

GLOW

September 25, 2010

Request for Proposals

Artwork for one-night biannual arts festival. Commissions for new artwork range from \$1,500 to \$2,500.

The City of Santa Monica is seeking proposals from artists and/or artist teams for temporary art installations for the city's biannual all-night event, *Glow*. First produced on July 19th, 2008, *Glow* was wildly successful, with twenty seven art installations (and over 100 artists) dispersed on the Santa Monica beach and adjacent areas. Over 200,000 people came to savor art that was always engaging and in many cases interactive. On September 25, 2010, Santa Monica Beach, Palisades Park and surrounding areas will host unique and diverse temporary artworks. Inspired by Paris' all-night festival, *Nuit Blanche*, The Santa Monica Cultural Affairs Division is pleased to invite artists to partake in this unprecedented nighttime event by submitting proposals for artwork.

Artwork considered for *Glow* may vary in medium, including performance and video installations. All works should be conceived specifically for the event. Artists are particularly encouraged to submit proposals that invite audiences to actively participate and interact with the artwork. Artists should spend time walking the *Glow* Zone and become familiar with the feel and texture of the environment before considering a specific site in which to propose a project. The vast majority of sites for *Glow* projects are outdoors, with the beach north and south of the Pier being the largest space. Several of the parks east of the beach, including Palisades Park from the Pier to Santa Monica Blvd and Crescent Bay Park south of the Pier at Ocean Front and Bicknell Ave offer good opportunities. Additional smaller open spaces south of the Pier may be considered on a case-by-case basis. The City of Santa Monica will assist artists by providing electrical connections at all sites. The Santa Monica Pier is not available as a location for *Glow* projects. A classroom space at the Senior Citizen center on Palisades Park was well used in *Glow* 2008 and is available again for one project. See attached map for an outline of the *Glow* Zone. More information about sites will be shared at the orientation meeting on February 23, 2010. See below for details.

Eligibility:

Glow is open to all professional artists and/or artist teams who live or work in Los Angeles County.

Information about *Glow*

Please review the *Glow* website at www.glowarchive.org to see the archive of *Glow* 2008. You may also want to check out websites for some of the other all-night art events such as *Nuit Blanche* in Paris <http://www.nuitblanche2009.com/> and in Toronto <http://www.scotiabanknuitblanche.ca/home.shtml>. There is a great deal more on these events that can be found on Google and You Tube – it will be very helpful in making a

proposal to review some of the documentation on the web but please keep in mind *Glow* wants original artworks especially suited to *Glow's* physical and cultural conditions.

Selection Criteria:

- Installations should be created with the intent of engaging the public, carefully utilizing public space at nighttime, and providing a safe and unique experience for all visitors.
- All artists must be available to set-up their art work, display for a twelve-hour time period to the public (7:00 PM to 7:00 AM) free of charge, disassemble and remove all art work on the morning of September 26^h.
- All artists will receive recognition in the *Glow* brochure and website.
- Any costs above funds allocated by the City of Santa Monica for commissioned projects will be the responsibility of the artist.
- All art installations should celebrate the unique characteristics of the *Glow* experience, its attitude, location, and time.

Materials to Submit:

A CD with up to ten images of past work for the entire team must be submitted. Digital files must be JPG format, 300 DPI, 5MB or smaller. Each image should be identified as to title, date materials and dimension. All images must be numbered, one through ten. Up to ten additional images may be included on the disc, but the jury is only committed to review the first ten images.

In addition to the CD, please submit seven copies of the following materials assembled into packets in the following order:

1. Cover page listing the primary contact, contact information and team members if applicable.
2. Narrative: A one-page description of the proposal and its appropriateness to *Glow*. Include dimensions of each element of the proposed project as well as fabrication and installation strategy and removal and site-restoration strategy. For events, describe the kinds of equipment required and amount of set-up and removal time required. Descriptions longer than one page will not be reviewed.
3. Site Map & Photo: An indication of the exact site of the proposed project. It is highly recommended that artists also submit a second site in case the first site is unavailable. A photograph of the site is also required, with an indication on the image as to the exact proposed location.
4. Sketch (es) of proposed project: A two dimensional scaled elevation drawing of the work. Drawings must be on 8 1/2 x 11 inches sheet or folded into 8 1/2 x 11 inch format. Drawings must include all sides of the proposed project. Larger drawings and models will not be accepted. Sketches may not be necessary for event oriented proposals.
5. List of Materials/equipment: A detailed list of all materials and equipment to be used in the fabrication/presentation of the work. Please note, all materials must be environmentally safe. Identify any required utility hook-ups.
6. Budget: The proposed budget for the work must be adequate to cover all costs for design, fabrication, transportation, installation, equipment rental, maintenance, removal of the art work, and site restoration.

7. Timeline: A detailed timeline including fabrication, installation of work, de-installation and return of site to original condition.
8. Current resumes for each team member: Include experiences or qualifications that would be relevant to a public art project of this type. Limit each resume to two pages maximum.
9. An annotated list of images: Include a list that corresponds to the submitted images. The list must include artists'/designer's name, dimensions, materials, budget, location and date of completion of each artwork, website addresses and any additional information you wish to include.

Submittal materials will not be returned. Please do not send original artwork.

Review Process:

A jury of arts professionals will review all proposals, select artists and recommend funding amounts. Funding will range from \$1,500 to \$2,500, depending upon the nature and quality of the proposed installation. Although site specificity is key, artists must be flexible in their site preference, as availability is dependent upon a number of feasibility issues which must be determined by *Glow* and all relevant property owners and/or stakeholders. *Glow* will assist in the negotiation for the use of specific spaces.

Important Dates:

Tuesday, February 23, 2010

Application Workshop – 10:00am – 12:00pm at the Santa Monica Civic Center East Wing, 1855 Main Street, Santa Monica

Monday, April 12, 2010

Submission Deadline – **Materials must be received by Cultural Affairs no later than 5 PM, no exceptions, this is not a postmark deadline.**

Friday, May 7, 2010

Selected artists will be announced no later than this date

Send to:

Glow
Cultural Affairs Division
City of Santa Monica
1437 4th Street, Suite 310
PO Box 2200
Santa Monica, CA 90407-2200

For further information please contact:

Malina Moore at malina.moore@smgov.net

presented by:

