



Fresh AIR: New Brunswick Outdoor Artists in Residence GUIDELINES

Deadline to apply: April 23, 2021

A collaborative initiative between Tourism, Heritage and Culture and the New Brunswick Arts Board (artsnb), the 2021 Fresh AIR program places professional artists in provincial parks and tourism sites during the summer (between June 23 and August 29) to engage with the public and develop their artistic practice or existing projects for 5 days in a natural setting during the challenging reality of COVID-19. The artist will be offered an artist fee of \$3,000 for participating as well as free accommodation at the site, where available (see below).

The artist will submit one application and select from the following list of provincial sites and dates. Dates are non-negotiable. **Due to the possibility of COVID-19 travel restrictions, the artist is required to select a site within the zone in which they live.** Exception: Applicants living in Zone 7 may apply to sites within Zone 6.

SITE	ZONE	DATE RANGE
Mactaquac Provincial Park	3	June 23 – 27
Herring Cove Provincial Park	2	June 30 – July 4
Hopewell Rocks*	1	July 7 – 11
Fundy Trail Parkway*	2	July 14 – 18
Parlee Beach Provincial Park	1	July 21 – 25
Miscou Lighthouse*	6	July 28 – August 1
Village historique acadien	6	August 4 – 8
Sugarloaf Provincial Park	5	August 11 – 15
Jardin Botanique du Nouveau-Brunswick	4	August 18 – 22
Mount Carleton Provincial Park	5	August 25 – 29

* site does not provide free accommodation.

A list of amenities, accommodations and photos of each site is available when you click on each site.

Rationale: Artists of all disciplines in New Brunswick are suffering financial losses. There is also a mental health aspect associated with this loss causing artists to struggle with the reality of the effects of COVID-19. The Department of Tourism, Heritage and Culture and the New

Brunswick Arts Board, along with artists and arts organizations, are addressing this situation by considering solutions that will help support our professional artists and cultural industries. One of these solutions is artist residencies.

Definition: An artist residency is a period of time spent in a location separate from a regular studio or workplace, where an artist can explore their artistic practice and produce work and engage with the public.

1. OBJECTIVES

The program, in partnership with provincial parks, aims to make use of provincial sites by adding value for visitors by providing an opportunity for New Brunswick artists and the public to engage in a public site.

For the Artist:

- To encourage and provide opportunities for professional artists to express themselves and gain work and exposure;
- To enhance an artist's CV.

For the Public:

- To develop a better appreciation of culture and the arts;
- To expose the public to New Brunswick artists they might not be familiar with and learn about their creative process and practice.

2. ELIGIBILITY CRITERIA

The program is open to professional New Brunswick artists. This includes emerging professionals and traditional knowledge-based practices. Please refer to the full definition of 'professional artist' [HERE](#).

Eligible artistic disciplines include architecture, craft, dance, literary arts (including spoken word, storytelling, literary performance and literary translation), media arts, multidisciplinary arts, classical and non-classical music, theatre and visual arts.

Eligible genres for all artistic disciplines include those whose intent and/or content places creativity, self-expression and/or experimentation above the current demands and format expectations of the mainstream industry, and has a significance beyond being solely a form of entertainment.

The artist must be a Canadian citizen or permanent resident and must have resided in New Brunswick for at least the last 12 months.

The Arts, Culture and Commemorations Branch and the New Brunswick Arts Board support projects that foster diversity, inclusivity, engage equity-seeking groups and underserved communities. Artists from equity-seeking groups including BIPOC (Black, Indigenous, People of Colour) artists are encouraged to apply.

3. RESIDENCY DETAILS

- The artist will receive an artist in residence fee of \$3,000.
- The artist will be on-site for a minimum of 4 hours per day, during daylight hours, for 5 days.
- The artist should be comfortable interacting with the public and is expected to provide some demonstration and/or performance during the residency, while respecting social distancing.
- The artist is provided with complimentary accommodation, where available (see above).
- A list of amenities, accommodations and photos of each site is available above.
- Materials and supplies are the responsibility of the artist. All food, art supplies and gear will need to be brought in and out by the artist each day, as they cannot be left at the site overnight.
- Artists are responsible for their own transportation. Mileage will be reimbursed at the standard Government rate of 41 ¢ / km if the artist must travel more than 16 km (32 km both ways) to and from their residency location.
- If feasible, the artist is asked to promote and share their residency on social media daily using the #FreshAIRNB hashtag.
- The residency will be promoted through Culture NB, Destination NB, Parks NB and artsnb social media platforms.
- The artist residencies will be subject to the COVID-19 rules of operation and social distancing. The artist will be required to adhere to social distancing protocols, the site's operational plan, and is asked to wear a mask when engaging with the public, if social distancing is not possible.

Prohibited Activity

- Please consult the site details available above for individual site policies regarding use of open flame/kilns, smoking, and pets, etc.

4. REQUIRED MATERIALS

It is the applicant's responsibility to submit a complete application by the program deadline. All applicants must provide:

- Completed application form
- Artist's resume/CV (max. 4 pages)
- List of work samples indicating the title, dimensions, date, medium and/or duration of each work
- Samples of work (still images, text or audio/video) in accordance with the guidelines below

Sample of work guidelines:

Quantity of Work

- Maximum number of still images: 5 images
- Maximum total length of written material: 5 pages
- Maximum total duration of audio/video material: 5 minutes

File Size

- Maximum image dimensions: 1600 x 1600 pixels
- Maximum individual file size: 4MB. If possible, please upload audio/video files to a third-party service such as Vimeo, YouTube or SoundCloud.

- **IMPORTANT:** There is a 9mb limit on the culture@gnb.ca email inbox. Larger submissions must be shared via Dropbox, WeTransfer or a similar service.

Preferred File Types

- Preferred image format: JPG or PNG
- Preferred audio format: MP3
- Preferred document format: PDF (Microsoft Word files are also acceptable.)
- Please do NOT submit files in the Mac-only .pages format, files with the .zip or .webarchive extensions, or files that require any specialized software to open.

5. ASSESSMENT & RESULTS

Eligible applications will be evaluated by a peer jury composed of professional artists organized in collaboration with the New Brunswick Arts Board. Applications will be evaluated on the basis of artistic merit, impact and feasibility of the proposed project.

Applicants will be notified by email of the results of the competition on or before May 31st, 2021.

FOR MORE INFORMATION OR QUESTIONS:

Arts, Culture & Commemorations Branch
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