

CALL FOR PROJECT PROPOSALS
SHIMMER: The Art of Light
Chapel Hill/Carrboro, NC
Fri., February 10, 2017, 6 pm–10 pm

National and international artists working across all media and disciplines are invited to submit project proposals for the second annual *SHIMMER: The Art of Light*, a one-night, free, public event of light-based art and performance spanning Chapel Hill and Carrboro, North Carolina, in conjunction with 2nd Friday ArtWalk.

SHIMMER is presented by smArts creative programs & events, Town of Chapel Hill Parks & Recreation, Town of Carrboro, and a host of businesses throughout the region. The event will feature approximately 25 illuminated art installations and sculpture, light projections and performances, and illuminated programmatic components in both indoor and outdoor spaces. Projects will be situated throughout a 4-square-block downtown area where the towns of Chapel Hill and Carrboro meet, transforming the area into a de facto art gallery after the sun goes down.

CALL FOR PROJECT PROPOSALS

Proposed projects should involve, interpret or explore light as a medium. Potential sites include walls, building facades, windows, sidewalks, streets and more. Projects may be indoors or outdoors. Proposals may be either new projects or projects previously realized for past sites, commissions or events.

Site-specific and site-independent project proposals will be considered. Review our available venues at www.shimmerevent.com before you submit a proposal.

Additional venues that have not yet been uploaded onto our site are as follows (they can be found on Google Maps – more detailed pics will be available soon):

Exterior entry to Greenbridge at 569 W. Rosemary St in Chapel Hill, NC
(on the Rosemary side) – 10x10 space

Exterior of Kalisher at 403 E. Main St, Carrboro, NC
(Upper deck on left or empty space in front)

SHIMMER reserves the right to make final site assignments. Remote sites (nearby, but outside of, the downtown footprint) may also be used.

PROJECT SELECTION PROCESS & CRITERIA

A panel of curators and artists will select the final projects according to the criteria listed below. The panel will also select one project as the winner of the “Best Shimmer” Award. A listing of panel members is forthcoming.

Selection criteria include:

- How a project relates to the theme of light as medium
- How a site-specific project relates to its site
- How engaging the project is
- The artistic quality of the project

- The logistical feasibility of the project
- The financial feasibility of the project
- Collaborative projects are *strongly* encouraged
- Projects that viewers can interact with are encouraged
- Sound and other multimedia components are encouraged

GUIDELINES FOR PARTICIPATING ARTISTS

- All projects must operate on a regular 220-volt outlet.
- Attending artists are responsible for the installation and removal of their artwork before and after the festival.
- If artists can't be present for *SHIMMER*, they must ship their work (artist responsible for shipping expenses, both ways) and provide detailed installation requirements and unpacking/packing instructions.
- Additional insurance coverage may be required, to be determined in consultation with *SHIMMER* before final project acceptance is given. *SHIMMER* will provide basic insurance.
- All projects must be installed in a safe and legal manner to be evaluated in consultation with *SHIMMER* (for example, wiring must meet electrical safety standards).
- Artists grant permission to *SHIMMER* to reproduce images and text from artist entries for the purposes of publicity and education unless explicitly noted otherwise on the artist's application form. Please include complete photo credit information.

EVENT TIMELINE

- **Mon, Nov 21, 2016:** Deadline for project proposal submissions (5 pm ET).
- **Thurs, Dec 1, 2016:** Artists are notified of the panel's decision about project proposals.
- **Wed, Jan 4, 2017:** Participating artists are publicly announced.
- **Dec 1, 2016-Feb 1, 2017:** Participating artists work on their projects.
- **Mon, Feb. 6, 2017:** Deadline for receipt of all shipped artwork.
- **Week of Feb. 6-10, 2017:** Installation week. Installation should happen the day of the event (Mar 3), unless special circumstances determined through consultation with *SHIMMER* require otherwise. **Work must be fully functional by 2 pm on the event date.**
- **Fri., Feb 10, 2017:** *SHIMMER* is open to the public, 6 pm-10 pm.
- **Fri, Feb 10, 2017:** All projects are de-installed starting at 10pm. All shipped artwork is returned over the following week.

CHOSEN ARTISTS RECEIVE

- A \$300 honorarium per project (one honorarium per project to be shared among project collaborators)
- Production and technical support on a case-by-case basis
- Access to sites, technical consultation, technical equipment when available, and installation support
- Recognition and inclusion in all *SHIMMER* media and promotions

EVENT SCOPE & BUDGET

SHIMMER reserves the right to cancel or amend any terms or information in this document.

SUBMISSION PROCESS

- Upload all of your project proposal materials in a single .zip file (preferred) or as individual files to:
<https://app.smartsheet.com/b/form?EQBCT=916702ca8cae46349dc11bb877c60e12>.
- **Application is free this year!**
- **APPLICATION DEADLINE: Thurs., Nov 21, 2016, 5pm ET.**
- By submitting a project proposal and paying the non-refundable submission fee, you agree to all the terms listed under the Call to Artists, and grant permission to *SHIMMER* to reproduce images and text from the project proposal for the purposes of publicity and education unless explicitly noted otherwise.
- *SHIMMER* reserves the right to make a final determination of a project's site and to make changes to the event's schedule and budget as necessary.

Only complete project proposals will be considered. A complete proposal consists of:

- A project description (up to 250 words). Please explain what the project consists of, what the audience experience of it will be like, and how the project relates to the theme of light as a medium. If the project is specific to one of the *SHIMMER* sites (see venues at www.shimmerevent.com), please indicate which site in your description, and include a second option, in case the first is not available. If your project is interactive, explain how.
- Up to 6 images to support your project proposal (JPG format, 72 ppi, no more than 80kb each). Include proposed project mockups as well as images of relevant previous work. Include an image checklist with filename, title and site (if relevant), dimensions, media and year for each image.
- (optional) Up to 2 videos to support your project proposal, supplied as links in a .docx or .PDF document to live video(s) on a personal website, YouTube, Vimeo or another online repository, with password(s) supplied if necessary. Include a title and year for each link if your destination page does not already do so.
- A list of technical equipment and components used in your project. Please note that artists supply all their own equipment and are responsible for shipping costs (both ways).
- A resume/CV and brief artist bio.
- An estimated, but carefully itemized, project budget.

Thanks so much for your interest and your initiative!

CONTACT

Please contact *SHIMMER* organizer Sarah Wolfe with any questions at smartseventsandprograms@gmail.com or Steve Wright, Public Art Coordinator at swright@townofchapelhill.org.