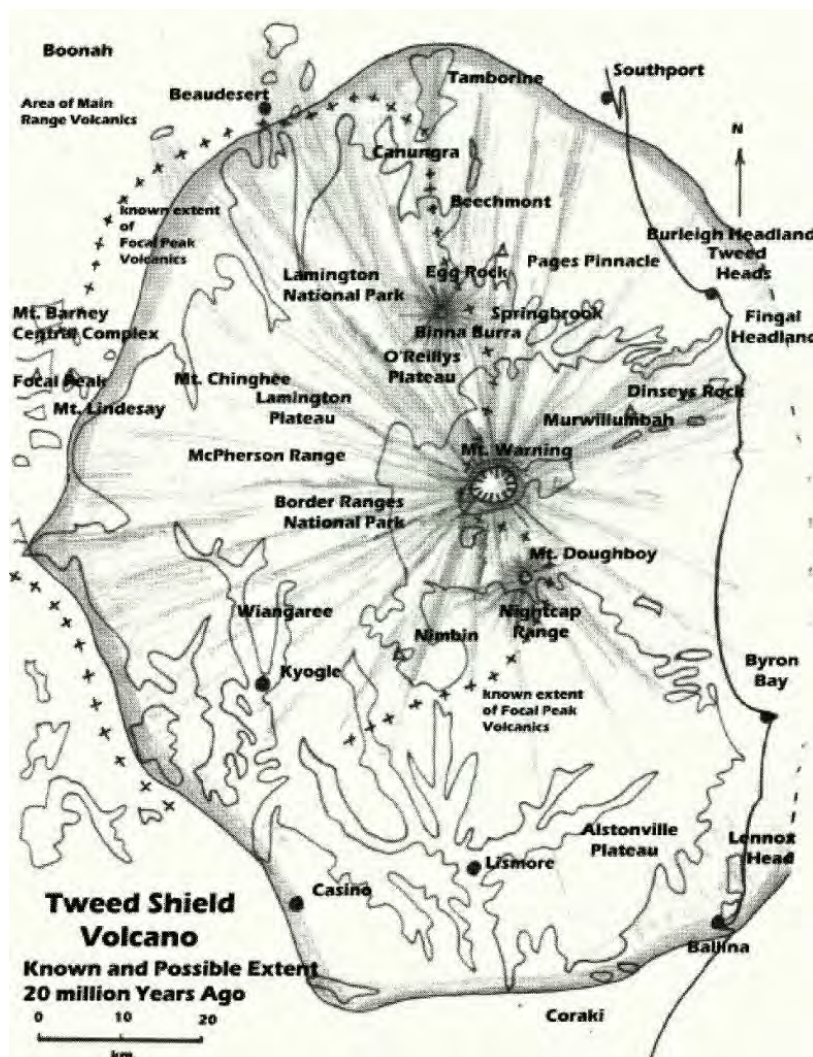
- Biodiversity values of Australia's Green Cauldron (AGC)
- Identified environmental sustainability issues of AGC
- Conservation/environmental science projects deserving greater public attention

## Program Overview

### Caldera Art Fellowships are designed to:

- Facilitate field study and subsequent artistic interpretation of biodiversity, landforms, ecosystems and/or conservation issues within AGC (see map below).
- Enable artists to effectively add a layer of interest and interaction to environmental conservation projects, community education programs, and/or scientific research projects.
- Engage artists with corporate sponsors, natural resource management agencies, education institutions and local communities.
- Effectively integrate environmental science into artistic expression and clear communication.

Geological perspective of the region promoted as Australia's Green Cauldron  
From *Tweed Volcanic Region* Bruce Graham 2001



## Eligibility

To be eligible for selection, artists are required to:

- Be a member of Caldera Art (membership form available from the CA website).
- Submit an entry for Caldera Art 2012 (entry form available from the CA website).
- Lodge an Expression of Interest (see below) by 17 August 2012.

NB. Residents from outside the region are welcome to apply.

## Benefits to participant

- Financial support of \$2,000 to be used by the artist at their own discretion
- Original artwork of the project will be for sale and be exhibited in a number of public venues within the region. At least 70% of the proceeds of sales will be directed to the artist
- Derivative products may be printed, some of which will be for retail sale, eg canvas prints, and others to showcase the aims of the project and artist, eg posters and/or brochures.
- PR and published articles about the project.
- Artwork and other visual and literary material of the project will be permanently displayed on the CA website.
- Eligibility for special coverage in the CA annual exhibition companion book.
- Broadening of regional biodiversity knowledge through mentoring support.

## Participant obligations

Each member selected for participation must be prepared to:

- Meet with representatives from CA and environmental scientists/ researchers to discuss the scope and merit of an art/science collaboration for a specific project.
- Participate in field work related to the project. This will vary according to the nature of the project, but usually two or three field trips are involved, with opportunities to take reference photographs.
- Create a body of work which clearly communicates the objectives of the project. **This is to be at least three original artworks of any size and field notes/journal.** Optional material may include, sketches, other photographs, sound recordings, digital video footage, powerpoint presentation, or more comprehensive field notes/journal.
- Have work completed by October 2013, and assist with the logistics for the CA Fellowships exhibition opening (venue TBA, but within region).
- Make a short public presentation of their experiences with the project.

## Expression of Interest (closing 17 August 2012)

To register your interest, please email to the CA Fellowships program officer ([jogreen@nrg.com.au](mailto:jogreen@nrg.com.au)) the following:

- A brief description (no more than 200 words please) of your particular interest/s in the natural environment of this region, and how your artwork connects with it.
- Suggested titles of two specific projects you might like to have funded under a CA Fellowship.
- At least 3 images of your previous artwork (jpegs less than 1 MB each please) which relates to the natural environment.

## Selection process

- A selection panel will shortlist applicants to be invited for an interview during September 2012.
- Applicants will be selected on the quality of their artwork, a demonstrated willingness to work collaboratively, and potential to communicate the CA Fellowship program's objectives.
- Recipients for 2012/13 will be announced at the CA 2011/12 Fellowships exhibition in Oct 2012.

## Previous CA Fellowship recipients and projects

Please refer to the fellowships page on [www.calderaart.org.au](http://www.calderaart.org.au)

### The Small Print

- While participating artists will retain the rights to all images and text resulting from the project, CA and the project sponsors will receive rights to unlimited use of such material for promotional purposes and in any of its own publications in print, web or other media.
- While not compulsory, it is hoped that participants will be able to integrate a schools and/or public education component into their project.
- While not obligatory, artists are encouraged to further develop partnerships/sponsorships with other appropriate organizations and/or businesses.

### Further Information

**For further information, please contact:**

Jo Green  
Caldera Art Fellowships Program Officer  
Email: [jogreen@nrg.com.au](mailto:jogreen@nrg.com.au)

*“Caldera Art supports artists seeking to further connect with our region’s biodiversity values. The fellowship program, although still in its infancy, has great potential to broaden horizons and genuinely connect art with environmental conservation.”*

Andy Reimanis, Founder, Caldera Art

