

Request for Proposals: Immersive Art Installations at The Fresh Arts Glow Ball Gala 2019



Do you have an art concept that you would like to bring to life at the Fresh Arts Glow Ball gala? Please read the Eligibility Requirements and Guidelines before applying.

- **Submittable URL:** <http://bit.ly/RFPglowball>
- **Submission Deadline:** 11:59pm on Monday, February 11, 2019
- **Budget:** \$1,000 (including design, fabrication, installation)
- **Five (5) proposals will be selected**
- **Opportunity is open to:** Houston-area artists/creatives of all disciplines from emerging to established. Previous experience in art installations is not required, but preferred. Individuals as well as artist collectives or teams are welcome to apply. All applicants **MUST** be over the age of 21 and live within a 50-mile radius of Houston.
- **Applicable art forms include,** but are not limited to: projections, site-specific installations, and/or performances that create interactive experiences.

Request for Proposals: Immersive Art Installations at The Fresh Arts Glow Ball Gala 2019

Fresh Arts is seeking proposals from artists, creatives, or collectives to create five (5) works of art to be showcased at the Fresh Arts Glow Ball gala held on Friday, March 29, 8pm – Midnight and during a public pop-up event on Saturday, March 30, 11am – 5pm. Proposals should incorporate visual elements relating to the “Glow Ball” theme which is open to creative interpretation. Glow theme elements may include, but are not limited to use of neon colors, exploring luminescence and things that glow or involve blacklights, a play on the 80s GLOW wrestling show, etc. Works that create an immersive art experience are preferred.

A total of five (5) proposals will be selected. The selected artists will each receive \$1,000 to complete the project, including design, materials, equipment rental, site preparation, and installation.

Artworks/Installations are to be loaded in and installed on Thursday, March 28. Installation must be completed no later than Noon on Friday, March 29 with deinstallation taking place Saturday, March 30, 2019 from 5:30-midnight. Please review the project timeline for more details.

The deadline for applications to be received is 11:59pm on Monday, February, 11, 2019. All applications must be submitted through the provided Submittable portal:
<http://bit.ly/RFPglowball>

Applicants will be notified of their status on Friday, February 15, 2018 by 5pm. Please do not call for results.

About the Glow Ball gala

Fresh Arts is pleased to announce our Annual Gala fundraiser, the Glow Ball on Friday, March 29 from 8pm – 12am at Silver Street Studios. The Glow Ball experience will culminate with a pop-up event the following day on Saturday, March 30 from 11am–5pm.

Houston’s biggest artistic party supports the professional development of our community’s vibrant, passionate creatives, raising key funding needed to continue work in strengthening the Houston arts community by supporting the artists who create it. Thus, Fresh Arts leverages the gala as a platform to showcase a wide range of Houston’s artistic talent through performances, live painters, a silent art auction, and wild costumes.

Funds raised from the Glow Ball support the development of professional skill-building opportunities for local artist entrepreneurs. It also supports programming to gain new audiences for rising artists, designers, performers and makers for the benefit of the Houston community.

About Fresh Arts

Fresh Arts mission is to champion local artists and creative entrepreneurs to succeed in the business of art.

Our programs help advance the careers of local artists and creative entrepreneurs by complementing their artistic practices through carefully cultivated communities that facilitate shared resources, knowledge, experiences, and audiences. We achieve this through resource sharing, skill building initiatives and through our artist-centered communities’ programs.

Eligibility Requirements and Guidelines

Artist Eligibility

- Open to artists/creatives of all disciplines.
- Artist collectives or creative teams are welcome to apply.
- Artist(s) must live within a 50-mile radius of Houston.
- Artist(s) must be over the age of 21.
- Previous experience in art installations is not required, but preferred.
- Applicable art forms include, but are not limited to, projections, site-specific installations, and/or performances that create interactive experiences.

Project Guidelines

The selected works will be located indoors at the Silver Street Studios event space which is a 20,000 sq. ft open warehouse with concrete floors, metal sheeting walls, and 26 ft high open beam ceilings.

Each art installation must encompass a space that is 10' to 15' wide x 10' deep with no height restrictions.

Artists will have access to electrical wall outlets, a scissor lift (signed waiver required to operate), and downlighting will be made available, if needed, to better highlight the artwork/space. All other lighting elements and structures, including design, fabrication, and installation and breakdown are the artist's responsibility.

Additionally, Fresh Arts will provide:

- Prominent signage with the artist's name and bio
- Marketing and promotion of the artist's participation through social media, email blasts, and placement on the Fresh Arts website
- (4) complimentary tickets to the Glow Ball gala (a \$400 value)
- A 1-year Fresh Arts Membership (a \$65 value)
- \$1,000 project stipend (includes design, fabrication, installation and materials)

Criteria for Selection

Proposals that integrate the following elements will be preferred:

- Fits with the Glow Ball theme
- Shows well in both day and night
- Suitable for indoor display
- Soundly and professionally constructed
- Appropriate for viewing by visitors of all ages
- Works that creative interactive experiences are preferred
- Cross-disciplinary and/or multimedia collaborative efforts are encouraged

Project Timeline

Applications open	Monday, January 21
Applications due	Monday, February 11 by 11:59pm
Selected Artists notified	Friday, February 15 by 5pm
Artist Agreement signed	Wednesday, February 20
50% Payment	Friday, February 22
Installation period	Thursday, March 28 – Friday, March 29
Balance Payment	Upon completion of installation
Installations complete	No later than Noon on Friday, March 29
Event times	Friday, March 29, 8pm – Midnight and Saturday, March 30, 11am – 5pm
Deinstallation	Saturday, March 30, 5:30pm – 11:59pm

Artist Responsibilities

- Artists are responsible for both the installation and the deinstallation of their work.
- Additionally, artists are responsible for materials and all elements of design, construction, operation, and maintenance of their installation for the entire duration of the event period. Fresh Arts is not responsible for any damage or losses to an installation during the event.
- Artists must allow Fresh Arts to publish videos or images of the installation process, in addition to advertised photography of people interacting with the installed art through the event period. Promotion of the installed works will be provided by Fresh Arts with appropriate attribution to the artist(s).

How to apply

Submit the following information and materials via the Submittable application portal no later than Monday, February 11 by 11:59pm CT

- Artist/Team info
 - General contact info
 - Names and bios of all participants (250 words or less per bio)
 - Websites, social media links
 - Description of Qualifications + Past Experience
- Detailed Project Description that addresses the following:
 - Overall vision for the project
 - How will you incorporate the Glow theme?
 - Other themes or images presented in your proposed work
- Describe your qualifications for this project
 - Relevant experience with art installations including type, location(s) and length of display
 - Other notable experiences, awards, etc.
- A basic construction or installation plan that includes
 - Method for assembly or construction
 - Dimensions of any structures
 - Electrical or technical specifics
 - Materials and tools used
- Attachments should include:
 - Photos of past work or installations
 - Provide a sketch, photo, or rendering of the proposed art installation. The more visual representations you can provide, the better.
 - Image list with descriptions