

# Flip

## The 3<sup>rd</sup> Hong Kong Book Art Festival

Exhibition Period: 27-29 October 2017

### Open Call for Book Artworks

#### Introduction of Programme

Hong Kong Miniature Book Association and Tiana CloudLand Book Art Studio advocate the promotion of local book art. Entering its 3<sup>rd</sup> round, The Hong Kong Book Art Festival this year is being organised under the theme 'Flip', in the hope of encouraging an opportunity to 'flip some pages' and an alternative reading experience, in the excessively fast paced city.

Experienced artists from Hong Kong and abroad have been invited as jury for the open call, which aims at providing an exchange platform for local book artists. Works by participants will have a chance to be showcased alongside local and oversea artists, and be awarded with prizes listed below. The list of awardees will be announced on our official website and Facebook page, while individual awardees will be contacted via email. All awarded works and submitted works that meet the judging criteria will all be displayed in the exhibition. The programme is free of charge.

**Jury Prize (one):** The awardee is awarded with \$1000 Hong Kong Dollars

**Merits (five):** Awardees can attend one of the book art workshops hosted by overseas artist free of charge

#### Judging Criteria

The jury selection will be based on originality, artistic value and artisanship of binding of the works. The jury is composed by art professionals, curators and artists from Hong Kong and abroad. The Hong Kong Miniature Book Association reserves the right of final decisions.

#### Entry Requirements

Participants must be aged 18 or above during the exhibition period

No requirement regarding academic qualification is needed

Participants of any nationality are welcome

Participants must be able to create a finished artwork with artistic statement for an exhibition

The submitted works must be produced in the last two years (2016-2017)

## Note for Participants

- Regardless of theme, form and material, the work must be based on the genre of book art
- Dimensions of the work must be within 8cm x 8cm x 8cm (Miniature book)
- The works do not need to be framed
- The works must be packed properly with protective materials
- All works must be submitted with two copies, one for the exhibition and the other for the art development archive of Hong Kong Miniature Book Association. If the work can only be produced in single copy due to limitation of materials or complexity of production, please specify in your application; yet qualified works in single copy will not be returned after the exhibition. The image and basic information of the submitted works will be featured in the exhibition catalogue, every participant will be offered a copy.
- The entry forms need to be printed on a4 papers with neat fonts, and submitted with the work.
- All submissions must be posted to Hong Kong Miniature Book Association with registration before the closing date stated below. Late submission will not be considered.
- Postage and insurance (if needed) should be covered by the participants. Hong Kong Miniature Book Association does not take responsibility to any contingency, such as lost mail or mail theft.

**Deadline for submission:** 30 June 2017

**Postal Address:** Hong Kong Miniature Book Association,  
Unit 02, 12/F, Genesis, 33-35 Wong Chuk Hang Road, Aberdeen, Hong Kong

**Assessment Procedures:** The assessment process will be supervised by Hong Kong Miniature Book Association. List of awardees and participants will be announced on the Association's official website and Facebook page.

**Return of artworks:** Works submitted with two copies and those being disqualified will be returned along with related supplementary information in six months after the end of the exhibition.

**Enquiry:** Please contact Ms Wong via email ([tianacloudland@gmail.com](mailto:tianacloudland@gmail.com)) or phone (+852 2556 0499)

### Organisers

Hong Kong Miniature Book Association

Tiana CloudLand Book Art Studio

Rainbow Leung Live Discovery Base (Co-organiser)

**Exhibition Date and Venue:** 27-29 Oct 2017, L1 Gallery, Jockey Club Creative Arts Centre

## The 3<sup>rd</sup> Hong Kong Book Art Festival – Open Call Participation Form

Name (Chinese and English):	
Artist name (if any, Chinese and English):	
Contact number:	
Email address (in regular script)	
Website (if any):	
Postal address:	

### Information of the Work Submission

Title of work (Chinese and English):	
Media (Chinese and English):	
Dimensions:	
Year of production:	
Introduction of work/ Artistic statement:	

Please introduce yourself in 50-100 words (Occupation, academic qualification and discipline, interest and specialty etc.)

**From where did you learn about this programme? Please put a  in the appropriate option(s):**

- Peers   
  School   
  Work place   
  Official Website   
  Leaflet or Poster  
 Social Media (Please specify: \_\_\_\_\_ )   
  Others (Please specify: \_\_\_\_\_ )

I confirm that I own the intellectual property rights and copyrights of my submitted work and that the work does not violate said rights. If my submitted work caused Hong Kong Miniature Book Association and Tiana CloudLand Book Art Studio any loss or bearing of legal liability due to any violation of rights, said organisations has the right to request me to cover their lost. I authorize Hong Kong Miniature Book Association to use my works for exhibition, publicity, promotion, education, research and publication. As the artworks will be displayed publicly during exhibition period, the organiser will provide protective measures, but it will not take responsibility or provide compensation for any damage of my works. I confirm that I have read, understand and agree to comply with the terms of the 3<sup>rd</sup> Hong Kong Book Art Festival. Hong Kong Miniature Book Association reserves the right to revise the terms; any change of terms will be announced on its official website ([www.miniaturebook.org.hk](http://www.miniaturebook.org.hk))

- Yes     
  No

Participant' s Signature : \_ \_ \_ \_ \_

Name of participant : \_ \_ \_ \_ \_

Date : \_ \_ \_ \_ \_