

DLECTRICITY™ 2020

OPEN CALL GUIDELINES

DLECTRICITY™ 2020 WILL BE HELD:

FRIDAY, SEPTEMBER 25, 7 PM - 12 AM

SATURDAY, SEPTEMBER 26, 7 PM - 12 AM

APPLICATION DUE:

FRIDAY, MARCH 3, 11:59 PM EST

APPLICATION INFO SESSION:

SATURDAY, FEBRUARY 8, 11 AM

Museum of Contemporary Art Detroit (MOCAD)

4454 Woodward Ave, Detroit, MI 48201

OPEN CALL OVERVIEW

DLECTRICITY™ is back! On September 25 & 26, 2020, the heart of Midtown Detroit and DTE Beacon Park will be transformed with site-specific installations of light, video, performance, sound, interactive engineering and nonconformist architecture. From lasers and 3D mapping to dance performances and puppet shows, we want to see what you create. We challenge you to animate historic buildings, activate the streets, generate engagement—the cityscape is your canvas. Now is the chance to show Detroit—and the world—what you can do!

For three electrifying weekends in 2012, 2014 and 2017, DLECTRICITY™ brought thousands of people into Midtown Detroit to experience 40 luminous projects by local, national and international artists. Over half of those projects were selected by distinguished art and cultural leaders through an open call process.

In 2014, DLECTRICITY™ showcased over 40 internationally acclaimed, local, and emerging artists from around the world, including Australia, Canada, Germany, Italy, Poland, Sweden, New York, Boston, Los Angeles, and Detroit.

DLECTRICITY™, inspired by Nuit Blanche arts festivals from around the world, presented two major art + technology festivals in 2012 and 2014. Produced by Midtown Detroit, Inc. (MDI), a nonprofit planning and development agency, this spectacular outdoor visual light + art celebration will once again activate the Woodward Corridor in Detroit's Arts + Cultural District.

Up to 25 site-specific, outdoor projects will be selected through the Open Call for Entry process by the DLECTRICITY™ Curatorial Committee. The Curatorial Committee, selected by Midtown Detroit, Inc. and the founders of Art Detroit Now (an organization representing over 90 contemporary arts venues in metro Detroit), will select projects and performances based on a number of criteria, including artistic merit and how well it uses various media relating to light and other technologies (videos, smartphones, lasers, robots) within an urban environment.

Please consider carefully if you are able to undertake this commitment before submitting your

application.

DLECTRICITY™ 2020 CURATORIAL COMMITTEE

ABIR ALI – Architect and Designer, Detroit

TAYLOR ALDRIDGE – Curator, writer and co-founder of ARTS.BLACK

LARRY BARANSKI - Director of Public Programs, Detroit Institute of Arts

ANNMARIE BORUCKI – Director of Arts & Culture, Midtown Detroit, Inc. and Director of DLECTRICITY

PAT ELEFRITZ – Curator of New Media and Technology, MOCAD

ATIIM J. FUNCHESS – Assistant Director for Marketing, Detroit Public Library

CHRISTINA HAMILTON - Director of Visitor's Programs, Stamps School of Art & Design at the University of Michigan

MEGAN HEERES – Beacon Park Manager, DTE Beacon Park

LAURA MOTT – Senior Curator of Contemporary Art and Design, Cranbrook Art Museum

GEORGE N'NAMDI – Owner, N'Namdi Center of Contemporary Art

SCOTT NORTHRUP – Assistant Professor, Entertainment Arts, College for Creative Studies

MARC SCHWARTZ, COMMITTEE CO-CHAIR – Founder, Art Detroit Now

REGGIE WOOLERY – Director of Education, Charles H. Wright Museum of African American History

The Curatorial Committee is charged with responsibility of selecting artists and projects to be placed on the facades, grounds, and surrounding buildings of the hub institutions in Midtown including:

- Detroit Institute of Arts
- Wayne State University
- College for Creative Studies
- MOCAD
- C.H. Wright Museum of African American History
- Michigan Science Center
- Detroit Historical Museum
- Detroit Public Library
- Cathedral Church of St. Paul
- First Congregational Church of Detroit
- N'Namdi Center for Contemporary Art

The 2020 festival will also include installations at DTE Beacon Park.

DLECTRICITY™ aspires to engage a broad and diverse audience, create a sense of community and be a place for stimulation and discussion about the impact of art on public spaces.

OPEN CALL PROCESS

DLECTRICITY™ will present a wide range of outdoor installations, performances, and activities. We are looking for contemporary art projects that transcend traditional understanding of public art to transform the Woodward Corridor and Beacon Park into a luminous and spectacular nighttime landscape. These temporary, site-specific artworks can include:

- Light installations

- Video art
- 3D video mapping projections
- Multimedia installations
- Interactive and community engaging technology
- Works that utilize mobile platforms (smartphone, tablets)
- Artificial Intelligence
- Performance (art, dance, theatre, music)
- Talks and workshops
- Kid-friendly and/or educational
- Creative and/or marketing experiences for the festival
- The unexpected

All proposals must meet the criteria outlined below, must be selected by the DLECTRICITY™ Curatorial Committee, and must pass a due diligence technical review by our production team before official acceptance into the overall event.

PROJECT REQUIREMENTS

Your project uses light as a medium and/or as a part of the overall design and concept and is suitable for OUTDOOR, nighttime presentation. There are limited opportunities for displaying indoors.

There are no geographical restrictions for the open call; we are looking for artists locally as much as we are internationally. However, we cannot assist participating artists with their travel costs outside of the \$4000 budget limit. Travel costs may be a line item in your budget, or you may use your \$1000 honorarium, or your own funds, towards travel if you so choose.

You agree to create an OUTDOOR, site-specific project and/or performance located in a public space. DLECTRICITY™ will take place OUTSIDE along Midtown's Woodward Corridor and will also include installations at DTE Beacon Park, an expansive 1.2 acres green space located on the western edge of downtown Detroit.

The boundaries for this event along Woodward Avenue include:

- Kirby Street to the North (near Detroit Institute of Arts & Detroit Historical Museum)
- Brush St./John R to the East (near College for Creative Studies, Michigan Science Center & Wright Museum)
- Canfield Street to the South (near Museum of Contemporary Art Detroit)
- Cass Avenue to the West

Beacon Park is located at 1901 Grand River Ave, Detroit, MI 48226.

See the DLECTRICITY™ 2020 Map at the end of this PDF for details.

Access to the projects included in DLECTRICITY™ must be available to the public, free of charge. All projects will remain displayed for the entirety of the event, from Friday, September 25, through Saturday, September 26, 7pm – 12am each day.

You are willing to make the commitment required in order to bring the project to fruition, and have the

capability to complete the project with a team you have assembled, if needed.

Your project expenses will not exceed the allocated production budget of \$4000, including all supplies and all other production-related expenses. DLECTRICITY™ will not be able to support projects exceeding the scale and scope of the allocated production budget. Any budgets that exceed \$4000 are your responsibility to cover. You may use the additional artist honorarium of \$1000 towards your project's expenses, or provide funds through additional fundraising or personal means if you so choose.

Insurance coverage may be required, to be determined in consultation with the City of Detroit. Midtown Detroit, Inc. will have overall event insurance in place; however, if you need additional insurance, please include that as a line item within your budget.

For international artists, DLECTRICITY™ will cover costs associated with visa applications. Additionally, we can provide guidance through the visa application process as well as legal support with credentialed immigration lawyers. What will be required from international artists is time dedicated to this process

Your project must be installed and taken down in a safe manner, and abide by all laws and safety standards, to be assessed and evaluated in consultation with the City of Detroit (for example, no noise violations, all electrical devices must meet code, etc.)

PLEASE NOTE:

Selection by the Curatorial Committee does not guarantee your project will be in DLECTRICITY™. In addition, your project must pass a rigorous technical assessment by our production team. This process will ensure your project can be achieved within the DLECTRICITY™ event footprint in a way that is both safe and satisfactory to technical and curatorial criteria.

PROJECT ASSESSMENT

Projects will be assessed by the Curatorial Committee with the following criteria in mind:

DURABILITY AND ACCESSIBILITY: As an outdoor public arts event, DLECTRICITY™ will host a diverse and often large audience. Does your proposal explain how your project can accommodate thousands of visitors?

ARTISTIC MERIT: We are interested in projects that are bold and that will have impact during nighttime hours. We are also interested in projects that engage in a dynamic conversation between site, audience, and context. Remember that Midtown's urban environment is your canvas—make good use of it.

COST: The cost of executing your project will be considered in relation to the artistic merit, impact, and value of other projects considered.

EDUCATIONAL VALUE: Please explain how your project is meant to have educational value, if appropriate.

FEASIBILITY: Your project will be judged on your ability to execute it at the time of submission. We will be considering the time it will take to execute your project, whether your project can be executed for the amount budgeted, the ability of your project to withstand severe weather conditions, and if your

project can handle physical interaction with a large audience (if applicable).

INTERACTIVITY: Does your project interact physically or virtually with visitors? Is the interactivity integral to the concept of the project? Can your project handle interaction with thousands of visitors continuously for at least 8 hours?

LOCATION: We strongly suggest you describe the ideal OUTDOOR environment for your project. It can be a specific location or a description of a setting that will suit the needs of your project. Tell us why that kind of location is appropriate (i.e. the location is dark, quiet, visible from afar, etc.) Do you require a large open space? A blank wall? A detailed building facade?

If you are familiar with the Woodward Corridor of Midtown Detroit and wish to suggest specific locations, please list more than one potential location for your project. Locations directly on Woodward Avenue are strongly preferred over locations on side streets.

We will use your information to find the best location for your project within the event footprint. Please note that our Curatorial Committee, production team and MDI, Inc. will make the final decision about your project's location based on curatorial and technical assessments, and the cooperation of property owners.

TECHNOLOGY INTEGRATION: The technology used in your project should be relevant to the ideas and/or necessary for its presentation. The DLECTRICITY™ team will be available to guide artists in their use of technology. Additionally, an information session on the event's core technology will take place on Saturday, February 8 at the Museum of Contemporary Art Detroit. A livestream will also take place.

The Curatorial Committee reserves the right to ask Open Call applicants to provide additional information as required to establish the viability and "build-ability" of the installation.

BENEFITS OF PARTICIPATION

Open Call Projects selected for exhibition receive:

- An artist honorarium of \$1000 on final installation
- Financial production support of up to \$4000 based on needs and assessment*
- Inclusion in the DLECTRICITY™ print guide
- Recognition on the DLECTRICITY™ website
- Professional photographs of installation
- Financial assistance with visa application (as necessary)
- A kickoff celebration for all artists and groups involved

PLEASE NOTE:

Submission of receipts showing the use of funds are required. Expenditures must be pre-approved by the Curatorial Committee, the production team and Midtown Detroit, Inc.

Any budget amounts that exceed \$4000 are your responsibility to cover. However, the additional honorarium of \$1000 may be applied to project expenses if you so choose.

All Open Call Projects will benefit from a major marketing campaign to promote the overall event, driving attention to the event's print guide and website. The campaign will include dynamic print material, thorough media relations and a social media plan to garner local and international attention.

In addition to financial help, DLECTRICITY[™] offers limited production support including:

- Securing access to venues and city spaces when possible
- Assisting with city permits and other permissions (e.g. access to public space, health and safety) when possible
- Technical consultation
- Assistance with sourcing technical equipment if required

Where possible, Midtown Detroit, Inc. will make arrangements for access to power during the event. Please note that power may be limited at some venue locations.

Midtown Detroit, Inc. will assess the need for security guards to be stationed at your project during the night of the event without charge to you as the artist.

APPLICATION GUIDELINES

Applications will only be accepted when submitted through Slideroom. A very specific set of criteria for applications will be used to ensure that all submissions will be reviewed and assessed effectively and fairly.

In addition to the Application Form, Open Call applications can include a strict maximum of four attachments. These include all images, videos or audio works you wish to submit to supplement your application.

IMAGES

Submitting an image is highly recommended. Ideally, you should submit an artist rendering or mock-up of your project, and/or drawings with dimensions sufficient to describe your project. 3D images of the installation are desirable, as are images of similar projects you have already completed. If you have an online portfolio of your past work, it is strongly suggested you include a link in your application.

Images must be in JPG or PDF format, at a maximum resolution of 300 dpi. You may include more than one image in a file. All images must be named following the model:

[Number]_[artist/group name]_[title of work].jpg

For example: 01_ArtistName_TitleofWork.jpg

VIDEO & AUDIO

Open Call Applications can also submit video or audio works to supplement their application. All video must be in MOV, MPEG, WMV or AVI format only. All audio must be in MP3 or WAV format only. Video and audio work must follow the same rules for naming as images.

CONTACT US

If you have questions about these guidelines, please contact the DLECTRICITY[™] Curatorial + Production Team at info@DLECTRICITY.COM or 313.420.6000.

Thank you for applying. We look forward to seeing your ideas! FOR MORE INFORMATION ABOUT DLECTRICITY[™] VISIT [DLECTRICITY.COM](https://dlectricity.com)

MIDTOWN



