

FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

REQUEST FOR PROPOSAL



FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

REQUEST FOR PROPOSALS

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

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



PUBLICA

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

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 form.

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 tum can appropriate a unique medium to reach out to a diverse, mass audience in a more dynamic setting.



FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

ART RESIDENCY

PUBLICA, will go live at the end of January 2016, and the residency shall commence from October 2015 and continue through January 2016.

The residency will be strictly on an invitation only basis. It shall typically be for 30 days. The length can be changed depending on artist and the nature of the artwork.

Artists would need to make a proposal, with full visualization of their works. Also, artists are welcome to approach their local funding bodies in their country of origin, as sponsorship opportunities from the Foundation shall be limited and will not be extended to all participating artists.

We are however, open to such artists, and their sponsors/representing galleries will get the designated partner benefits, if the artist is selected.



FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

SITES

The sites for the public works will be those attracting high traffic and visibility and geared to enabling 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.

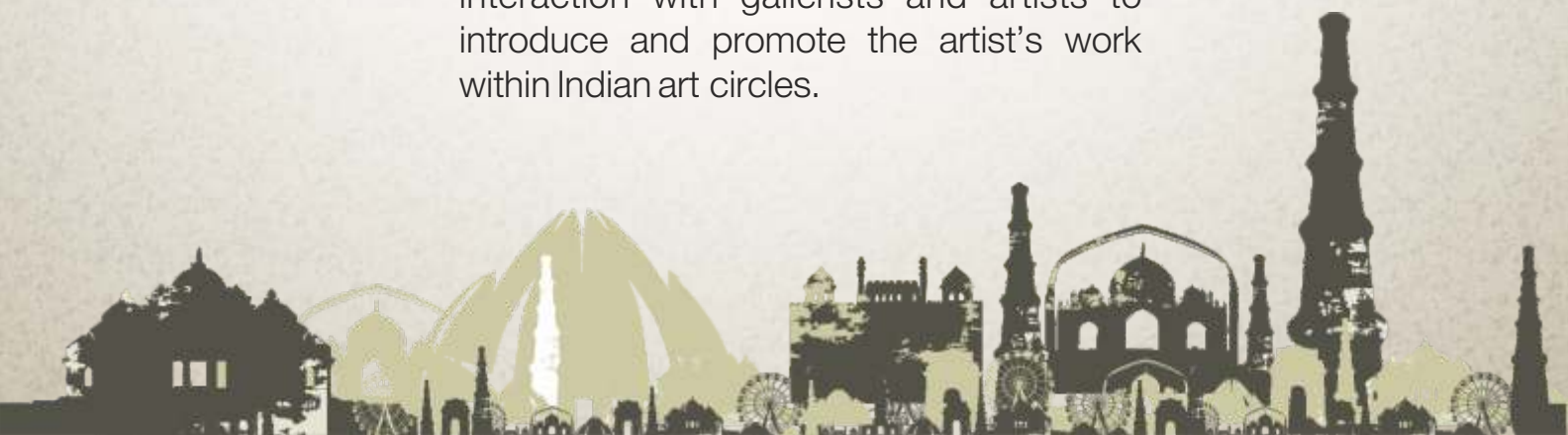
The specific venues will be confirmed by 15th October 2015 and subsequently each site will be matched with the artist, depending upon the project selected.



SUPPORT FROM THE FOUNDATION

Floodlight Foundation will cover the following for all artists

- The Foundation will cover the costs of materials and installation, in some cases. The amount will depend upon the scale of the project and the funding available at the time. Please note that the funding opportunities from the foundation are limited and will not be open to all participating artists. However, fully funded projects shall be considered.
- Transportation of the artwork to the venue(s).
- On-ground manpower assistance.
- Security.
- Participation in PUBLICA and all related events.
- Meet-The-Artists event and other social interaction with gallerists and artists to introduce and promote the artist's work within Indian art circles.



FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

TIMELINES

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



SHORTLISTING PROCESS

1. Each artist can submit up to three proposals 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. Only one project will be selected per artist.
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 of 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 artist would get the required help for the installation of the work.
7. The artist would be working independently, but in communication with the staff of Floodlight Foundation.
8. Applications must be submitted by 30th June 2015. (12 noon GMT)

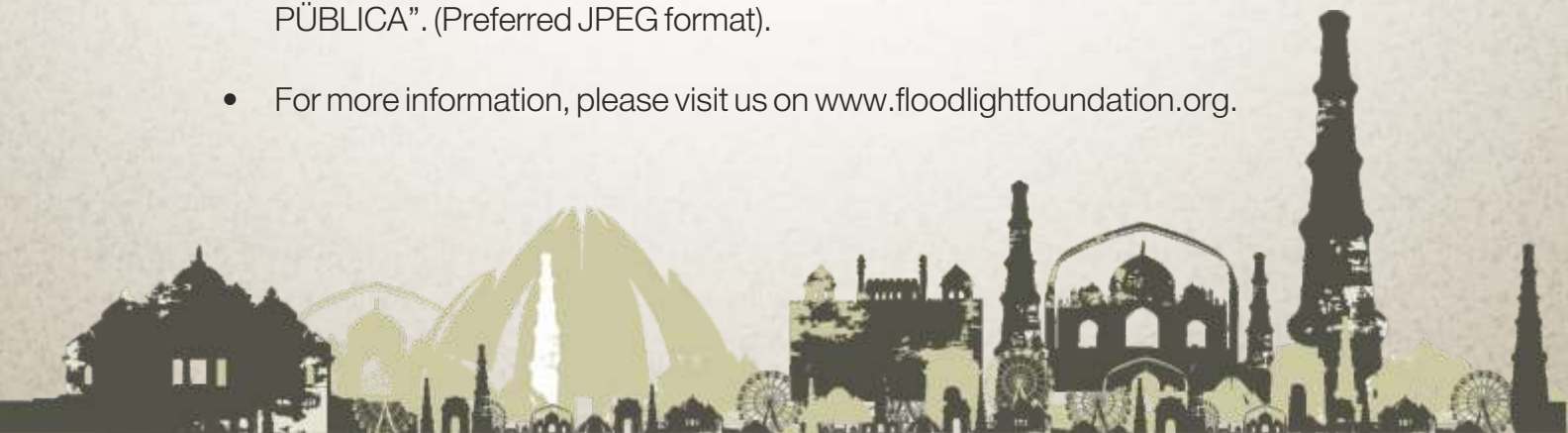


MATERIALS TO BE SUBMITTED

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. Technical submission explaining the fabrication process including the materials required, scale, weight, manpower requirement or any other technical assistance.
4. A cautionary list of any hazards that may arise during the installation and execution of the artwork.
5. Recent CV/Resume with a photograph of the artist.
6. Images: 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 your 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 to be sent electronically should be sent to contact@floodlightfoundation.org with subject title "Proposal for PUBLICA". (Preferred JPEG format).
- For more information, please visit us on www.floodlightfoundation.org.



PUBLICA

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

GUIDELINES FOR SELECTION

- All materials received will be the property of the Floodlight Foundation and will not be returned. However, 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 artists, unless otherwise agreed upon.
- The proposed project should be feasible in terms of costs and scale, and should meet the 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 disqualify any proposal that it deems as offensive to cultural, social or religious sentiments, as well as projects that fall short of public safety requirements. The decision to support a project is entirely at the foundation's discretion.
- 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 30- 60 days, depending on the venues, after which they would be held in the collection of the Floodlight Foundation. Some of the selected works would also be loaned to the city/national museums.
- Applications not meeting the criteria for submissions will not be considered.

REVIEW PROCESS

Selected artists 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 1st August 2015. All decisions are final.

**CLOSING DATE FOR APPLICATIONS IS 30th JUNE 2015.
ALL APPLICANTS WILL BE NOTIFIED OF THE PANEL'S
DECISION BY 1ST AUGUST 2015.**



FLOODLIGHT/FOUNDATION PRESENTS

PUBLICA

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

QUESTIONS

INDIA Office
Kamal Hemrajani
M-3, Modi Tower, 98,
Nehru Place, New Delhi-19.
kamal@floodlightfoundation.org
www.floodlightfoundation.org
+919871404678

