

**ART
IN THE
OPEN**

**Main Event - August 26th, 2017
4 pm to midnight**

Charlottetown, P.E.I.
Application Form and Project Guidelines

www.ArtintheOpenPEI.com

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**Deadline for Submission
March 31st, 2017**

About Art in the Open

Art in the Open main event highlights Charlottetown's visual art scene, its downtown heritage spaces, its exhibition venues and performance companies, and its diverse cultural traditions. It will take place across downtown Charlottetown with focal points at Victoria Park, the Confederation Centre of the Arts plaza, Rochford Square, and Connaught Square. The Art in the Open main event will primarily include installations, screenings/ projections, performance art, dance, outdoor theatre and street performance (i.e. mime, puppets, storytelling, spoken word, etc...), sculpture and other temporary art forms.

Art in the Open includes both curated components and independently proposed projects. This application form and guidelines apply to independent projects, which can be submitted by any Canadian individual artist or group.

For further information about Art in the Open and submission requirements please see:

www.artintheopenpei.com or www.facebook.com/aitocharlottetown

Or contact Project Manager
Beth Lassaline
artintheopenpei@gmail.com
902.218.0135

Thank you for your interest!

1.0 Guidelines for Independent Projects

Independent artists, groups or collectives from across Canada are eligible to apply. Artists agree to create a temporary project located in a public space, available free of charge to the public during Art in the Open, either continuously or at intervals from 4pm – midnight. You will remove your project (and associated materials) by noon on Sunday, Aug. 27th, 2017.

All projects must be prepared for inclement weather. Only under extreme circumstances will the Art in the Open festival be delayed to the rain date of Sunday, August 27th, 2017. At which point projects will be required to be removed by noon on Monday, August 28th.

Projects primarily of a commercial nature (i.e., advertising or sales) will not be accepted. If projects are to take place in a commercial space, artistic justification for use of such a site must be given.

Rochford Square, Connaught Square, The Confederation Centre Plaza and Victoria Park (*see map for layout within the city) are being made available free of charge (and in most cases with access to power) for Art in the Open projects. Other locations will be considered if the proposal requires a specific site other than these, but such sites must be secured by the applicant.

If accepted, projects must be installed and exhibited in a safe manner and abide by all relevant by-laws, laws and safety standards. Adherence to matters of public safety will be assessed and evaluated by the Art in the Open steering committee in consultation with City of Charlottetown staff.

The event falls under the Art in the Open Liability insurance. Artists who have their own insurance coverage are invited to provide a certificate of liability. Art in the Open's insurance will not cover damage to art or installations, and participating artists will be required to sign a waiver to this effect.

Applicants are invited to submit up to two different project proposals.

The festival will not accept primarily music-based projects (e.g. musical performances or videos), although projects that include a musical component are welcome.

2.0 Assessment

Original projects created specifically for Art in the Open will be given priority. Projects will be assessed by the jury according to artistic merit, feasibility, and a record of exhibition that speaks to the artist or artist's' ability to execute a project of the type proposed.

3.0 Publicity and Benefits of Participation

If your project is selected, you will be asked to provide a 30-word description of your work, a 50-word artist biography and an image to accompany it. This will be included in the Art in the Open program booklet, social media and website. All accepted projects will benefit from a marketing campaign that includes a printed and online map, a printed and online guidebook, as well as general and social media coverage.

Independent projects will receive financial and other support from Art in the Open, including, where applicable:

- artist fees (Art in the Open is dedicated to paying all artists honoraria for their work)
- assistance with material costs, based on submitted budget
- assistance with permits, access to venues, power and security, where possible
- letters of support when applying for external funding sources

The festival as a whole will be documented in photography format and will be made available online after the festival.

Art in the Open is an initiative of the City of Charlottetown, this town is small and the Confederation Centre Art Gallery, Discover Charlottetown, Island Media Arts Co-op, Culture PEI, and La Fédération culturelle de l'Île-du-Prince-Édouard.

The event is managed by Beth Lassaline and curated by Becka Viau and Pan Wendt via this town is small inc. and the Confederation Centre Art Gallery, with the support and guidance of a Steering Committee and many hardworking volunteers.

APPLICATION

Incomplete applications and applications not received by the deadline will not be reviewed. Proposals submitted to Art in the Open will be juried by a committee of local arts and culture professionals and artists. All applicants will be notified of the result of their application.

If submitting electronically, please send the following documents in PDF with the exception of images which need to be sent in JPEG form.

- 1) completed section A and B in table below
- 2) project description (Appendix A)
- 3) budget (Appendix B)
- 4) Curriculum Vitae (Appendix C)
- 5) up to 6 supporting images in JPEG form, no larger than 1 MB per file; (Appendix D)
- 6) detailed image list

Section A: Artist Information	
First and last name	
Primary phone number	
Work/Mobile number	
Email Address	
Mailing Address	
Preferred Method of contact	
Names of collaborators/participating organization	
Website	
Social Media Handles as applicable (facebook, twitter, instagram etc.)	
Section B: Project Information	
Project Title	
Medium/Discipline	
Project Location (if determined)	

Has the location been confirmed?	
Specify time of display (i.e. continuous, day only, night only, intervals, etc...)	
Will your project be privately insured? If yes, please provide a copy of your insurance certificate.	

Project Description (maximum 500 words)

Please attach a separate sheet labeled Appendix A. This document should include the following items:

- 1. Detailed description** of the project, ideally including a conceptual outline.
- 2. Technical proposal**, including installation and de-installation plan, timeline, location, materials and equipment, collaborators, permit and insurance consideration, possible safety concerns, etc...
- 3. Site information**, or discussion of ideal conditions of viewership, especially in terms of location and time (e.g. "The project is projected onto a screen, and thus can only be seen at night. It is meant to be viewable from a distance, even by cars driving by, and so the image must be large and/or high up.")

Signature

Date

By submitting this application, you attest that the information provided is accurate to the best of your knowledge and the works represented belong to you.

For further information about Art in the Open and submission requirements please see:

www.artintheopenpei.com, or email Beth Lassaline at artintheopenpei@gmail.com

Curatorial Questions?

Becka Viau - this.town.is.small@gmail.com (902)314 0772

Pan Wendt - pwendt@confederationcentre.com (902) 629-1152

TO SUBMIT

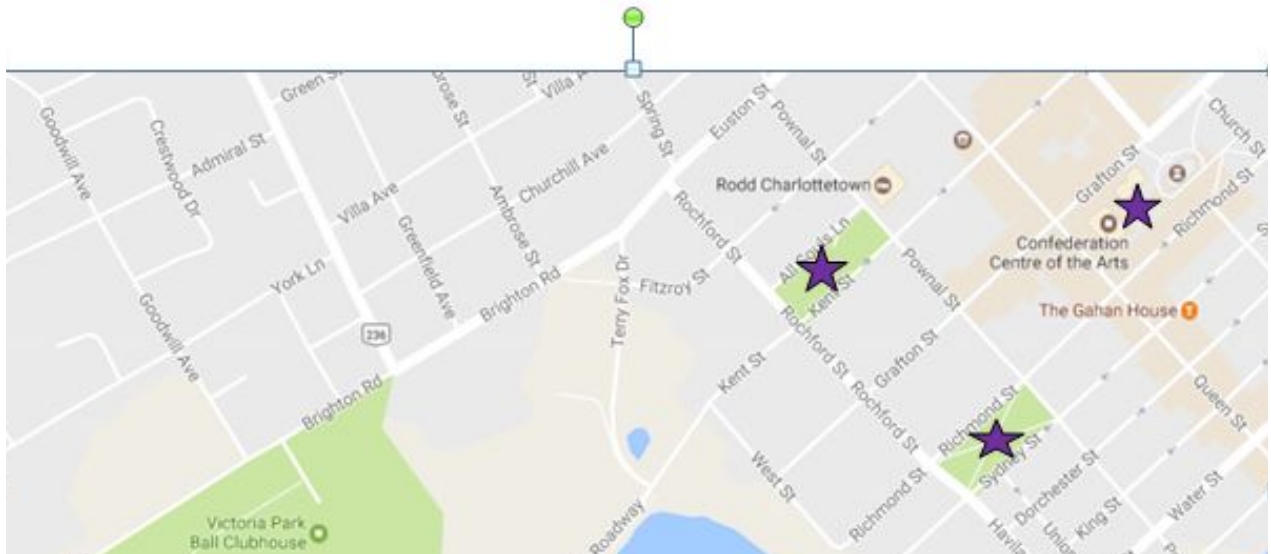
By Mail

Art in the Open Submission
c/o Becka Viau
60 Summer Street
Charlottetown, PE
C1A 2R2

By Email

artintheopenpei@gmail.com

Deadline for Submission is March 31st, 2017



2017 Festival locations include:

- Victoria Park
- Connaught Square (Richmond St. and Sydney St.)
- Rochford Square (All Souls Lane and Kent St.)
- Confederation Centre of the Arts plaza