

RULES AND REGULATION

HUP02

WHAT

HUP is a talent development program by Kunstwerkt. Each year, 15 artists are selected to develop and realize their own artistic project. Participants receive a €2,000 budget to support their work. The final results will be presented in a group exhibition at Blanco Gent, running from June 5 to June 13, 2026. Throughout the year, we offer content-driven guidance, one-on-one coaching with experienced professionals, and a series of inspiring meetups.

TIMING

Submit application on Beeld	August 18, 2025 - October 15, 2025
First round selection	October 24 - November 7, 2025
Announce selected artists	No later than November 16, 2025
HUPdates	<ul style="list-style-type: none">- Update 1: November 29, 2025- Update 2: February 21, 2026- Update 3: May 16, 2026- Construction and exhibition: June 1, 2026 to June 15, 2026
Vernissage Group Exhibition	June 5, 2026
Exhibition in BLANCO (Ghent)	June 5 to June 13
Guidance within HUP	<p>Selected artists will participate in a development program between November 1 and July 1, 2026. The artists confirm their attendance at the HUP dates mentioned above and will be available between June 1 and 15 for the installation, opening, permanence, and dismantling of the group exhibition.</p> <p>In addition, each artist is entitled to one-on-one guidance from a Nucleo artist worth €400, which corresponds to 1 day of guidance.</p>
End of exhibition	After the exhibition, each artist agrees to help dismantle the exhibition, including filling in any holes and tidying the space. The space must be returned to its original state by June 15th.

WHO CAN PARTICIPATE?

- You are 18 years or older.
- You are based in Flanders or the Brussels-Capital Region.
- All artists are welcome at HUP02 regardless of gender, origin, religion or other personal characteristics.
- You are a non-professional artist¹

¹ * Non-professional: Emerging artists, art students, and recreational artists. Mid-career artists or artists supported by a promotional gallery are not eligible.

HOW TO PARTICIPATE?

You can register by submitting your work between August 18th and October 15th on the online platform Beeld. We're working with two rounds for this open call, striving for an accessible process for the artists. We believe it's important to communicate transparently with you about the HUP process and value your time as an artist and the time you invest in this application.

In the first round, we'll ask for more information about your portfolio, your project idea, and your personal development needs. Only in the second round will we ask about your budget and more details about your project.

Participation is free.

WHAT, WHAT NOT?

- With HUP, we aim to support a wide range of creations. All types of work are welcome; the development phase of your project is at least as valuable as your artistic practice.
- We are looking for artists who clearly want to develop their talents and want to showcase this in an exhibition after completing this program.
- Submitting as a collective is allowed.
- You submit your online portfolio, but you are expected to work towards a new production. This could be entirely new work, but also a new way of presenting, building on an existing project.
- You can submit sketches of a work in progress. Please indicate this clearly in your project description.
- The curators will work with you to ensure the best possible arrangement of your work during the exhibition.

SELECTION PROCEDURE:

Only works submitted by midnight on October 15th via the online platform Beeld will be accepted for the 'HUP02' selection.

The jury members will make a selection based on your artistic qualities, but primarily on how you intend to develop in this process.

We will make an initial online selection between October 15th and 24th, with the digital submissions being assessed by an external jury consisting of Magali Elali (The Constant Now), Ellen Janssens (Sint-Lukas Academy), and Jonas Nachtergaele (Nucleo). The selected artists will then have the opportunity to further clarify their trajectory. The final selection will take place before November 16th. All participants will be personally informed of the final selection by this date.

CAN I STILL MODIFY MY APPLICATION ONCE I HAVE SUBMITTED IT ONLINE?

You can also add an additional image to your submitted work after submitting it. You can do this via 'My Works'. Would you like to change the explanation of your work? Then please contact hup@kunstwerkt.be.

You can always review your submission via the 'My Open Calls' menu under Image. There you will find a list of your entries. You can still edit the text and images as needed until the deadline. Be sure to contact info@beeld.be for technical questions regarding your registration.

ARE THE WORKS I SUBMIT PUBLIC?

Works you post on Beeld don't necessarily have to be public. You choose which images you want to show or hide from the public. You can hide your work from your Image profile by unchecking the eye next to your image in the 'My Works' overview.

HOW DO I KNOW IF MY WORK HAS BEEN SUBMITTED?

Your submission is only successful when you receive a confirmation email from Beeld . Be sure to check your spam folder to see if the email is there. You can always track your submission via the "My Open Calls" menu in Beeld. Even if it says "submitted" there, your registration has been successful.

FEEDBACK

We can't provide personalized feedback for everyone. If you're selected for the second round but not in the final selection, we'll provide you with brief, personalized feedback.

SELECTED, WHAT NOW?

On November 29, 2025, we expect the selected artists for an initial meeting where we will explain the process in detail and the artists will present themselves and their projects.

You can expect an intensive program that will lead to a group exhibition. This includes three workshop days where you'll receive advice based on your expressed needs. You are expected to attend these three workshop days.

You will also get access to personal guidance from a professional artist worth €400.

In addition, a curator or scenographer will be appointed who will prepare the exhibition together with you.

For this project, a budget of €2,000 has been allocated per selected artist/collective. This is divided into a production budget of €1,700 and an artist fee of €300.

PRACTICAL INFO EXPO HUP-02

You are responsible for bringing your work to the exhibition venue and picking it up afterwards. Please make sure your work is properly packed for transport.

Installation and Dismantling

All participants must be present during both the installation and dismantling of the exhibition.

- **Installation** : June 01-04, 2026
- **Dismantling** : June 14-15, 2026
- **Location** : Blanco, Coupure Rechts 308, 9000 Ghent

Being physically present is important—not only for handling your own work, but also because a key part of the HUP program is building this exhibition together as a collective process.

How It Works

You will be assisted by a technician during setup and dismantling. Please note that while support will be available, you remain responsible for the handling and installation of your own work. If your work requires specific tools, hanging systems, or extra hands, bring what you need or let us know in advance.

Collective Exhibition

This exhibition is a co-created outcome of the HUP group. Layout, positioning, and presentation decisions will be made together on-site, so be prepared to collaborate and share ideas during the setup days.

If you have questions or specific installation needs, feel free to reach out in advance.

INSURANCE

The artworks are insured by Kunstwerkt for the duration of the exhibition. The "All Risks for Exhibition" insurance runs from June 1st to June 15th. The insurance value per work or series is €300. In the event of damage, restoration or repair costs will be reimbursed. If the participating artist estimates the value of his work to be higher, he is free to take out additional insurance at his own expense.

COPYRIGHT

The artists retain all copyrights to the work. Upon submission, the organizers receive permission to publish images of the submitted works on all communication channels and in press releases related to the project. Copyright holders will be properly credited in all cases.

DISPUTES

Any matters not covered by these regulations will be submitted to Kunstwerkt, which will make a final decision. By participating, you agree to the regulations.

PERSONAL DATA:

The personal data shared by participants in the open call will only be used to contact them. This data will not be retained longer than necessary. Personal data will not be shared with third parties.

QUESTIONS? Contact Kunstwerkt

Charbel Alkhoury – project officer / hup@kunstwerkt.be / 09 235 23 21

KUNSTWERKT

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