

# OPEN CALL

## SMCK ON REEL / STUDIO & GALLERY VISITS

The Jewelry Video Festival at **SCHMUCK /**  
Munich's jewelry week 2022

10 – 13 March 2022  
at Weltraum Gallery, Munich

Application deadline: 31 December 2021



### OPEN CALL FOR ARTISTS, GALLERIES, EDUCATORS

More than 40 international jewelry artists and designers have been selected to participate in *SMCK On Reel* jewelry video festival during Munich's "Schmuck" jewelry week 2022.

*SMCK On Reel* will also feature STUDIO VISITS and GALLERY VISITS, a video series portraying selected artists and art venues and organizations.

*SMCK On Reel* offers an individual coaching program for artists and gallerists, assisting them to create their own videos. Curated interviews will enable artists and gallerists to effectively promote their work and venue during Munich's "Schmuck" jewelry week 2022.

Artists working with textile, glass, ceramics or fashion, as well as schools and educators, are also encouraged to apply for *SMCK On Reel* STUDIO VISITS and GALLERY VISITS.

To apply, please email to [magazine@smck.org](mailto:magazine@smck.org).

#### **Please include in your application:**

1. A short work statement and bio.
2. A website or instagram link.
3. A simple 10 to 30 seconds cell phone video sketch presenting your studio or venue.

**Application fee:** free.

#### **Participation fee:**

STUDIO VISITS: 180,00 euro payable in three installments

GALLERY VISITS: 250,00 euro payable in three installments

SCHOOL/ORGANIZATION VISITS: 250,00 euro payable in three installments

*SMCK On Reel* is curated by *SMCK Magazine*.

## **SMCK On Reel STUDIO VISITS / GALLERY VISITS offer:**

- 90 minutes coaching and curatorial advice on your video narrative and message, including technical details on how to shoot your video.
- A video and communication kit with customized information on how to film and cut your video
- Screening of the video during SMCK On Reel at *Weltraum* gallery and via online event.
- A presentation in SMCK Magazine issue 6, titled "Munich Metamorphoses", coming out in late February 2022. The Munich special issue includes an extensive coverage of Schmuck/ Munich's jewelry week.

## **BACKGROUND:**

The medium video became indispensable to artists, designers and crafters during the pandemic. Its importance in introducing the public to the artist's world, concepts and thoughts remains undisputed. Reels – the art of the moving image – deploy the artist's narrative and enable the public to indulge in the maker's work.

SMCK On Reel video festival takes place during Munich's international jewelry week, also known as "Schmuck", one of the most prestigious meetings for contemporary jewelry, object and other craft disciplines worldwide. SMCK On Reel takes place in the multi-awarded *Weltraum* gallery in Munich.

Participants may also present and sell their jewelry via a LIVE online event.

## **LINKS:**

[SMCK Magazine Homepage](#)

[Flying Circus video & jewelry project](#)

[Polemos video & jewelry project](#)

[Initiation Project](#)

**Email:** [magazine@smck.org](mailto:magazine@smck.org)