

FUSE
GLASS PROGRAM

Prospectus

Your opportunity to become an investor in the premier program for Australian and New Zealand artists working in the medium of glass.

This prospectus outlines an opportunity for philanthropic donors and sponsors to invest in a major biennial award and a career defining residency in alternate years to the prize. Run by JamFactory, the FUSE Glass Program aims to stimulate and recognise the expertise of artists living in Australia and New Zealand working in the field of glass.

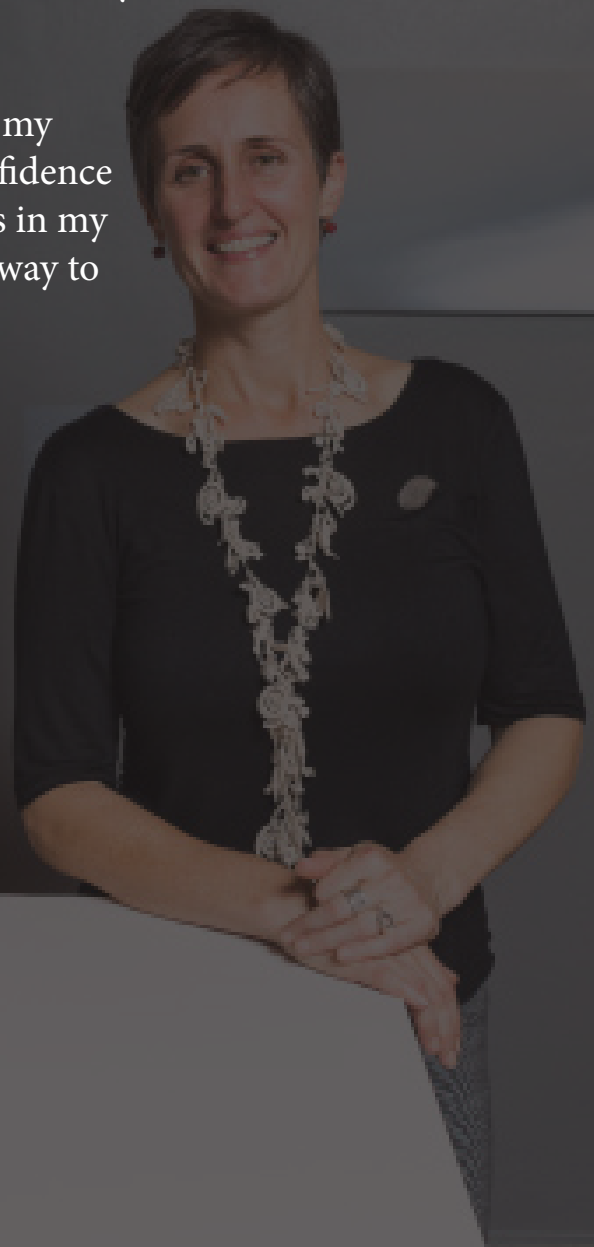
The FUSE Glass Prize evolved from two years of dialogue between passionate glass art collectors Jim and Helen Carreker and JamFactory. The prize was funded almost entirely by private support and philanthropy when it was established in 2016, and is now proudly complemented by the FUSE Glass Artist Residency every other year.

You are warmly invited to consider investing in the development and implementation of the FUSE Glass Program.

Winning the inaugural FUSE Glass Prize was a great honour. Each of the judges I respect enormously. To be selected as the winner by such an esteemed assemblage of curators, critics and writers was profoundly affirming of my work and my practice to me personally and within the public arena.

The prize of \$20,000 really impacted my practice. It gave me the financial confidence and capacity to continue to take risks in my work, supporting the failures on the way to new developments.

Clare Belfrage
inaugural winner of
the FUSE Glass Prize



FUSE Glass Prize

The FUSE Glass Prize is a non-acquisitive prize for Australian and New Zealand glass artists and is Australasia's richest prize for glass. It provides a platform for artists to push themselves and their work to new limits and focuses public attention on the importance of glass as a medium for contemporary artistic expression.

18 Finalists (12 Established Artists and 6 Emerging Artists) are selected each cycle and are exhibited at JamFactory Adelaide before touring to Canberra Glassworks and the Australian Design Centre in Sydney.

The major prize is a juried, non-acquisitive, AU\$20,000 cash prize for established artists.

The David Henshall Emerging Artist Prize, valued at AU\$5,000 is awarded to an emerging artist and includes AU\$2,500 cash and a professional development opportunity at JamFactory valued at AU\$2,500.

FUSE Glass Artist Residency

Awarded biennially in alternate years to the FUSE Glass Prize, the FUSE Glass Artist Residency aims to create significant opportunities for established, mid-career artists working in glass. Valued at more than \$20,000 the residency provides studio access in JamFactory's Glass Studio and a solo exhibition at Carrick Hill.

The Residency enables the recipient to undertake a 4 week residency within the Glass Studio providing the opportunity to work with skilled assistants, take risks and experiment with the development of new work using hot blown glass.

The Residency also includes a solo exhibition in the new, purpose built exhibition space at Carrick Hill - the iconic South Australian historic house museum and garden in Springfield. The exhibition provides a showcase for work created during or as a result of the Residency and is accompanied by a printed catalogue, opening event and public program.

“Feedback from glass artists who participated in the FUSE Glass Prize 2016 affirmed our belief that a high quality recognition event to celebrate and promote the quality of talent in Australia and New Zealand is both needed and appreciated.”

Jim and Helen Carreker
convening donors



Funding

Core to the development of the FUSE Glass Program is the expectation it will meet its primary financial requirements from private funding, and will not be dependent on government grants.

With the generous commitment of seed funding in the first 6 years for the FUSE Glass Award, the Carrekers increased their commitment through an endowment to support a new FUSE Glass Residency and the expansion of the program over the next decade... the desired outcome, to encourage others to do the same.

JamFactory continues to seek \$80,000 per year from loyal philanthropic donors and partners to cover the cash prizes, professional development and residency, marketing, judging and presentation costs. The program will not accept funding from retail galleries or any others who will benefit from certain artists receiving awards. Suppliers to the industry, neutral sponsors (such as financial advisors), media and event sponsors will be solicited to supplement funding, and an additional small level of income to the program will come from a commission on sales of finalist artist works and sales of the exhibition catalogue. It is expected that there will be no fundraising costs for this program, such that all donor funds will go directly to supporting the award program and the artists.

Promotion

The value and growing appeal of the FUSE Glass Program is a result of the careful execution of the sustained local, domestic and international marketing and engagement program. The high calibre judging and event programs have been developed to welcome a broad demographic, and an intimate and ticketed donor and glass artist dinner for 50 guests is set to launch annually from 2022.

Primary marketing is via website fuseglassprize.com, electronic direct mail along with digital social presence on Instagram, Facebook and LinkedIn. Other activity and engagement includes advertising and editorials in key industry publications, distribution of the award announcements to significant galleries, institutions and artist networks, and speaking engagements at key industry events.

The catalogue that accompanies the Prize and Residency exhibitions annually is distributed to glass and visual arts industry including key international contacts, and an expanded version of the Prize catalogue was developed in 2020.

FUSE
GLASS PRIZE

“JamFactory has been at the forefront of training, supporting and promoting glass artists in our part of the world for over four decades. The FUSE Glass Prize is allowing us to take this to a whole other level”

Brian Parkes
Chief Executive Officer
JamFactory



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