



THE  
ESTABLISHMENT  
BREWING  
COMPANY

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## CALL FOR ARTISTS

### ABOUT THE ESTABLISHMENT BREWING COMPANY

We are a band of friends and beer fanatics, united by one common goal: the proliferation of friendship and great beer. Our beers pay homage to old-world brew methods, without being bound by them. Our objective is to craft world-class beers, while never forgetting a beer is only as good as the friends you enjoy it with. For more about us, visit our website: [establishmentbrewing.ca](http://establishmentbrewing.ca).

### ABOUT THE BARREL-AGED WILD BEER PROGRAM

Our barrel-aged wild beer draws inspiration from Belgian brewing traditions, with a modern twist. Normal beer takes approximately 14 - 21 days, however, our barrel program beer takes anywhere from 3 months to 3 years to make. Each barrel has to be individually monitored as it matures, and each product release is carefully blended with other barrels to achieve the desired flavour profile. The uniqueness of our program stems from the fact that it's our own wild yeast cultures (akin to a sourdough starter) that we've developed and maintained over many years. These cultures develop novel aromas and flavours which evolve over time, and as such, no two barrel-aged wild beers will ever be the same. Each barrel-aged beer release will be packaged in 500ml or 750ml bottles and will feature different artists on the label for each release.

### ABOUT THE CALL FOR ARTISTS

Our brewery invites applications from artists and illustrators, with priority given to those residing in Calgary or Alberta, for artwork to include in beer labels for our limited-edition barrel-aged bottle program. This opportunity recognizes the contribution of artists and illustrators to Alberta's culture and seeks to bring together the fine arts of brewing and visual art by introducing beer drinkers to local artists and art forms while providing a paid opportunity to local emerging and mid-career artists and illustrators.

Our labelling concept hinges on the idea that the label itself is a canvas for the illustrator. The art can be related to or inspired by what's inside the bottle but doesn't need to. The only rule is: it needs to be black and white. Ideally, the artwork would be created at the actual size of the label. Once done it can be scanned and placed in the layout. This creates the illusion of the illustration being drawn on the bottle, instead of just for the bottle.

Successful applicants will have their beer label artwork featured on The Establishment Brewing Company's website and social media channels. Their name, or company/collective name, will be printed on each beer label featuring their artwork. A copy of each final artwork design will be saved for display in the taproom alongside a collection of previous label designs. And, of course, the artist receives a bottle of the beer for their own collection.



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## APPLICATION CRITERIA

Artists may not apply as an individual and be part of an organization or collective applying in the same competition. If the applicant is an individual artist, the following eligibility criteria apply:

- Must be 18 years of age or older.
- Must be a resident of Alberta, with priority given to residents of Calgary.
- Self-identify as an artist and/or illustrator and is recognized as such by artists/illustrators working in the same artistic tradition.
- Actively practices their art.

If the applicant is an organization or a collective, the following, additional, eligibility criteria apply:

- A collective is defined as two or more artists working together under a group name, either on a single project (ad hoc) or on an ongoing basis.
- For collectives of two artists, both must be 18 years of age or older and residents of Alberta.
- For collectives of more than two artists, the majority of members must be 18 years of age or older and residents of Alberta.

Additionally, the successful applicant must be willing to:

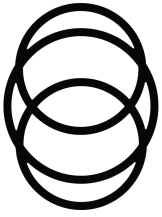
- Work collaboratively with The Establishment Brewing Company on the final artwork design, if needed.
- Sign a written contract, which details the rights and responsibilities of each party.
- Successfully meet the criteria of this artist call, beer label production schedule (co-developed with The Establishment Brewing Company) and expectations set out in the contract.
- Express desire to create artwork for and in the public realm
- Be willing to participate in Establishment Brewing-initiated projects, such as video interviews, for the Establishment's promotional purposes on social media, website and otherwise.
- Tag The Establishment Brewing Company (@estbrew) on all social media posts related to the beer label design, following the public announcement by The Establishment Brewing Company, but not before.
- Provide a short bio (50 words or less), an artist photograph or design company logo in high-resolution .jpg or .png format, suitable for print reproduction and a short description of the label's inspiration (150 words or less). This information will also be used for The Establishment Brewing Company media opportunities and to promote the beer and artist on social media and the company website.
- Final artwork designs may also be used on The Establishment Brewing Company merchandise, which is subject to a separate contract and remuneration additional to the original design.

## SELECTION CRITERIA

This artist call for beer labels is an ongoing call. Once submitted, applications are collected and saved (for a maximum of two years) for, at minimum, a quarterly review by the Establishment's selection committee.

Successful applicants will be chosen based on their ability to meet the application criteria and for demonstrating artwork that the committee feels would translate well to the beer label format.

All applicants will be notified once the committee has made its selection. The successful candidates will be notified, but their names will not be announced publicly until the final artwork has been secured, the contract signed, and the beer is ready for release.



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## **REQUIREMENTS FOR FINAL ARTWORK**

Final artwork may be original, created specifically for that beer, or may be artwork previously created by the artist. Label designs need not illustrate the beer or its ingredients, but they may. Final artwork must not have been used previously in any other beverage (beer or otherwise) label design.

Final artwork must be in black and white (or greyscale). A label template will be provided to the selected artist for use in their design.

## **REMUNERATION**

The successful applicant will receive \$250 (+GST, if applicable) for each label design, upon submission of an invoice for final artwork received.

## **SUBMISSION CRITERIA**

Please visit [establishmentbrewing.ca/art](http://establishmentbrewing.ca/art) to submit an application.

## **APPLICATION DEADLINE:**

This is an ongoing, open call. We welcome applications at any time.