

5th Tallinn Applied Art Triennial

13.11.2009–21.02.2010

Estonian Museum of Applied  
Art and Design in Tallinn

# KNOW HOW TALLINN 2009

The Tallinn Applied Art Triennial Society announces



## AN OPEN CALL FOR ARTISTS

KNOWHOW, the theme of the fifth Tallinn applied art triennial, will challenge participants to cast aside artist-, designer- and producer-centred approaches, to share their professional know-how, and to offer exhibition visitors an opportunity to (re-)create the items themselves. The exhibition welcomes high-quality designs where the artist is behind the concept and form—but the actual production of the items makes a transition to the users.



Artists will be requested to submit to the exhibition a (sample) work as well as instructions on how to make it. Both will be put on display. The instructions should not merely be a description of how the work was created, but rather a manual for the exhibition visitor explaining how to re-create the object. Text and photographs can be used, as well as freehand and computer graphics, stencilling, and many other techniques. The exhibition will also have a website where virtual visitors will be able to download manuals. The exhibition catalogue will feature the sample works as well as instructions on how to make them.



KNOW HOW is statement: good design rests on a good idea. As such, the quality of work must be preserved even if concept and execution are separated from each other. 'Know How' will allow ordinarily passive exhibition-goers to become participants in the design process.



Kärt Maran  
Exhibition Curator

# KNOW HOW TALLINN 2009

## DEADLINE

The deadline for submission of entry forms is 30 March 2009.

## JURY AND PRIZES

- Participants in the exhibition will be selected by a jury appointed by the curator on the basis of the pictorial materials received. The artists will be notified of the jury's decision by 31 May 2009. The artists selected will be informed of the due date for submission of entries to the triennial.
- The international prize jury selected by the Tallinn Applied Art Triennial Society will award one grand prize of 27,000 EEK and two prizes of 17,000 EEK each. The jury reserves the right to award special prizes as well. Prizes will be announced at the exhibition opening on 13 November 2009.

## CATALOGUE AND SEMINAR

- A triennial catalogue will be published. Each artist selected to the exhibition will receive one copy free of charge.
- The exhibition organizers reserve the right to use the photographs in the exhibition catalogue and other printed matter related to the exhibition, as well as in the press for publicizing the exhibition.
- In addition to the exhibition, an international seminar on the KNOW HOW theme will take place on 13 November.
- 14 November will be a day of presentations, when artists who have arrived at the triennial will be able to introduce their previous work with a presentation accompanied by images (max. 10 minutes per presenter).

## GENERAL INFORMATION

- The triennial is international with no geographical restrictions. It is open to both professionals and university students. The artist must hold the copyright to his or her own work, and the work may not have been created under an academic supervisor.
- Artists are requested to submit a work based on the KNOW HOW theme accompanied by instructions on how to make the work—i.e., a manual.
- Forms in PDF format are furnished for preparing the manuals. They can be downloaded at the Tallinn applied art triennial website, [www.trtr.ee](http://www.trtr.ee).
- The PDF forms are to be printed out in A4 format and filled in by hand. If desired, the forms may be partially filled in on computer as well and then printed out.
- Filled-in manuals will be scanned and then used in the catalogue and the exhibition.
- Please fill in forms in Estonian or English.
- If you would like to enter more than one work, one set of forms must be filled in for each work, with a separate CD included for each work (see below). The materials for each work are to be sent in a separate envelope.
- All filled-in and printed-out entry forms and CDs must be sent by 30 March 2009 to the address:  
Know How  
Tallinn Applied Art Triennial Society  
Estonian Museum of Applied Art and Design  
Lai 17  
10133 Tallinn  
Estonia

## TRANSPORT

- Each participant will be responsible for his or her own transportation costs of works to Tallinn.
- The Tallinn Applied Art Triennial Society will bear the costs of returning works to artists. Artists may waive the option of having their work returned. Works for which return was waived are not subject to be preserved.
- Pictorial materials, manuals and entry forms will not be returned by the Tallinn Applied Art Triennial Society.
- Entries must be sent in a secure package, and the same packaging must be fit for use in return transport.
- Entries will be returned to artists by 11 April 2010.
- The Triennial Society will not pay for participants' travel and accommodation expenses.

## MORE INFORMATION

[www.trtr.ee](http://www.trtr.ee)  
[knowhow@trtr.ee](mailto:knowhow@trtr.ee)

# KNOW HOW TALLINN 2009

## GENERAL

Prospective exhibitors must fill in the following forms:

Entry form (1 page)

Form 1:  
Information about the work (1 page)

Form 2:  
Photo(s) of the work (1 page)

Form 3:  
Instructions on how to re-create the work (1–2 pages)

CV

- Each page must be signed at the bottom.
- Only the area intended to be filled in may be used. No writing may appear outside the fields.
- See also the examples for filling in entry forms 1–3 at [www.trtr.ee](http://www.trtr.ee).

## ENTRY FORM

Fill in the following fields: your name, address, address to which you desire the work to be returned or waiver of the option of return — and sign the form to indicate your consent to the terms and conditions of the triennial.

### FORM 1

Information about the work (1 page)

Fill in the following fields: name of artist, nationality, name of the work, year completed, list and quantity of materials necessary for executing the work, list of required tools, and description of the work.

### FORM 2

Photo(s) of the work (1 page)

- The photographs must be high-resolution, printed on a photo printer and affixed to the form with adhesive or tape.
- The photographs must fit in the space marked (170×222 mm). Either one large photo or several smaller ones (minimum size 5×4 cm) may be used.
- The work must be clearly visible and understandable on the photograph. The entry sent to the exhibition must be identical to the one on the photograph.
- Do not write on this page (except for the signature at the bottom of the page).

## FORM 3

Instructions for re-creating the work (1–2 pages)

- Up to two pages may be filled.
- A selection of 18 different instruction manual forms is available.
- Drawings and photographs may be affixed to the form with adhesive or tape, or added on computer and printed out along with the form.
- Only the designated space may be used.

## CV

Name, date of birth, nationality, contact data, education, past exhibitions—and if desired, employment, other professional activities, awards etc (in free form, max. 2400 characters including spaces). Please include the CV as a text file on the CD as well.

## CD

Please include a CD labelled with your name, and containing:

- Your CV
- Photos from form 2, with a minimum resolution of 300 dpi and at least the same size used on the form.

ENTRY FORM

KNOW  
HOW  
TALLINN  
2009

ARTIST

GIVEN NAME \_\_\_\_\_

SURNAME \_\_\_\_\_

ADDRESS

STREET \_\_\_\_\_

CITY/TOWN \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

ENTRY TO BE SUBMITTED

TITLE \_\_\_\_\_

MEASUREMENTS ( \_\_x\_\_CM) \_\_\_\_\_

MATERIAL \_\_\_\_\_

YEAR \_\_\_\_\_

I WOULD LIKE THE ABOVE WORK TO BE RETURNED TO ME AFTER THE CONCLUSION OF THE TRIENNIAL EXHIBITION (BY 11 APRIL 2010) TO THE ADDRESS (TO BE FILLED IF THE SHIPPING ADDRESS IS DIFFERENT FROM YOUR PLACE OF RESIDENCE):

STREET \_\_\_\_\_

CITY/TOWN \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

I WAIVE THE OPTION OF HAVING THE WORK RETURNED TO ME. I UNDERSTAND THAT THE WORK WILL NOT BE PRESERVED.

I CONSENT TO THE TERMS AND CONDITIONS OF THE TRIENNIAL AND ALLOW MY WORK TO BE USED FREELY, FREE OF CHARGE. I ALSO GRANT THE TRIENNIAL SOCIETY THE RIGHT TO USE PHOTOGRAPHS OF THE WORK IN THE EXHIBITION CATALOGUE AND OTHER RELATED PRINTED MATTER AS WELL AS FOR PROMOTIONAL PURPOSES IN THE PRESS.

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

FORM 1

KNOW  
HOW  
TALLINN  
2009

NAME \_\_\_\_\_  
NATIONALITY \_\_\_\_\_  
TITLE OF WORK \_\_\_\_\_  
YEAR \_\_\_\_\_  
MEASUREMENTS ( \_\_x\_\_CM) \_\_\_\_\_

**MATERIAL**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**TOOLS**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**DESCRIPTION OF THE WORK**

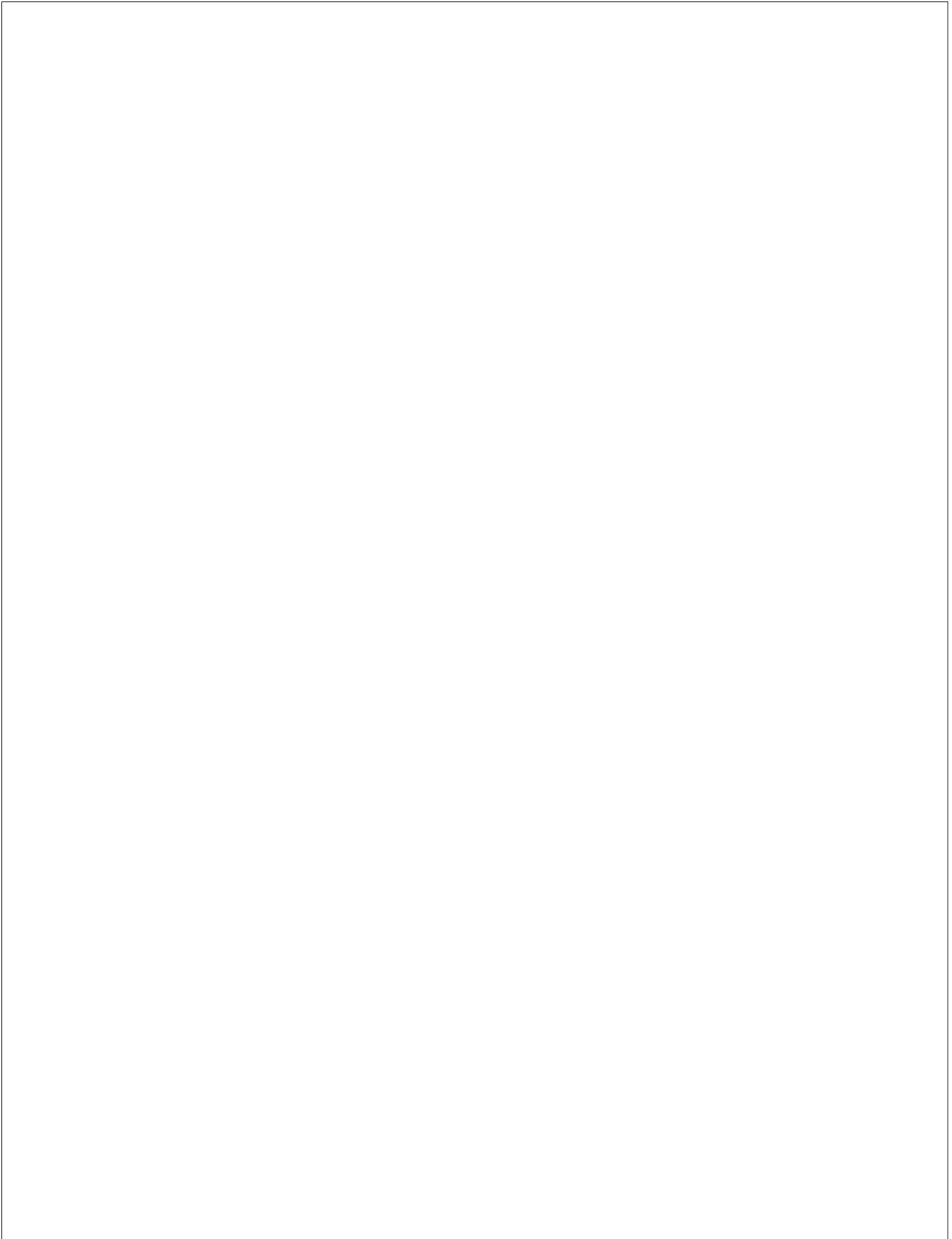
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SIGNATURE \_\_\_\_\_

FORM 2

KNOW  
HOW  
TALLINN  
2009

PHOTOS



SIGNATURE

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FORM 3

KNOW  
HOW  
TALLINN  
2009

INSTRUCTIONS


SIGNATURE

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INSTRUCTIONS


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INSTRUCTIONS


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INSTRUCTIONS


SIGNATURE

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INSTRUCTIONS

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to write or paste instructions.

SIGNATURE

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INSTRUCTIONS

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SIGNATURE

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INSTRUCTIONS


SIGNATURE

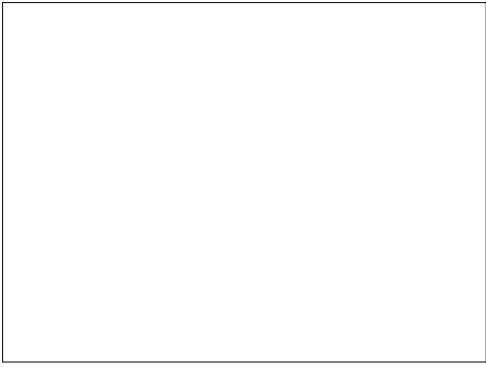
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INSTRUCTIONS



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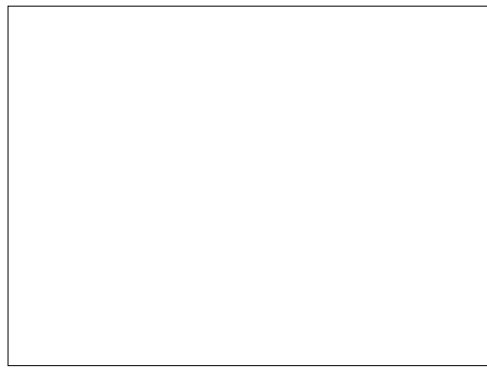
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SIGNATURE

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