

THE **UNCONFORMITY**

**The Unconformity Art Trail
2025 Information Session**

What is the Art Trail?

1. Our festival platform exclusive to West Coast artists.
2. A way for local artists to publicly share and sell work in their favourite venues.
3. Designed to encourage visitors to meet artists, explore locations, and experience the artwork created here year-round.
4. Artists are encouraged to present the work they are excited to share in the context of this globally recognised experimental arts festival.
5. Independent, with participating artists creating the work, selecting venues, handling installation, scheduling sitters and establishing sales processes.



Work by David 'Fitzy' Fitzpatrick in Soggy Brolly, 2023.

Why participate?

1. The Art Trail is the only festival program where works can be offered for sale. The Unconformity takes no commission on sales.
2. Meet people who are interested to learn about your practice.
3. Venues can capitalise on increased foot traffic.
4. Come together as part of a lively artistic and cultural movement.
5. You are welcome to participate as much or as little works for you.



Work by Hayley Strutt in Belladonna Hair Lounge, 2023.

Eligibility: Artists

1. Have an existing arts practice based on the West Coast of Lutruwita/Tasmania.
2. Open to visual arts, craft, and other forms of contemporary art practice.
3. Have, or be able to produce, artwork for exhibition by October 2025.
4. If required, work with venue owners to organise front of house staff or volunteers during open hours.
5. Meet The Unconformity's Code of Conduct standards.

Eligibility: Venues

1. Be located in Queenstown, preferably within walking distance of the CBD for accessibility.
2. Work with The Unconformity to facilitate a safe and accessible space for audiences.
3. Work with exhibiting artists to ensure sufficient venue security.
4. Have, or be able to obtain, Public Liability Insurance and any relevant licences.



Paintings by Carl Ross in the Garden Shed at Station Studios, 2023.

What counts as a venue?

Past venues have included:

- Studios
- Galleries
- Shopfronts
- Available wall space in accommodation and hospitality businesses
- Empty buildings (with permission)
- Domestic spaces such as houses and sheds

Public Liability Insurance (PLI)

All venues are required to provide The Unconformity with a Certificate of Currency for Public Liability Insurance.

For artists presenting in their own studio, information on PLI can be found through artslaw.com



Key Dates

Monday 7 April:

Expressions of Interest **OPEN**.

Email: arttrail@theunconformity.com.au

Artists:

1. Name
2. Phone number
3. Email address
4. Art form
5. If you have a venue in mind

Venue owners:

1. Name
2. Phone number
3. Email address
4. Address of venue
5. If you have an artist/s in mind

Monday 2 June:

Expressions of Interest **CLOSE.**

Monday 7 July:

Deadline for artist biographies and headshots for website.

Example:



Helena Demczuk

LOCATION

Queenstown, Australia

EVENTS

[The Unconformity Art Trail](#)

Helena's parents were Ukrainian migrants escaping the aftermath of WWII in Europe. They came to Australia and lived in a coal mining town in Gippsland, Victoria. Decades later, Helena found herself in the mining town of Queenstown, lutruwita/Tasmania, trying to create another type of future.

Many years ago, after Helena's first attempt at Art School in the Latrobe Valley, she lived in Papua New Guinea before running away to Brisbane and enrolling at QIT. Her cultural heritage was important to her so she enrolled at Monash University in Melbourne and studied Ukrainian language and literature.

In 2005, Helena completed a BFA at the University of Tasmania, School of Art which included a semester at the Glasgow School of Art.

Helena's artwork focusses on people, landscapes and the colour that unites them.

Friday 25 July:

Deadline for project details for the Art Trail Guide.

Required details:

1. Venue name and address
2. Artist/s name
3. Opening hours
4. Accessibility information
5. Images of artwork and venue
6. Certificate of Currency for Public Liability Insurance

Thursday 21 August:

Festival Program Launch event in Queenstown.

Thursday 16 – Sunday 19 October:

The Unconformity Festival and Art Trail.

Summary: Key Dates

Monday 7 April – Expressions of Interest **open.**

Monday 2 June – Expressions of Interest **close.**

Monday 7 July – Deadline for artist biographies and headshots for website.

Friday 25 July – Deadline for all project details for Art Trail Guide.

Thursday 21 August – The Unconformity Festival Program Launch.

Thursday 16 – Sunday 19 October – The Unconformity festival and Art Trail.

Studio Visits

Artists can register their interest for a studio visit to discuss their creative projects with our team. This is an opportunity to receive feedback and advice on topics like curation, pricing and layout.

Artistic Director Loren Kronemyer or Program Coordinator Frankie Munro can meet you either in your studio or at The Unconformity Hall to discuss your creative work and strategy for the Art Trail.

To register, complete a form and a team member will follow up to confirm a scheduled visit.

Contact:

Frankie Munro – Program Coordinator

arttrail@theunconformity.com.au

0466 420 116

Working days: Wednesday – Friday