



## THE NEXT FIFTY

Seattle 2012

Imagination • Innovation • Involvement

**The Next Fifty Arts, Culture and Design Committee together with Seattle Center Foundation seeks proposals for temporary arts, culture and design projects to celebrate the 50th anniversary of the 1962 World’s Fair at Seattle Center by honoring the past, celebrating the present and envisioning the future.**

### About The Next Fifty

Since the World’s Fair in 1962, the Pacific Northwest has been home to some of the world’s greatest innovations. This creativity produced solutions to some of the world’s most significant challenges. Now it’s time to shape the next fifty years.

For six months in 2012, Seattle Center will be the virtual and physical host—once again connecting our community, region and the world. Throughout the celebration, there will be exhibitions, demonstrations, festivals, concerts, speakers and more. The event will attract from 3 to 5 million visitors including leading experts in fields ranging from global health to bio-science to civic engagement from across this region and around the world. The Next Fifty will be a dynamic and fun gathering of people and ideas spanning the full six months and will focus on eight key areas. Leaders of each of these topic areas are planning activities to illuminate the accomplishments and aspirations of their fields.

<u>Focus Area</u>	<u>Focus Period</u>
Arts, Culture and Design, History	April 21st to October 21st
Sustainable Futures	April 21st-May 31st
Global Health	June
Science & Technology	July
Learning	August
Commerce & the Innovation Economy	September
Civic Action	October

More information on The Next Fifty can be found at: [www.thenextfifty.org](http://www.thenextfifty.org)

### A Celebration of Arts, Culture and Design

A focal point of The Next Fifty celebration will be a six-month series of events and exhibitions featuring arts, culture and design. We will use the 50 years since the World’s Fair as a springboard to illuminate today’s challenges and imagine tomorrow’s possibilities -- from Seattle to the world. Arts, culture and design projects created for this celebration will provide opportunities for us to challenge and inspire our

visitors about the next fifty years. We anticipate that this anniversary event will be publicized broadly in the local and international media.

This Celebration will have a compelling and unifying theme and point of view:

***Illuminating Today's Challenges, Imagining Tomorrow's Possibilities***

The principles below will guide the celebration and should act as goals for proponents of creative projects that hope to be presented:

- **Transformational** -- This celebration will be experiential, audacious, enlightening and fearless, providing stimulating and thought-provoking programs for both the individual and community with connections and linkages between Arts, Culture and Design and the other seven program areas listed above.
- **Inclusive** -- An open, friendly, diverse, sociable and engaging approach will welcome people of all abilities, ages, and ethnicities. Through presentation of arts, culture and design of exceptional quality, we will honor the changing face of Seattle in 2012 and beyond.
- **Alive** -- Past, present or future, the human spirit lives and breathes, dreams and perseveres. Whether online or in person, the celebration is always "on."

Arts, Culture and Design activities will take place from April 21st to October 21st, 2012, at designated sites on or immediately adjacent to the Seattle Center Campus. We are looking for submissions that will creatively engage the public in a variety of locations, viewpoints and timeframes. With that in mind, consideration should be given to the myriad opportunities for experiencing the work: during the day and at night; the three seasons represented by the Next Fifty's duration (spring, summer and fall); the pedestrian experience around the edges of Seattle Center and through the grounds; the ground plane, the middle elevation of existing or new structures and the open airspace above Seattle Center.

### **What We're Looking For**

The Next Fifty seeks new and original temporary visual, performing, literary, media art as well as design and cultural projects that support or reflect the goals and characteristics of the Next Fifty Celebration. We also encourage interdisciplinary and collaborative projects.

The budget for all projects is \$500,000. \$75,000 will be set aside for youth led projects which will be specifically reserved for projects spearheaded by individuals 24 years and younger. In all cases, the selection panel will prioritize projects and allocate the budget among projects, with the intention of providing a broad range of experiences for the visitor. We anticipate selecting approximately 20 projects with budgets from \$1,000 up to \$50,000, inclusive of all costs, including design, implementation, travel and taxes.

Project duration could range between one day and six months; however, we also seek compelling ideas for projects of shorter length or intermittent performances throughout the time frame of the celebration. Examples:

- Exhibitions
- Installations
- Demonstrations
- Concerts
- Speakers and Symposia
- Performances
- Readings
- Screenings
- Participatory Experiences
- Engagement Opportunities
- Multi-Disciplinary Events

### Siting Your Project at Seattle Center

The Arts, Culture and Design Committee recommends taking stock of the following considerations and opportunities if you choose to identify a site for your project in your submission.

We are looking for submissions that will creatively engage the public in a variety of locations, viewpoints and timeframes. Specifically, you may want to consider: pathways, Seattle Center entry portals, streetscapes, plazas and courtyards, sky bridges, large and small green spaces, walls and windows of structures, roofscapes, video screens, the airspace above open areas at Seattle Center, the building and tree canopy, public interior spaces including lobbies and exhibition spaces, forgotten spaces and places for discovery in and around Seattle Center.

It is recommended that you refer to the area map, campus map of Seattle Center and stock campus photos available [here](#). It is not mandatory that you suggest a site with your submission. We can assist in suggesting an optimal location as we review all proposals.

### What the Celebration Provides

- Designated space at Seattle Center
- Publicity as part of the overall celebration
- Work-specific publicity through online and social media
- Financial support of up to \$50,000 (total project budget)

### Eligibility

- **Individuals:** Individual professional artists or teams of artists and designers working in any genre who can demonstrate a solid portfolio of previous work. Proposed work must be created by the applicant and include a feasible work plan and realistic budget.
- **Curators:** Curators may submit an exhibition or project idea.
- **Institutions:** Nonprofit organizations having a mission in arts, culture or design; those resident organizations which already have some presence on the Seattle Center Campus may partner with community-based artists or organizations to submit a proposal

Proposals to fund existing programming at Seattle Center will not be accepted. We will accept proposals from national and international artists/curators/groups.

## **Budget**

The total budget for all projects is \$500,000. \$75,000 will be set aside for youth led projects which will be specifically reserved for projects spearheaded by individuals 24 years and under. In all cases, the selection panel will prioritize projects and allocate the budget among projects, with the intention of providing a broad range of experiences for the visitor. We anticipate selecting approximately 20 projects with budgets from \$1,000 up to \$50,000, inclusive of all costs, including design, implementation, removal, travel and taxes.

## **Submission Deadlines**

- *Posting of Call:* June 10, 2011
- *Initial inquiry:* Letter of Intent (LOI) and application materials, July 22, 2011 (postmark deadline)
- *Selection Panel meets (Round 1):* August/September, 2011
- *Notification of finalists:* September 12, 2011
- *Final proposal:* October 21, 2011 (postmark deadline)
- *Selection Panel meets (Round 2):* October/November, 2011
- *Final notification:* November 30, 2011

## **Application Process**

This Call will follow a two-tiered process. For detailed submission requirements, see full application instructions at the end of this document.

### **Initial inquiry/Letter of Intent – Deadline: July 22, 2011**

Interested artists, curators, organizations/groups should submit a Letter of Intent and support materials including a resume/profile and work samples [through Café online](#) and via mail (for written word and video/DVD materials only). The letter of intent should describe very specifically and succinctly the project you would like to present. The selection panel will use this letter of intent to gain insight into your project. Very general descriptions of an artistic approach will not be accepted.

The selection panel will review all initial inquiries and invite selected artists/curators/organizations to complete a Final Proposal. The Panel will also recommend or provide suggested siting options.

### **Final proposal - Deadline: October 21, 2011**

Artists, curators or organizations/groups selected through the initial inquiry process will be asked to submit the following:

- Detailed contact information for all team members
- Project description – text of up to 500 words or electronic presentation (online or DVD)
- Proposed date(s) of exhibition or performance
- Proposed location of exhibition or performance from among Seattle Center’s suggested site options. The Panel may also recommend or suggest siting options.
- Description of project impact
- Proposal for any public promotion of the project that you will be able to provide
- Detailed budget

## **Review Criteria**

The review panel will judge initial inquiries and final proposals on:

- Creativity of proposal
- Ability of project to give voice to the Celebration's theme: Illuminating Today's Challenges, Imagining Tomorrow's Possibilities
- Adherence to the principles for the celebration listed above
- Feasibility of proposal based on timeline, location and budget
- Potential to surprise
- Potential for activating the Seattle Center campus
- Ability of project to connect ideas and people
- Ability of project to provide global insight
- Connection to theme of one or more of the other six focus areas of The Next Fifty

Incomplete applications, including those that do not describe a specific project intent will be disqualified.

## **Review Panel**

A panel of experienced professionals drawn from the fields of arts, culture and design will review both inquiries and final proposals. The panel will meet twice in the summer and fall of 2011. Finalists will be notified in September and will need to submit final proposal in October. Grant winners will be notified in late November.



## APPLICATION INSTRUCTIONS

The Next Fifty Art Call

DEADLINE: July 22, 2011

- 1) Submit a complete application online using [CaFÉ™](#) by 11 p.m. Pacific Time, Friday, July 22, 2011. Please leave yourself plenty of time to complete the application. You will receive an email from CaFÉ™, confirming the receipt of your application. Please note that if you do not receive this confirmation letter, we have not received your submission.

CaFÉ™ website:

[https://www.callforentry.org/festivals\\_unique\\_info.php?ID=762&sortBy=fair\\_name&apply=yes](https://www.callforentry.org/festivals_unique_info.php?ID=762&sortBy=fair_name&apply=yes)

**Your CaFÉ™ application will consist of:**

### **Letter of intent (not to exceed 2000 characters)**

Please read the questions in CaFÉ before uploading your letter of interest. The letter of intent must address the following:

- A description of your proposed project
- Your desired approach for this project
- Your goals for this project
- Whether you are 24 years old or younger
- Duration and frequency of your project during the six months of the Celebrations. i.e. one time, weekly, monthly, etc.
- Whether your project takes place indoors or outdoors
- Preliminary project budget and amount of funding requested

### **Professional Resume or Organizational Profile**

- Artists and curators: if applying as a team, submit a resume for each collaborating artist and a description of the role and contribution of each collaborator.
- Organizations: submit a profile or brochure that shows the breadth and reach of what you do and your history or track record.

### **Work Samples**

- Up to 16 images. If you choose to submit fewer than 16 images, you will still be required by CaFÉ to submit a total of 16 image files. Please submit blank images to bring your total image count to 16 before you submit your application.

If your work is best represented in other media, you will have an opportunity to submit work on CD-R or DVD-R, but you must submit blank stills. See below (Step 2) for directions on how to submit CDs and DVDs.

### ***Formatting of still images:***

*Do not embed images into PowerPoint or other slideshow program.*

- *File Format*— Submit only "High" quality JPGs (do not use GIFs, TIFFs or other formats). Please choose the lowest "High" setting available (this is "8" if you are using Photoshop). Save your JPGs as "baseline." Do not save your image as a Progressive JPG File.
- *Image Size* — Images must be 1920 pixels x 1920 pixels square. Use CaFÉ's image formatting instructions found here: [http://www.callforentry.org/imaging\\_tips.phtml](http://www.callforentry.org/imaging_tips.phtml).
- *File Size* — Files must be less than 1.8 MB. In most cases, if you have followed the above file format and sizing instructions, your image will be roughly 1.2 MB in size.
- *File Labeling* — Files must be titled with a number indicating the viewing order, followed by an underscore and then the artist's last name and first initial. The numbers must correspond to the accompanying Work Sample Identification List. Use "0" in front of single digit numbers. Do not use more than 30 characters, and use only letters, numbers and underscores. Example: 01\_SmithJ; 02\_SmithJ. If using a Mac, include a ".jpg" extension at the end of each image title. Example: 01\_SmithJ.jpg. If you are working as a team with another artist include both artist's last name, separated by an underscore, in the file name. Example: 01\_SmithJ\_DoeJ (for PC users) or 01\_SmithJ\_DoeJ.jpg (for Mac OS 8 or 9).

### **Work Sample Identification List**

List should include information about all work samples, including both still images and samples submitted on CD-R/DVD-R, if applicable.

For each work sample, please include:

- Title
- Year installed/performed
- Media
- Dimensions
- Description (not to exceed 500 characters). If applying as a team, clearly state which team members contributed to each project and how.

*A note on work samples: Applicants may submit still images or both still and moving images, written word or audio samples on a CD-R/DVD-R. In CaFÉ, applicants will be asked to indicate if still or moving images are the primary work sample. The media (still image or CD-R/DVD-R) that you select as your primary work sample will be shown to the selection panel. The Seattle Center Foundation reserves the right not to show secondary work samples during the selection process.*

- 2) For video, audio and written documents, submit via mail or hand-deliver by 5 p.m. Pacific Time, Friday, July 22, 2011.

**Video and Audio:** The selection panel will review a total of 3 minutes maximum from each applicant. The three-minute sample may include clips from multiple works. The CD-R/DVD-R should be formatted so your work samples are arranged in the order you want them seen. The samples can be played using either Windows Media Player or Quicktime. (Required if this is your primary work samples, optional if your primary work samples are still images.)

**Written Word:** If you are submitting written word, the selection panel will review a total of 10 pages for each applicant. The 10 pages may include sections from multiple works. The CD-R/DVD-R should be formatted so your work samples are arranged in the order you want them seen. The samples must be submitted in PDF format.

*Work samples must be post-marked or hand delivered to our office by 5 p.m. Pacific Daylight Time, Friday, July 22, 2011. Late samples will not be reviewed.*

**Please submit the following information on/with your CD-R/DVD-R:**

- Artist's name
- Artist's address, phone and email
- Title of artwork(s) and running time of each clip. Titles must match the information submitted online in the work sample identification list.
- Every applicant is required to submit a primary work sample. Applicants may also submit additional secondary work samples. Seattle Center Foundation reserves the right not to show secondary work samples during the selection process.

**Self-Addressed Stamped Envelope:** Applicants who want their work samples returned by mail must include a self-addressed envelope with adequate postage. Applicants may also pick up work samples at the Seattle Center Foundation after receiving notification of results. Work samples without postage will be discarded 60 days after the notice is sent. Every effort is made to ensure safe handling of work samples, but the Seattle Center Foundation cannot assume responsibility for loss or damage.

**Mail, FedEx, UPS or hand-deliver to:**

Seattle Center Foundation  
305 Harrison Street #302  
Seattle, WA 98109  
ATTN: ART CALL

**We're here to help**

**Seattle Center Foundation:**

(206)684-7220

[N50Artcall@seattlecenter.org](mailto:N50Artcall@seattlecenter.org)

**CaFÉ™ Tech Support:**

(888) 562-7232

[cafe@westaf.org](mailto:cafe@westaf.org)

Monday-Friday, 7:30a.m. - 4:00 p.m. Pacific Standard Time

### **Legal and Liability Requirements**

Seattle Center Foundation will be managing the Call and will be the entity administering project funding, as well. Project teams who receive grant funding may be asked to carry commercial general liability insurance depending on the specific situation.

Project teams awarded funding must also have a current Seattle business license and a Washington State Unified Business Identification (UBI) number prior to receiving payment (the license and UBI numbers are not required for application). Total expense for the license and UBI number will not exceed \$150. For further information on Seattle business licenses, and to receive an application form, please call the Seattle Revenue and Consumer Affairs Division at 206-684-8484 or visit the Web site at <http://www.seattle.gov/rca/licenses/Blicform.htm>. For further information on obtaining a Washington UBI, contact the Washington State Department of Revenue at 800-647-7706 or <http://www.dol.wa.gov/business/faqlicense.html>.

### **Americans with Disabilities Act**

The Americans with Disabilities Act (ADA) is a federal law ensuring access to services and facilities for the differently-abled. Seattle Center respects the needs of people with differing abilities and seeks to make available to applicants, participants, and all interested persons information regarding the provisions of the Americans With Disabilities Act and its applicability to the proposed activities. For information about public meetings, accessibility, and auxiliary aids, please contact Seattle Center at 206-684-7171 (voice), or 800-833-6385 (TDD Relay). This agency complies with all federal, state and local laws that prohibit discrimination in employment and services.

### **Seattle Center Foundation Respects Diverse Cultures**

Seattle Center Foundation respects and seeks to achieve cultural and aesthetic diversity in its programs and administration through:

- Ensuring culturally diverse representation in decision making through attention to cultural diversity in panel selection and hiring of staff.
- Developing policies, documents, and procedures that remove barriers to participation.
- Identifying ongoing needs and opportunities within the arts for involving diverse cultures and underserved audiences and artists.