hotel generation is a UK wide, young digital artist development programme run every year by arebyte Gallery, mentoring four shortlisted participants from outside of London through an open call and culminating in a solo exhibition for one of the artists selected by a panel of esteemed judges.

In its third edition, hotel generation 2020 will centre around the theme of systems and will be open for proposals from 1st March to 16th April 2020. The programme will run from May to July with an exhibition at arebyte Gallery, London, in December 2020.
About hotel generation ’20

Responding to the lack of existing support for young artists during the critical and unproven early stages of establishing a career in the arts, hotel generation gives recent graduates in digital art the opportunity of first hand experience of exhibiting in a funded solo exhibition and equips them with the skills to manage sustainable careers. The skills-focused programme includes personalised development planning and business support as well as critique of their work. We expect participants to gain the professional ability to approach a public gallery to develop a proposal, produce works against a timeline and budget, realise their ideas in a concise manner, learn how to successfully promote their own work and generate new interest around their practice through events and outreach.

hotel generation gives non-London university graduates a sense of place in the Capital art scene which can be notoriously difficult to infiltrate. By exposing the artists to new audiences in London, we hope to help them in expanding their network and foster new opportunities and collaborations in the future. Tapping into these sub-networks allows new dialogues to be initiated between young, regional voices and where conversations between different areas of the country are formed and developed as the programme continues yearly.

The selection of the participants

To apply to hotel generation 2020, each applicant must submit an initial proposal conceived around systems, arebyte’s theme for its 2020 programme of exhibitions. Projects for proposal have to be sent through an online form at:

https://docs.google.com/forms/d/e/1FAIpQLSeRUPQwMgYoTMwkxEbSGeJpSzKcCHiJEEdkG5Aztxb6WRRHyw/viewform

The criteria for submissions is as follows:
- be aged 28 or under
- make work using emerging and digital media
- be a maximum of two years from graduating a UK University located outside of London (BA, MA or equivalent)
- be living in the UK but outside of London (at the time of application)

The scheme looks for artists who work across emerging and digital media who do not yet have a proven track record but show great promise, are likely to benefit from the programme, and have a commitment to develop their practice.

The four artists to be shortlisted by arebyte curatorial team to take part in hotel generation 2020 will be announced in early May.

In early August, the four projects of the candidates will be presented to a judging panel who will vote and select one of the four artists to realise their proposal in a solo show at arebyte Gallery in December 2020.

Installation view of Raised by Google, by hotel generation 2019 final selected artist, Sarah Selby
The development programme

The four shortlisted artists will each receive a stipend to begin the development stage of their proposal. Working closely with the arebyte team throughout May, June and July, the flexible programme offers each artist a studio visit, professional guidance, critical feedback and assistance to develop their initial proposals. They will also be given help with all aspects of exhibiting including proposal writing, making and progressing work and ideas, as well as budgeting, fundraising and strategies of running a marketing campaign. All four candidates will also be asked to think about including a series of related events within their exhibition timeframe.

In early August, after having further developed their initial proposal for three months, the four projects will be presented to a judging panel who will vote and select one of the four artists to realise their proposal.

In 2020, the judging panel is comprised of Zach Blas (artist and writer based in London), Helen Starr (curator-in-resience at FACT, Liverpool), Hannah Redler Hawes (Associate Art Curator / Director, Data as Culture at the ODI, London), Erin Weible (Engagement Director at Microsoft Art Collection).

The artist selected for a solo exhibition will receive further funds as well as continued support from the gallery team to produce the work. This year, the programme will strengthen links between the four candidates by including a daylong curatorial intensive taking place in London.

The exhibition will run for four weeks and will be accompanied by a publication documenting the exhibition and the proposal from the three other participants, with commissioned texts from guest writers.

“hotel generation was great for me - it was the first time I've been able to work closely with a curator on a show, and have the support and budget to make an exhibition exactly as I wanted it. The show at arebyte was my first solo exhibition in London and arebyte were a great gallery to work with!"
— Karanjit Panesar, hotel generation 2018 final selected artist

Installation view of The Way Things Are, by hotel generation 2018 final selected artist, Karanjit Panesar

About arebyte Gallery

Following in the long tradition of artists experimentation with new technologies, arebyte has led a pioneering art programme in its London gallery since 2013, to much acclaim.

From web-based work to multimedia installations including Virtual/Augmented Reality, Artificial Intelligence, Computer Generated Images and 3D printing, the gallery commissions and invites multiple voices in digital culture from emerging, as well as more established artists, across the UK and internationally. arebyte Gallery brings innovative perspectives to art through an interdisciplinary approach at the intersection of new technologies and social sciences.
**FAQs**

**When is the closing date?**
Application submissions will not be accepted after 11.59pm on the 16th April 2020.

**Why are you only choosing artists from outside of London?**
We aim to look outside of the Capital to draw in young regional voices which aren’t given enough precedence in London. By tapping into these sub-networks, new dialogues will be initiated whereby conversations between different areas of the country are formed and developed as the programme continues yearly.

**When will I hear back?**
Successful applicants will be notified at the beginning of May. Unfortunately due to the high number of submissions we will not be able to contact those who are unsuccessful.

**Is there a submission fee?**
Nope, it’s free to apply!

**Can I apply more than once with several project proposals?**
We can only accept one submission per artist.

**I’m not from the UK but I live here and studied abroad, can I apply?**
Yes, the open call is for anyone who lives in the UK and has studied in a university outside of London.

**I’m in a collective, can I apply?**
Yes! We accept submissions from collectives, individuals and anything in between.

**I’ll be 28 at the time of application but 29 when it’s the exhibition period, can I still apply?**
Yes, at the time of submission, applicants must be 28 or under, living outside of London and not currently be in education.

**I’ll be in my final year at university when I apply but I will have graduated when it’s the exhibition period, can I apply?**
On this occasion, unfortunately not. The reason we ask for participants to have completed either a BA, MA, MFA or equivalent is to offer artists outside of education with support and guidance and to ensure that they will have time to fully engage with the programme.

**What does the stipend money cover?**
The stipend should go into helping you devise an initial proposal which you will present to a panel of judges. You will have three months to experiment with materials, make mock-ups or new works, buy equipment and work on the concept of your proposal. This will be given to you in full at the time of being selected.

**What do you mean by Systems?**
We want proposals which interrogate the theme in anyway you see fit. This could be based around systems of economy and finance, or systems of the Internet; it could be systems of curation or events. It could also be narrative, poetic or abstract looking at systems as fictions, manifestos or statements. It’s up to you – we’re looking for exciting and imaginative proposals!

**Who can I email if I have any questions?**
Email us at opencall@arebyte.com and we’ll get back to you as soon as possible.