

FLOODLIGHT/FOUNDATION PRESENTS

# PUBLICA

THE BIG CITY PUBLIC ART FESTIVAL  
DELHI AND NATIONAL CAPITAL REGION 2016

# GALLERY ARTIST PROPOSAL



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## REQUEST FOR PROPOSALS

Floodlight Foundation, India's first dedicated promoter of public art, invites proposals from galleries and their artists for its 2016 edition of premier public art project PUBLICA, slated to debut at the end of January 2016, in the colourful and vibrant city of New Delhi, India.

We welcome galleries who work with artists who work in the public domain or wish to work in the public domain. The artwork could be environmentally focused, socially interactive, community driven, collaborative or aesthetically and visually engaging.



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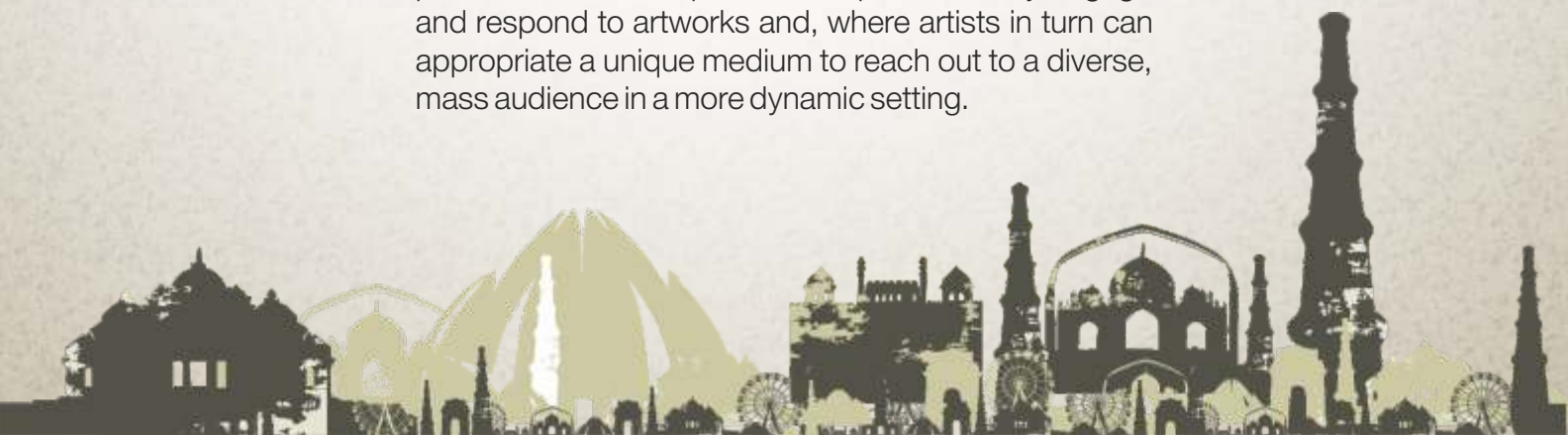
## ABOUT PUBLICA 16

After the resounding success of the 2013 edition, PUBLICA, the big city festival returns in 2016 in a bigger, engaging and more international avatar.

This year the curatorial theme is 'TOUCH'. The theme of 'TOUCH' is quite flexible and intends to leave room for the artist to use his/her imagination to activate the area. The artwork could be a tactile sculpture, an engaging film, an interactive installation or a performative work that warrants the presence of the artist himself or simply a set of photographs that move/touch the viewer.

The artist could literally interpret the theme as one where he comments on the actual making of the works, the process involved, the absence or presence of his 'TOUCH' or could make works, which are more about the viewer: works that move the viewer to awe, anger, delight even disorientation.

Another aspect the theme addresses is the issue of accessibility, an issue that is at the very core of our belief system. We believe the usual "do not touch" policy of museums, where spectators gingerly walk around works, though understandable, alienates more people that it includes and inspires. Breaking these hierarchies, we want to invite viewers to TOUCH, discover, and even play with the artworks on display. This closely resonates with the ethos of PUBLICA in particular and the Floodlight Foundation in general, to offer a democratic platform where, the public can spontaneously engage and respond to artworks and, where artists in turn can appropriate a unique medium to reach out to a diverse, mass audience in a more dynamic setting.





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## SITES

The sites for the public works will be those attracting high traffic and visibility and will be geared to enable maximum viewer engagement. The venues that will be a mix of outdoor and indoor, will include historic sites, buildings, parks, shopping malls, city museums as well as some high profile venues dotted in and around the capital city of Delhi.

The specific venues will be confirmed by 15<sup>th</sup> October 2015 and subsequently each site will be matched with the gallery artist, depending upon the project selected.



## TERMS OF SUPPORT WITH GALLERIES

Floodlight Foundation will cover the following for all Partnering Galleries

**Gallery Rights:** The Gallery has absolute right over the artwork to be displayed by foundation during PUBLICA16. The Foundation shall have right of lien over the artwork. The artwork shall not be displayed by the gallery or the artist at any other venue except venue specified by foundation. The artwork shall only be displayed at the venue specified by the Foundation.

**Sale of Artwork:** In case of sale of artwork displayed at PUBLICA16 venues, the Foundation shall be entitled to a commission percentage of the sale revenue, as pre-decided between the gallery and the foundation before installation of artwork.

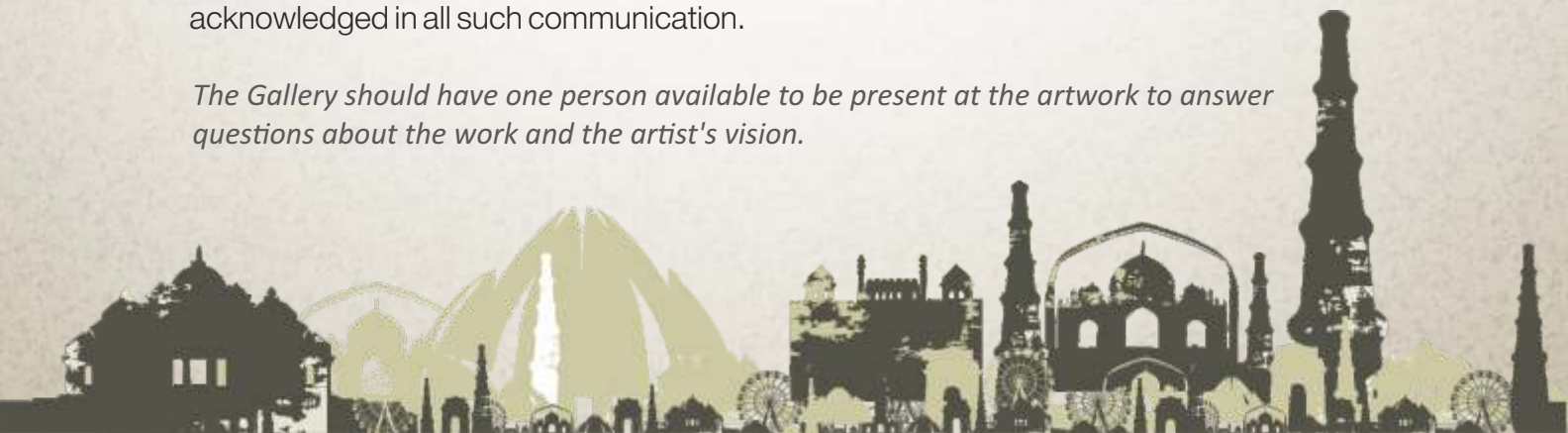
**Transportation:** The Foundation will provide the venue and the platform on a free of charge basis. The gallery will pay for the transportation charges for the artwork. It is the gallery's responsibility to ensure that the artwork is properly installed at the venue in perfect condition on the specified date. The Foundation shall ensure that the artwork is delivered back to the Gallery in the condition received by the Foundation. However, the cost of taking back the artwork shall be borne by the gallery.

**Safety & Security of Artwork:** From the time of receipt of artwork by Foundation and till the time of return of artwork back to the gallery, the Foundation would be responsible for the safety and security of artwork.

**Profiling:** The gallery/artist will benefit from special profiling on all our collaterals and will get privileged access to PUBLICA events.

**Reproduction:** The Foundation shall have all rights over the publication and reproduction of the image of the artwork for the purposes of the PUBLICA image. The artist/gallery shall be acknowledged in all such communication.

*The Gallery should have one person available to be present at the artwork to answer questions about the work and the artist's vision.*



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## TIMELINES

The shortlisted artists will be announced on 1<sup>st</sup> September 2015 after which the Floodlight Foundation will notify the galleries about their allocated venues. The sites will go live from the last week of January 2016.





## SHORTLISTING PROCESS

1. Each gallery can submit up to three proposals per artist, with as much as possible information to enable us to fairly assess the conceptual basis behind the project, the physical output and its practicality.
2. A maximum of three projects will be selected per gallery.
3. Each project proposal should be a maximum 15 pages containing sketches, images or diagrams of the project, if required.
4. Each project proposal should take into account, where the artwork can/should be placed broadly under two categories indoors or outdoors. Materials should be used accordingly.
5. Each project should be envisioned keeping Delhi and the NCR in mind.
6. The Gallery artist shall work independently, but in communication with the staff of Floodlight Foundation.
7. Applications must be submitted by 31<sup>st</sup> July 2015. (12 noon GMT)



## MATERIALS TO BE SUBMITTED

1. A 1000-word note explaining the concept behind the project.
2. Visualization and drawing, giving us as much as information as possible, to fairly assess physical outcome in terms of scale, form, material and finish.
3. A cautionary list of any hazards that may arise during the installation and execution of the artwork.
4. Recent CV/Resume with a photograph of the artist, black and white and coloured.
5. Images: A maximum of 20 images of the artist's current works. Please ensure that all images are labelled with the artist's name, title of work date dimensions and medium. For video based work, up to 10 minutes of video file(s). The video file(s) should be compatible for playback on Windows Media Player/Quick Time Player/ Real Player.

## Note: Submissions can be sent electronically or by post

- By post: CDs/DVDs (Please include the gallery name and contact details on the envelope).
- Mail to: Floodlight Foundation, Modi Tower, M-3/M-4, 98, Nehru Place, New Delhi-110019, India.
- Submissions that are being sent electronically should be sent to [contact@floodlightfoundatiion.org](mailto:contact@floodlightfoundatiion.org) with subject title "Gallery Proposal for PUBLICA".(Preferred JPEG format).
- For more information, please visit us on [www.floodlightfoundation.org](http://www.floodlightfoundation.org).





## GUIDELINES FOR SELECTION

- All materials received will be the property of the gallery and Floodlight Foundation will not retain them. The copyright of all ideas and suggested plans will remain squarely with the artist at all times, unless otherwise agreed upon. The Floodlight Foundation will not use any of the ideas provided by the artist, unless otherwise agreed upon.
- The proposed project should be feasible in terms of costs and scale, and should meet the prescribed deadlines.
- The work proposed should be environmentally safe, all-weather (unless specifically made for indoors), sturdy and well-finished.
- The Foundation has the sole right to not select any proposal that it deems offensive to the cultural, social or religious sentiments of the viewers, as well as projects that fall short of public safety requirements.
- CD/DVDs that do not open or are damaged will not be considered a valid entry.
- The works would be displayed for a period of 15-60 days, depending on the venues, after which they would be returned to the gallery, unless sold from the venues. Any unsold works may also be loaned to the Foundation as per terms mutually agreed by the gallery and the Foundation.
- Applications not meeting the criteria for submissions will not be considered.

## REVIEW PROCESS

Selected galleries shall be notified via email upon a careful examination and evaluation of all applications.

The Floodlight Foundation's selection committee will review submissions and make a decision by 31st August 2015. All decisions are final.

**CLOSING DATE FOR APPLICATIONS IS 31<sup>st</sup> JULY 2015.  
ALL APPLICANTS WILL BE NOTIFIED OF THE PANEL'S  
DECISION BY 1<sup>st</sup> SEPTEMBER, 2015.**



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## QUESTIONS

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