

**GUIDE FOR ARTISTS  
PARTICIPATING IN ART  
COMPETITIONS**



# Suomen Taiteilijaseura

This guide by the Artists' Association of Finland is intended to support artists participating in art competitions and submitting works to calls for public art.

The popularity of public art is on the rise in Finland, which translates into more commissions and art competitions through which artworks are purchased. Art projects provide artists with job opportunities and public spaces with high-quality works of art.

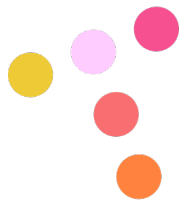
This guide is intended for anyone planning to submit their work to open calls for public art. In Finland, public art is purchased through five different types of commission: **open competitions, invitation-only competitions, ordering drafts from multiple artists, making a call for portfolios and purchasing directly from artists.**

The guidelines in this guide are based on the current competition rules and guidelines from the Artists' Association of Finland, last revised in 2020.

The guidelines are supplemented by the services of the Artists' Association of Finland's competition ombudsman. The competition ombudsman also offers one-to-one advice and instruction for members of member associations in matters related to calls for artists.

Another useful resource is *The Handbook of the Percent for Art Principle* (2019). The publication is a practical guide that describes the public art process, from the drafting of a contract to the maintenance of works of art.

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## Commissioning public art

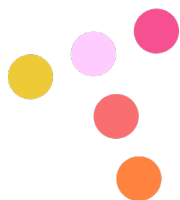
The competition rules and guidelines of the Artists' Association of Finland ensure the equal treatment of artists and fair conditions in public art projects.

Compliance with the rules and guidelines is an indication of the professionalism of an art project; their purpose is to strengthen the position and equity of artists and to ensure reasonable fees and implementation budgets and a period for submission that is sufficiently long for participating artists.

Compliance with the competition rules and guidelines of the Artists' Association of Finland is a prerequisite for the Association and its national member organisations (Artists' Association MUU, the Association of Finnish Sculptors, the Association of Finnish Printmakers and the Association of Photographic Artists) announcing competitions and calls on their communications channels and offering advice on how to organise a competition. The Artists' Association of Finland does not recommend that artists belonging to its member associations participate in competitions or calls that it has not approved or serve as members of panels other than those it has approved.

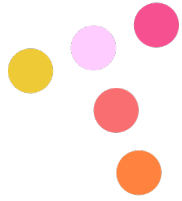
The competition rules and guidelines of the Artists' Association of Finland offer five different models for organising an art acquisition process. Different acquisition models are suitable for different sites and produce different outcomes. The choice of model depends on the available budget, time, requirements set by the site and number of proposals the commissioner wishes to receive to support the decision-making process.

The diagram below describes the options:



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	Anonymous competition	Commissioner invites artist(s)	Submission period	Number of participants	Prizes, fees	Peer-review panel
Open competitions	X		4-12 months	unlimited	The prizes are defined in the competition programme. Cover the submission period.	The Artists' Association of Finland appoints 2 artist members to the panel.
Invitational competitions	X	X	2-4 months	more than 2	An identical fee is paid to each artist invited.	The invited artists appoint 2 artist members to the panel.
Restricted calls for proposals		X	2-4 months	more than 2	An identical fee is paid to each artist for their proposals	The Artists' Association of Finland and the commissioner both appoint one artist member to the panel.
Open calls for portfolios			min 3 weeks	unlimited	Prizes/fees are not paid for the submission period.	Art expertise on the panel. The Artists' Association of Finland appoints a member at the commissioner's request.
Direct purchase from an artist		X	-	1	A fee is paid for the proposal (a separate fee is paid for the execution phase).	It is recommended to consult a public art expert when choosing the artist.



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## OPEN COMPETITIONS

In an open competition, more than one artist is simultaneously invited to submit a proposal for the same site, and the number of participants is unlimited. A new work of art is always commissioned for the site specified in the competition programme.

Organising an open competition is useful when the aim is to receive a large number of proposals and different concepts for consideration.

Participants in an open competition are anonymous, so new and even surprising artists can be discovered who then produce a work of art. Competitions seek to elicit fresh views and provide positive visibility and publicity.

An open competition can also be organised in two phases. In this case, participants submit concepts and/or sketches in the first phase; selected artists are then invited to the second phase, in which the rules of the invitational competition apply.

### Participation in an open competition

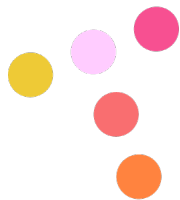
Calls to visual artists for open competitions are made by public announcement. In principle, Finnish artists and artists who are permanent residents of Finland are eligible.

Any further details on eligibility are included in the competition programme. The competition programme may, for example, limit the competition to a certain sector of visual arts or to artists operating in a certain area, depending on the purpose of the competition. The competition programme may also extend eligibility to cover artists who are not based in Finland.

Members of the panel, their immediate family, business partners or persons who have participated in their appointment, the competition secretary, the contact person and persons who have significantly benefitted from participating in the planning of the competition are not eligible.

### Open competition schedule

- The commissioner draws up the competition programme, budget and schedule.
- The board of the Artists' Association of Finland approves the competition programme and appoints two artist members to the panel. The purpose of this



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procedure is to ensure compliance with the competition rules and equal treatment of the artists participating in the competition and for the works of art submitted.

- The organiser of the competition appoints the other members of the panel, its secretary and a contact person who is responsible for answering participants' questions.
- The call for proposals is published.
- Proposals can be submitted for 4–12 months.
- The proposals are assessed and the panel makes its decision within one month of the deadline for submissions, unless otherwise stated in the competition programme.
- The winners and the Artists' Association of Finland are notified of the results, which are then published according to the agreed schedule.
- The organiser pays prize fees and the costs of organising the competition.
- The organiser decides on the commission for a work of art.
- A separate agreement is drawn up with the artist for the execution of the work.

## Competition programme

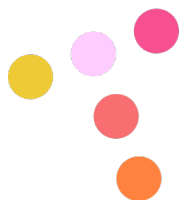
The competition programme is a guide for artists on how to participate in a competition, and it contains the information that artists need to complete their proposals.

The competition programme must include details of the purpose of the competition, the implementation schedule and the duration of the work. The programme describes the site for the work and the competition environment; it also lists any materials required to explain the proposal, in addition to a sketch.

The competition programme also includes details of prizes, the composition of the panel, the competition schedule, the deadline, the location and method for submitting proposals, as well as the deadline by which proposals must be received. It also covers notes on competition secrecy and copyright, as well as the date on which it was approved by the Artists' Association of Finland.

The competition programme is accompanied by a drawing of the site and all necessary descriptions for assessing the project and its limitations.

It is important that all submissions comply with the competition programme. Proposals that do not comply with the rules provided in the competition programme will be removed from the competition and not assessed by the panel.



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## Content of the project

The key aspect of the competition programme for participating artists is the definition of the project. Artists can make a decision about whether to participate in the competition on the basis of this definition.

When preparing their proposals, artists must clarify for themselves the objectives of the competition and consider the following questions:

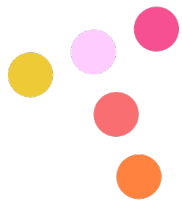
1. Where and on what kind of site will the work be displayed?
2. Is the competition limited to a specific art form or is it open to a variety of disciplines?
3. In what form does the proposal need to be submitted? What alternative methods and forms does the organiser offer?
4. Are there any structural or other restrictions in the appendix to the competition programme that should be taken into account in the design of the work?
5. What material (sketches, drawings, dimensions) needs to be included in the proposal?
6. Is there any other material that should be included with the sketch submitted?
7. What is the budget for the work? Has the organiser suggested a fixed price or a price range?

Unless otherwise stated in the competition programme, proposals must not have been published anywhere else and must be new works specifically produced for the competition in question. Previously published proposals will be removed from the competition before the assessment process.

The material that artists are required to submit depends on the project in question. For example, the rules and instructions given to artists in the call for proposals may be very detailed in terms of the presentation and scale of sketches. Sometimes artists have freedom to decide on the use of the site or area, which will also be stated in the competition programme.

Proposals must under no circumstances contain the name of the artist or any other indication referring to their identity. All proposals and accompanying material for the competition must be submitted under a pseudonym. Artists should attach their names and contact details in either a file or closed envelope using the same pseudonym. Participants are allowed to submit several proposals under different pseudonyms unless specifically forbidden by the organiser.





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Recipients of the proposals must ensure that the details of the proposals remain confidential.

## **Drawing up a cost estimate**

Artists are usually required to include a detailed cost estimate of the work in their proposal, which also indicates the artist's fee. The cost estimate presented in the competition phase is preliminary and does not bind the artist, for example, during contract negotiations. When drawing up cost estimates, artists should assess all costs expected to be incurred during the implementation of the work in a realistic manner and reserve a small amount for unforeseen costs. The cost estimate is intended to be an indicative figure that covers the artist's work and materials. If the cost estimate is required to include other expenses, such as transporting the work or use of other subcontractors, this must be mentioned in the competition programme.

If the cost for the final implementation of the work has to be within a fixed limit, this must be stated in the competition programme. If this is the case, the work and cost estimate must be such that the work can be implemented within the quoted budget.

Final costs and fees are always agreed on separately in the commission agreement drawn up after the competition.

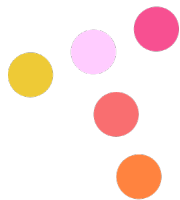
## **Artists' questions during the competition**

Under the secrecy rule, artists participating in a competition are not allowed to communicate with members of the panel, which is why the competition programme names a contact person who is either a representative of the organiser or an expert from the Artists' Association of Finland.

If necessary, participants can contact the organiser or panel through the contact person to ask additional questions about the competition by the date stated in the competition programme. The contact person can provide clarifications or solutions to any problems concerning the project or programme without compromising the secrecy of the competition.

Questions and responses will be made available to all participants by the date indicated in the competition programme, before the deadline for submissions.

## **After the closing of the competition**



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Competitions must be decided within one month of the deadline for submissions, unless otherwise specified in the competition programme. The panel carries out its activities in secret during the assessment process.

The aim is to come to a decision by means of discussion. If the panel cannot reach a unanimous decision on the outcome of the competition, a vote is held and the result is decided by a simple majority. If unanimous, artist members have the power to veto the panel's decision, giving them the power to make final decisions on artistic assessments. However, the organiser has the right to commission any of the proposals that won a prize or were placed in the competition.

Once the panel has made its decision, the artists whose work was placed in the competition are informed of the results and invited to a possible publication event. The organiser draws up a press release based on the panel's decision.

Once the winners have been selected, the organiser may, if it so wishes, hold a public exhibition of the competition report and either the winning proposals or all submitted proposals. The conditions for displaying proposals are specified in the competition programme. It is recommended that an exhibition be held to accompany notable competitions at regional or national level.

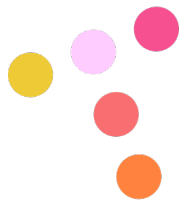
The identity of artists is not disclosed except for those whose works were awarded or placed in the competition.

Once the competition and any accompanying exhibition are closed, artists have the right to collect their proposals. The organiser is not obliged to return the works to the artists; the artists must collect their works themselves or pay for them to be returned. Proposals that have not been collected are destroyed after a period stated in the competition programme.

## **Payment of prizes**

After the competition has been decided, prizes are awarded to the winners. The prizes are defined in the competition programme. However, if unanimous, the panel has the right to decide on a different distribution of prize amounts to that specified in the competition programme.

No taxes are deducted from art competition prizes; prizes are exempt from VAT. Whether a prize is taxable for income tax purposes depends on whether tax exemption has been granted for the competition in question.



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The Ministry of Education and Culture submits a proposal for competitions that can offer tax-exempt prizes to the Ministry of Finance every year. If a competition has been granted a tax exemption by the Ministry of Finance, this is mentioned in the competition programme. In other cases, prizes are taxable for income tax purposes.

## **Copyright and ownership of works submitted for competitions**

The competition programme describes the details of the copyright and ownership of the works.

Artists retain the copyright to their proposals. Organising a competition and/or receiving proposals does not confer any rights to the proposals; the use of rights related to any proposals must always be agreed upon separately.

However, an exception to this rule is the right of the organiser to publish competition results as described in the competition programme and to use and publish, for non-commercial purposes and free of charge, material about awarded works, such as images, when communication concerns the competition or art initiative in question. The organiser also has the right to display proposals in an exhibition after the competition or during a public vote held in the course of the competition if specified in the competition programme. Public votes are used to gather the public's views on proposals and to increase public interest in the work of public art to be commissioned. However, panels are not bound by public votes.

Any use of copyright-protected material other than that described above must be agreed on with the artist or Kuvasto that represents the artist.

## **Commissioning a work on the basis of a competition**

The organiser decides on the commissioning of any work of art and has the right to commission any prize-winning proposal. This means that the organiser is not obliged to choose only first-placed proposals.

The commissioner draws up a separate agreement with the artist for the delivery of the work. The decision to commission a work of art must be made within one year of the competition closing. The organiser must inform the Artists' Association of Finland, which approved the programme, of any follow-up measures regarding the competition.



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The commissioner draws up the competition programme, budget and schedule

The board of the Artists' Association of Finland approves the programme and appoints two artist members to the panel

The organiser appoints the other members of the panel, its secretary and the contact person who answers the participants' questions

The call for proposals is published; the competition period is 4–12 months

At the closing of the competition, the proposals are assessed and final decisions made

The results are submitted to the Artists' Association of Finland and published

The organiser pays the prizes, fees and costs of organising the competition

The organiser decides on the commissioning of a work of art

A separate agreement is drawn up with the artist for the execution of the work



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## INVITATIONAL COMPETITIONS

In invitational competitions, two or more artists are simultaneously invited to submit a proposal for the same site. The aim is to find a new work of art for a site defined in the competition programme. Only artists personally invited by the commissioner are allowed to participate in an invitational competition.

Invitational competitions follow a similar procedure to open competitions, so we suggest that any artist participating in an invitational competition also carefully read the guidelines for open competitions above. However, there are some differences, which will be explained below.

Invitational competitions are anonymous, i.e. artists submit their proposals using pseudonyms, but the invited artists are named in the programme. The organiser must also obtain the artists' consent before the competition is opened. Consent is binding on the artists and cannot be revoked without good reason.

### **Special features of invitational competitions**

The artists invited to take part appoint two artist members to the panel.

If the invited artists prefer, the Artists' Association of Finland can appoint the artist members; this also applies if the invited artists fail to reach a consensus on the appointments. The organiser nominates the other members of the panel and is allowed to nominate a third artist as an artist member.

In invitational competitions, the organiser pays an artist's fee to all artists who submit their proposals within the deadline. To get the most out of an invitational competition, it is suggested that at least three artists be invited to take part.

Taxes are not deducted from the fees paid to artists, and the fees are exempt from VAT. However, artists' fees in invitational competitions generally fall under taxable income for invited artists. If a significant invitational competition has been granted tax exemption by the Ministry of Finance, this is mentioned in the competition programme.

The benefits of an invitational competition compared to an open competition include reduced costs, a shorter competition period and the opportunity to present the art project and site to the invited artists at a launch event for the competition. Invitational competitions are useful for projects that are clear and limited.

## Invitational competition schedule

The competition period is 2–4 months.

- The commissioner draws up a competition programme, budget and schedule and selects the artists to be invited and asks them to confirm their participation in the competition.
- The competition programme is approved by an expert from the Artists' Association of Finland and the invited artists. The invited artists appoint 2 artist members to the panel.
- The organiser appoints the other members and a secretary to the panel as well as an external contact person if necessary.
- The call for proposals is published.
- Proposals can be submitted for 2–4 months.
- At the closing of the competition, the proposals are assessed and the panel makes its decision.
- The Artists' Association of Finland is notified of the results, which are then published according to the agreed schedule.
- The organiser pays the artists' fees and the costs of organising the competition.
- The organiser decides on the commissioning of a work of art.
- A separate agreement is drawn up with the artist for the delivery of the work.



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## **RESTRICTED CALLS FOR PROPOSALS**

In restricted calls for proposals, a limited number of professional visual artists are commissioned to produce a proposal for a work of art for the same site at the same time.

As an acquisition model, a restricted call for proposals is based on a dialogue between the commissioner and the artists, and the anonymity rule does not apply. The purpose is to produce interesting proposals that are assessed by a panel. A new work is commissioned for a specific site on the basis of the selected proposal.

Only artists personally invited by the commissioner are allowed to participate in a restricted call for proposals.

### **Working groups for restricted calls for proposals**

Restricted calls for proposals are led by working groups appointed by the commissioner and the Artists' Association of Finland. The Artists' Association of Finland and the commissioner both appoint one artist member to the working group to ensure that the working group consists of a representative for the commissioner as well as experts in visual arts and public art.

The commissioner appoints the other members of the working group. When it comes to restricted calls for proposals, it is recommended that the commissioner consult experts and art coordinators who specialise in public art projects.

The members of the working group are named in the programme for the project.

The working group is responsible for preparing the programme, nominating the artists to be invited and deciding on the selection criteria. Either the working group or the commissioner is responsible for the content of the agreement drawn up in relation to the restricted call for proposals. The working group evaluates the proposals and recommends a work of art to be commissioned.

Minutes are kept of all working group meetings.



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## Schedule for restricted calls for proposals

- Appointment of the members of the working group, taking into account the artist members. The Artists' Association of Finland appoints at least one artist member and the commissioner one.
- The commissioner/working group draws up a programme and agreement for the project and decides on the commission schedule, budget and artists to be invited.
- The Artists' Association of Finland's competition ombudsman and the artists invited accept the programme and agreement.
- The call for proposals is opened and the opening meeting is held.
- Proposals can be submitted for 2–4 months.
- The proposals are assessed after the deadline and the working group decides on the work to be commissioned.
- The Artists' Association of Finland is notified of the results, which are then published according to the agreed schedule.
- The commissioner pays the artists' fees and other costs of organising the commission.
- A separate agreement is drawn up with the artist for the execution of the work.

## Programme and agreement for restricted calls for proposals

The programme for a restricted call for proposals must contain all details that the artists need for drawing up their proposals; they are also provided with identical and sufficient information about the procedures and the role of art in the project.

The programme for a restricted call for proposals contains:

- a description and objectives of the project
- names of the organiser and members of the working group
- selection criteria
- fees and payment schedules for the commissioned proposals
- budget allocated for the implementation of the work
- details of the site as well as other conditions
- date of the opening meeting, deadline for submitting proposals and deadline for completing the final work of art
- information about supervision offered to the artists for preparing their proposals





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- deadline for the artists to submit their questions related to the project and details of a contact person
- time, location and method for submitting proposals
- material required to describe the proposal that the artist submits to the working group or the commissioner at the closing of the call as well as details of the size and scale of the proposals

The information about the site must be presented in such a way that the artists are able to take the site's surroundings into account when considering aspects such as the materials used and size of their works. The programme is accompanied by a drawing of the site and all necessary descriptions for assessing the project and its limitations.

It also covers notes on copyright, as well as the date on which the Artists' Association of Finland approved it.

An agreement, to be signed by the parties, is drawn up by the commissioner or the working group, stating the parties to the agreement and confirming the commissioning of the proposal for a work of art on the date of signing. The signed agreement secures the payment of the fee and serves as confirmation of participation in the project.

The key issues to be covered in the agreement include the material required to describe the proposal that the artist submits to the working group or the commissioner at the closing of the call, the schedule for the proposals, the fee payable for the proposals and the payment schedule, as well as details about copyright pertaining to the proposals. It is advisable to mention in the agreement that the programme defines the project in more detail.

The artists must be given the opportunity to comment on the agreement in advance.

## **Fees for restricted calls for proposals**

The commissioner pays an identical fee to each artist for their proposals.

The fee is defined in the agreement drawn up for the project, taking into account the scope of the project, the degree of complexity expected of the proposals and the materials requested from the artists. The fee must cover not only the cost of the required materials but also the work involved in preparing the proposal.

If the artists need to visit the site to create their proposals, their travel and accommodation expenses must be taken into account in their fees.



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The agreement also specifies the payment method and details.

The Artists' Association of Finland recommends that, in accordance with good practice, the artists are paid half of their fee once they have signed the agreement on the proposal, and the other half once the proposal has been evaluated by the working group.

## **Opening meeting and artists' questions**

The proposal phase starts with an opening meeting, during which the artists can familiarise themselves with the project, its objectives, the art programme (if one exists) and the requirements for the proposals. It is recommended that the opening meeting be held at the site, but it can also be held online or via written instructions if necessary.

Attendees at the opening meeting agree on the progress of the process in more detail and other issues such as the methods for delivering necessary information about the site to the artists.

If the artists need to visit the site for the opening meeting, their travel and accommodation expenses must be taken into account in their fees.

After the opening meeting, the artists will be able to submit questions related to the project until a specified date. The programme must include the details of the contact person and the deadline by which any questions must be submitted.

## **Supervising the artists' work**

The artists are given 2–4 months to produce their proposals, during which time they will meet with the working group or its appointed representatives intermittently.

The purpose of the meetings is to guarantee the suitability of the proposals for the site as well as enhance the dialogue between the commissioner and the artists, while respecting the latter's artistic freedom. The artists can discuss their ideas with the working group or its appointed experts at the meetings.

The date(s) of the meeting(s) are defined in the programme or the agreement, taking into account the time reserved for the artists to produce their proposals and the degree of complexity of their proposals. The meeting(s) can also take place on the deadline for submitting proposals, when the artists present their work to the working group.



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Each artist and/or team of artists must be offered the same number of in-person meetings.

The commissioner's representative takes minutes of the meetings for the use of the working group and the artist. If any important information comes up at in-person meetings, it must be shared with all the artists taking part in the process in accordance with best practices.

## **After the closing of the call**

Following the deadline for submitting the proposals, the working group assesses the proposals in accordance with the criteria and schedule specified in the programme or agreement.

The Artists' Association of Finland recommends that proposals be assessed within one month of the end of the submission period.

It is recommended that the work proposed by the working group is commissioned. An agreement is drawn up with the artist for the execution of the work

All participating artists must be informed of the selection and the grounds for the decision once it has been made. The details of the selection and a copy of the decision-making report are submitted to the Artists' Association of Finland.



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## OPEN CALLS FOR PORTFOLIOS

An open call for portfolios invites visual artists to submit their portfolios of existing work to demonstrate their skills in accordance with the instructions in the call.

An open call for portfolios is a commissioning method open to all artists that helps the commissioner to find a professional artist for a specific public art project. An open call for portfolios has the advantage of being a lighter process, as artists are not asked to produce any sketches.

The organiser draws up an open call for portfolios together with an overall schedule and decides on the budget for implementing the work of art. It is advisable to give participants at least three weeks to submit their portfolios. Artists who submit their portfolios are not paid any fees or prizes for the submissions.

After the closing of an open call for portfolios, the actual design of the work of art begins. The submissions may be followed by either commissioning of a work of art directly from an artist selected on the basis of their portfolio, an invitational competition or a restricted call for proposals.

Before it is published, the call for portfolios is reviewed by the Finnish Artists' Association's competition ombudsman.

### Participating in open calls for portfolios

In principle, all professional visual artists can submit their portfolios. However, the organiser may decide, depending on the purpose of the call, to limit the submissions of portfolios to artists in a certain sector of visual arts or to artists operating in a certain area. The call for portfolios may also extend eligibility to cover artists who are not based in Finland. The call for portfolios states to whom it is directed.

### Schedule for open calls for portfolios

- The commissioner draws up the call for portfolios and its budget and schedule.
- The call for portfolios is approved by the Finnish Artists' Association's competition ombudsman.
- The call for portfolios is published.
- Artists have at least three weeks to submit their portfolios.



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- After the closing of the call, the portfolios are assessed and the artists selected according to the selection criteria and the schedule specified in the call for proposals.
- The Artists' Association of Finland recommends that the portfolios be assessed within one month of the end of the submission period.
- Information about the closing of the call and the selection made must be published in the same way as the call for portfolios itself.
- A potential second phase that follows the submissions, either an invitational competition or a restricted call for proposals.
- Decision on the implementation of a work of art.
- A separate agreement is drawn up with the artist for the execution of the work.

## **An open call for portfolios**

An open call for portfolios offers guidelines for visual artists on how to submit their portfolios, giving them an opportunity to assess whether the project in question is of interest and suitable for them in terms of their professional profile.

A call for portfolios contains the information that artists need to compile their portfolios of existing works of art. It also provides all artists taking part with the same information about the procedures and the role of art in the project.

An open call for portfolios must contain the following details:

- 1) Description and objectives of the project and details of the site
- 2) Organiser
- 3) Overall schedule of the art project
- 4) Selection criteria for the artists
- 5) Persons involved in the selection of the artists
- 6) Follow-up measures and their schedule
- 7) Budget allocated for the implementation of the work
- 8) The details that must be included in the portfolios
- 9) Method and time of submission of the portfolios as well as the required file size and format
- 10) Contact details for a person who can provide further information
- 11) Relevant material describing the site for the work of art



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If several calls for portfolios are announced in relation to different sites within the same project, the special features of each site need to be described. Artists may submit their portfolios for one or more sites unless this is specifically forbidden.

Depending on the nature of the art project, the content of the portfolio may vary. The work samples included do not have to be public works of art; the portfolios allow artists to present the content of their work and their in-depth knowledge of the materials they use, which can be applied in public spaces.

This means that exhibition works and other works may also be considered suitable work samples for a particular project. Artist can use work samples to demonstrate their skills in art and in working in the built environment.

The call for portfolios specifies the details that portfolios must include, such as the artist's contact details, CV and its maximum length, and number of and information about the work samples required (e.g. size, material, location). It is not permitted to request or submit new sketches or concepts for the site during the submission period.

If artists are asked to provide a short cover letter to explain their participation or describe their work, the purpose and subject of the letter must be described in an unambiguous manner in the call for portfolios, and it is advisable that the maximum length of the letter be specified.

Compliance with the guidelines is important. Portfolios that do not comply with the guidelines are removed, and incomplete portfolios, those containing a proposal and portfolios submitted after the deadline are not assessed.

Before being published, the call for portfolios is reviewed by the Finnish Artists' Association's competition ombudsman.

## **Artists' questions during the submission period**

Open calls for portfolios are not anonymous, so artists are allowed to contact the commissioner directly for more information, as described in the guidelines.

Artists can submit questions related to the call for portfolios and the process until the date specified. The call for portfolios must include contact details of a person who can provide further information.



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All questions and responses will be available to everyone by the date specified before the deadline for submissions.

## **Deadline and selection of the artist**

After the closing of the call, the portfolios are assessed and the artists selected according to the selection criteria specified in the call for proposals.

The Artists' Association of Finland recommends that the portfolios be assessed within one month of the end of the submission period.

Artists are selected on the basis of their portfolios by a working group or a person, such as a public art expert, appointed for the project. The working group or person responsible for the selection must have expertise in visual arts and public art. The Artists' Association of Finland recommends that the expertise of a professional artist be used in the selection of artists and the assessment of portfolios.

Information about the closing of the call and the selection made must be published in the same way as the call for portfolios itself. If possible, the participants should be notified of the results in person.

After the closing of the call, the actual commissioning process begins. The submissions may be followed by either commissioning of a work of art directly from an artist selected on the basis of their portfolio, an invitational competition or a restricted call for proposals.

If a work of art is to be purchased directly from the artist, the commissioner draws up a separate agreement with the artist for the execution of the work.

The follow-up measures and their schedule are described in the call for portfolios.

## **Copyright**

Artists retain the copyright of their portfolios.

The organiser does not have the right to use, publish or otherwise use any material submitted or images depicting said material nor to transfer the rights to third parties.

Any use of material in the portfolios under copyright must be agreed separately with the artist or Kuvasto, which represents the artist.



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## **Protection of personal data**

The Artists' Association of Finland demands that the organiser processes participants' personal data in accordance with EU and national data protection legislation when carrying out the activities related to the call for portfolios.

Personal data may not be disclosed to third parties or used for any other purposes. Personal data must be collected from data subjects themselves when they submit their portfolios.

Personal data in portfolios must be deleted at the latest when the art project in question has been completely finished and the personal data are no longer needed.

## **PURCHASING DIRECTLY FROM ARTISTS**

A work of public art can also be purchased directly from an artist. Commissioning an artist to produce a work of art is a suitable method when the commissioner has a clear idea of the nature and style of the work, and there is consensus on the choice of artist.

The commissioner may ask the artist to produce a sketch before making the final decision. The artist is always paid a separately agreed fee for a sketch. It is worth noting that if a work is commissioned directly from an artist, asking more than one artist to produce a sketch is not an option as this would be a competition.

When a work is commissioned directly from an artist, it is necessary to draw up a sketch and commission agreement with the artist. The Artists' Association of Finland's templates can be used for drafting the agreement.