

Print Issue 7 Submissions Guidelines

About HOAX

HOAX is an ongoing curatorial project dedicated to giving an online, print and IRL platform to work that exists at the intersection of art and creative writing. We're like a hybrid of an exhibition, a publishing space, a commissioning programme, and an ever-expanding survey and archive. We give a freely-accessible, public home to bold, new creative work that incorporates text.

Print issues

Each print issue of HOAX brings together seven carefully-chosen artworks on paper. Each issue of HOAX is printed onto one single sheet of coloured paper, in black ink only, which is then folded into eight pages. This is to be unfolded, read, rotated, re-folded, like a 3D exhibition on paper, ensuring a physicality and playfulness that's normally lost with mass production. Each individual work is printed onto an A5 sized (148.5 x 210mm) page - a quadrant of one side of the sheet of paper HOAX is printed onto.

Deliberately ephemeral in nature and designed for mass production, HOAX's print issues centre obtainability and accessibility over preciousness, in the nature of a zine rather than an artbook or art object. HOAX is available for free from stockists across the world, and anyone can also download and print each issue for themselves for free too.

Our principles

HOAX is not politically neutral. We promote emancipatory politics and refuse to contribute to violence or oppression. We will never present any work that exhibits fascism, racism (including antisemitism, anti-GRT racism or hate towards any other ethnic groups), transphobia, misogyny, homophobia, classism, ageism, ableism, fatphobia or other forms of bigotry. While we don't expect or ask that our views and beliefs align perfectly with those of our contributors or supporters, we do not want to work with people who wish to further any forms of hate, or push ideas or politics that harm or threaten those who are disempowered.

We want our platform to be as accessible as possible, and we hope the artists and writers who are interested in us share these values. We ask that you please take the time to work with us on embedding access into your work if accepted.

What we're looking for

You

Above all, we like to present work that is a strong fit for us and the way we curate. We love work that shares our interests of exploring how text can be used, blurring the boundaries between art and literature. We're keen to work with artists and writers who recognise the challenge, opportunity and unique framework that HOAX offers.

We have a particular focus on providing space for work by marginalised people, and believe that combining this with an innovative platform model means HOAX is always dynamic, forward-thinking, interesting, relevant and actively contributing to social justice. You do not need to have an arts education or to have shown or published work previously. Equally if you are already considered well established, we would still love to work with you. HOAX should represent a level playing field for all.

Content, themes and subjects

Our aim is to provide space for a wide range of themes and subjects. We want to print incredible work that's radical, challenging, emotive, provocative, compelling and interesting while remaining accessible, engaging and non-exclusionary. We welcome light-heartedness and humour as much as heaviness and seriousness, and personal experiences as much as aspirational, outward-looking ideas or conceptual work. We don't curate around set topics or narratives.

Artforms

We're looking for works that meet these four key requirements:

- Works must incorporate text in some way in their final form. Text doesn't have to be dominant, but should be present.
- Works must be intended to be experienced in their primary form on paper via mass-produced print. We don't accept documentation, film stills, screengrabs, etc.
- Works must fit into a 148.5 x 210mm space when printed, with printed text at size 12pt minimum to ensure readability.
- Works must be creative. We don't currently accept reviews, articles or non-fiction.

This means works submitted for our print pamphlet should be plain text and/or image. For further guidance, we suggest looking at what we have shown in [previous print issues](#).

Newness

Work submitted for HOAX does not have to be newly-made. We do ask that works submitted haven't been published or shown before. We are always excited by works specifically created for HOAX and its unique offer.

Languages

HOAX is distributed all over the world, however it is primarily an English language publication and this is the main language readers engage with it in. If your work uses non-English languages, terms or wordplay, it would be very helpful if you would translate it for us or explain any linguistic intricacies that we might not pick up on as non-speakers.

Authorship and ownership

While we welcome works that make use of satire, parody, homage or pastiche, we won't accept work that you can't legitimately claim to be the creator of. You cannot submit anyone else's work as your own, or submit work on behalf of someone else without their consent. If you'd like to submit something that has been made by more than one person including yourself, you must have the consent of everyone who has collaborated with you.

What we offer

Fees

HOAX is a small platform that does not receive any institutional funding, instead relying on small, regular donations from readers. We pay contributors what we can, and currently this is £50 per accepted submission.

Stockists

Print issues of HOAX are stocked in galleries, museums, bookshops, libraries and other spaces all over the world, and are available for free. In this way, artists and writers whose works are printed in HOAX can have their presence felt everywhere from the ICA in London to Printed Matter in New York City; from Skylight Books in LA to The Book Society in Seoul; from Shakespeare and Co. in Paris to Gallery αM in Tokyo.

Audiences

We have a large, well-engaged audience and readership spread all across the world. Each issue of HOAX runs at about 3,000 to 4,000 print copies and many more are read on or downloaded from our website. We continually promote each print issue and the works in them through the years so that they reach new audiences.

Many curators and researchers also use HOAX to discover artists and writers, whom they then go on to approach with work. We are proud that HOAX serves as a resource in this way, and will always take time to facilitate positive connections that present themselves for our artists and writers.

Other support

We're here to be a loudspeaker for the artists and writers we work with and want to use our channels to promote them beyond their involvement with us. If your work is accepted, please know that we would love to share your future projects, exhibitions, publishing and beyond through our channels.

We are also more than happy to share advice, guidance and pointers when requested.

Making submissions

Submissions fee

We ask that you make a small donation to HOAX as a submission fee if you are in a comfortable position to afford this. This donation will in turn be used to pay artists and writers. Donations that come through our submissions process are a vital part of HOAX remaining afloat. We thank you in advance for supporting us.

Submissions form

We use a Google form for submissions, and have ensured this is a quick, easy process. You can submit up to three works through one form, but there is no limit to how many times you can submit. [You can find the HOAX issue 7 submissions form here.](#)

If you would like to submit work in an alternate format for accessibility reasons, please contact us at email@hoaxpublication.org.

Deadline

Submissions to HOAX issue 7 close at midnight BST on Sunday 23 April 2023.

What happens next

After submissions close, we will be selecting works for two weeks. You will find out if you have or haven't been accepted by Sunday 14 May 2023. We will contact the email address you provide in the submissions form to let you know.

If you've been accepted, we'll lay out the next steps and a timeline for production and launch in our acceptance email.

Withdrawing or amending your submission

Please tell us promptly by email if you have to withdraw your submission for any reason.

You are welcome to amend your submission via the Google form before the deadline.

File types

Please submit work in the following formats:

- Plain text only:
 - Word / DOC file if you are happy for the work to be printed in our font.
 - PDF file if it must be printed in a font you have chosen.
- Photo, line drawing, painting, etc: high-quality, large JPG file.
- Digital image: PNG file.

About the work

Our submissions form asks you to tell us about the works. We will use this information both to help us make a decision about the work, and also to talk about the work publicly if we accept it, so please make sure you're happy for us to do so.

If you want to share something privately with us about the work but don't want us to make it public if we accept your submission, please indicate this. We will respect your privacy.

Proofing

We don't like to correct spelling, punctuation or grammar without having been asked to, in case that goes against your wishes. Please indicate if you'd like your work proofread and amended if it is accepted with any errors found.

Content warnings

While we embrace work that is challenging or elicits strong emotional responses, we don't want HOAX to traumatise or hurt anyone. We try to include content warnings above certain works so people can choose if, when and how to engage with them. Please tell us if your work requires any content warnings for violence, including sexual violence, or bigoted imagery or language.

Image description / alt text

All work published in the print issue will also be shown on HOAX's website. As such, please include descriptions of the visual information of any image or video works. Try to keep these concise, factual and objective, as if you are just trying to give an accurate and complete description of what something looks like to someone who can't see it. We will use this on our website and in social media to ensure work is accessible.

Rejection

Each print issue of HOAX only has space for seven carefully chosen works. Because of this we unfortunately have to say no to a lot of work we really like. Please don't take a rejection from us as a sign that we wouldn't want you to submit work for future print issues, or for our online platform!

Feedback

Our small team of volunteers run HOAX in their lunch breaks, evenings and weekends so we're not currently able to offer feedback on rejections. We're sorry about this.

Launching the work

When the issue will be launched

There is no set-in-stone date for the issue launch yet but it will be sometime between July and September 2023. We will be in touch with contributors at least a few weeks in advance to confirm.

How it exists on HOAX

All of HOAX's print issues are launched online and exist on HOAX's website to be read and downloaded by all. Each individual work also gets its own page and joins our extensive online archive, and all contributors are listed in our website's index of contributors.

We continue to promote each issue and individual work through our online channels periodically to ensure they don't gather dust and remain actively shown to readers and audiences.

If you'd like to show or reproduce work presented through HOAX elsewhere, we'd be fine with that, but would appreciate a credit. We don't like to be cagey about how artists and writers can use their own work, though we do want HOAX to feel like the work's 'home'!