

## COOLTZINE VOL.5 OPEN CALL – FAQ

- **Who can take part?**

Anyone interested. Applications will be reviewed based on the ideas and the enthusiasm they show, not degrees, portfolios or past publications. In fact, you're absolutely welcome to apply even if you've never had a project or exhibition in the past. In fact, we encourage you to apply even if your background is in something completely different (hello, engineers?)

The only aspects we ask you to consider before applying is whether you can dedicate the required amount of time and if you're comfortable to communicate in English: the zine-making process will involve monthly group meetings and regular feedback; the working language will be English.

- **What about my location?**

You can be based anywhere in the world. In fact, all of the previous "Cooltzine" editions had co-creators residing in various parts of Europe, the UK, USA, Canada and Asia. The zine is international by default and is meant to serve as a proof that creative collaboration doesn't know geographic boundaries.

There will be no physical travel or meetings involved, all meetings and discussions will be conducted online, so as long as you can make the time zone difference work, there is no reason why you can't take part.

- **How much is it to apply?**

Participation in the Open Call is free. And you get a print copy of the zine in the end.

- **What do you mean by zine co-creators?**

"Cooltzine" is a collaboratively created zine: each page is one contributor. We refer to our contributors as co-creators, as this is literally how "Cooltzine" gets made: collectively created.

For the 5<sup>th</sup> edition, the notion of co-creators takes even bigger meaning, since the roles are reversed: we won't offer a topic for the zine and we won't be designing the pages, the theme and the look will be shaped and defined by you, from the content selection you make together.

Yes, we will still have the final 'approval' of layout before printing – but for quality control rather than editorial.

- **So, I don't submit a page proposal?**

Nope. Your application is to reflect your motivation to participate and what you'd like to see explored in the project, not a specific page proposal. There is no theme yet (see above) so there can't be any proposed visual interpretations. And you won't see the content "Database" until

your application is approved and you start the collaboration with your fellow “Cooltzine” co-creators.

You can, however, send us some samples of previous zines or magazines that you’ve made, if you have any. If you do, please don’t send us more than 2 and don’t forget to tell us why you’ve chosen them – why are you proud of it, what makes it special, etc.

- **I’m confused – where does the content come from?**

From your selection of works from the available “Database”. Each “Cooltzine” co-creator will make an individual selection from the shared “Database”, and then decide collectively on the final list of works to be included – and, then, how they will look on the page.

The “Database” is prepared by us. Cooltsalon is an artist-run platform, so our founder will hang the curatorial hat and step back into their artist shoes to provide 50 works, archive and specially designed ones. Your task will be to arrive at 25 works which will make up the actual zine. Each “Cooltzine” co-creator will first have an individual selection of 25, which then gets shared and discussed collectively, to arrive at a list of 25 that you all agree on.

You will be in charge of deciding how these works will be placed on the actual pages. Cutting, splicing and resizing of the originals is allowed, but any works manipulation and editorial decisions are to be communicated, as part of the collaborative process.

- **So, a bit like collage-making?**

You’re not wrong. We like to compare to playing with Lego – Cooltsalon provides the loose pieces, co-creators come together to build something unique out of them.

- **What is the project’s timeline?**

The deadline for Co-creators applications is 30 January 2022. We expect to have the confirmed co-creators by mid-February, with the initial group meeting and work starting soon after.

There will be 2 group meetings in March and 2 group meetings in April, with regular email communication in between. The second March meeting will be for defining and presenting the zine’s theme – as selected by the co-creators – and we will announce it on Cooltsalon’s social media channels.

All pages will need to be print-ready by 28 April 2022. Once collated, Cooltsalon’s team will have one week to QC formatting and page dimensions, and add our copy about the project and the process. The zine will be sent to print straight after.

The tentative launch date is 19 May 2022.

- **What happens when the zine is ready?**

# coolsalon

Coolsalon will cover the printing costs and produce a limited run of physical “Cooltzine” vol.5 copies. Each co-creator will have one copy allocated, free of charge. Any subsequent copies requests will only be available as print-on-demand, against postage fee.

A batch of “Cooltzine” vol.5 will be made available through a partner venue during the physical launch on 19 May 2022 (launch date TBC)

Coolsalon will plan the details of the launch event, with the partner venue. If any of the co-creators are based in the same city as the partner venue, they will be invited to take part in a ‘Q&A with the makers’ – an opportunity for the audience to meet the people behind the zine. Participation in this is by no means compulsory.

- **What you get as a Co-creator**

You walk away with a print publication, with your name on it.

Every “Cooltzine” contributor is automatically included in and given access to Coolsalon’s network database to which they can refer for contacts, for any future collaborations with other network members (you can opt out at any point, of course)

You get to meet and work with like-minded people from different corners of the world, creating one shared asset.

You will get marketing and outreach support from Coolsalon, featuring ‘About you’ posts on our social media and website, and any associated promotional materials, from us or our partners.

You have some fun.