



THE
ESTABLISHMENT
BREWING
COMPANY

CALL FOR PHOTOGRAPHERS: BEER LABEL PHOTOS

Our brewery invites applications from photographers, with priority given to those residing in Calgary or Alberta, for black and white photos to include in beer labels for our limited-edition canned mixed-culture beers. This opportunity recognizes the contribution of photographers 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 photographers..

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. And 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

About the our Canned Mix-Culture Beers

Young, wild, and free-spirited, these slim cans contain liquid love letters from our brewery to you. Unlike our barrel-aged mixed culture beers, these are meant for immediate consumption by way of hands, fridges, coolers, and backpacks—never cellars. They're more elevated than your average can, a touch tamer than our bottles, and perfectly portioned for one. We started brewing and canning these beers for people looking to expand their palate and seasoned beer-lovers alike, and with the goal of them being used to cheers everything from porch hangs to proposals.

Wilder than our average tallboy and a touch tamer than typical barrel-aged bottles, these beers come in intentionally smaller serving sizes. The 355ml can is a familiar and approachable volume, but the sleek can format provides a level of sophistication that reflects the quality and care put into the brew within.



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About the Labels

Our label seeks to stand out as a representation of what the packaging holds; something unique and memorable, yet approachable and easy to include in any occasion. The photographer is welcome to be inspired by what's in the can, but is also free to find inspiration in the name, brewery, love of beer, or simply the world in which we hope to share these beers with. The only rule is: it needs to be black and white and cropped for a 1:1 ratio. Photos can be captured with the project in mind, or can be pulled from pre-existing portfolios, subject to licensing.



Successful applicants will have their photography 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 label design will be saved for display in the taproom alongside a collection of previous label designs. And, of course, the photographer receives labelled beer for their own collection.

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 a photographer and/or illustrator and is recognized as such by photographers working in the same artistic tradition.
- Actively practices photography.

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

- A collective is defined as two or more photographers working together under a group name, either on a single project (ad hoc) or on an ongoing basis. For collectives of two photographers, both must be 18



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years of age or older and residents of Alberta. For collectives of more than two photographers, 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 labels 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 photography 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 photographer headshot or 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 label 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 photographer call for beer labels is an ongoing and submissions will be accepted as general, meaning they may be considered for any current or future project, or as a submission specific project.. 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 providing a photograph 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 name will not be announced publicly until the final photograph has been secured, contract signed, and the beer is ready for release.



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Requirements for Final Photos

Final photos may be original, created specifically for that beer, or may be photos previously shot by the photographer. Final photos must not have been used previously in any other beverage (beer or otherwise) label design. Any other commercial uses of a pre-existing photo must be disclosed to the Establishment.

Final photos must be in black and white..

Remuneration

The successful applicant will receive \$400 (+GST, if applicable) for each label design, upon submission of an invoice for final photo files received.

Submission Criteria

Please submit all information through our online *Call for Photographers* form [here](#).