



frequency

A festival of light, sound & digital culture

SEPTEMBER 16–19, 2021 | SANTA CRUZ, CALIFORNIA

CALL FOR ENTRIES | DEADLINE: JANUARY 31, 2021



frequency

presented by the



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Overview

The Santa Cruz Museum of Art & History (MAH) seeks proposals for temporary public artworks to be featured in and around the museum in downtown Santa Cruz during the inaugural Frequency festival. Artworks will be on public view for four (4) days from September 16 to September 19, 2021. Some projects may be selected to remain for an additional period beyond the event dates listed.

The MAH is seeking large-scale, medium, or small existing works and new commissions in a variety of mediums that center on ideas and themes of **ecology** and **public space**. This call is primarily targeting **light-based artworks** — sculpture, installation, multimedia, video, projection, performance, and digital/virtual projects such as VR and AR experiences — that can activate a multiple-block corridor of walkways, building facades, and green spaces. Interactive and participatory works are highly encouraged, as we are most interested in artworks that invite visitors to touch, play, pass through, or otherwise connect with actively.

The majority of installation sites are outdoors, but limited indoor exhibition space may also be included for presentation for select artworks. Preference will also be given to projects that are visually and aesthetically appealing both in daylight and nighttime conditions, although the priority is on installations that illuminate in the evening.

For this call, we request that artists share the project narrative or concept, visuals, itemized budget, detailed timeline, and anticipated support needs. Please continue reading for more details on submission criteria and deadlines.



About Frequency

Produced by the MAH, Frequency is a biennial festival of light, sound, and digital culture hosted in the city of Santa Cruz on California's central coast. Exploring the intersection of environmentalism and time-based media art, the 4-night downtown takeover activates the museum and neighboring parks, plazas, and riverfront area with installations of site-responsive work, live performances, interactive technologies, and immersive experiences open to all.

The event presents a diverse range of light-based artworks along a walkable route in the city center, near the Pacific Avenue Retail District and Front Street/Riverfront Corridor by the San Lorenzo River. In addition to highlighting some of the most iconic structures and open spaces in downtown, the route also reveals less familiar courtyards, alleyways, and rooftops.

While all outdoor installations can be visited for free, there will be a small entrance fee to the MAH, where some interior works and programs will be hosted. In addition, some admission-based events related to the festival may be offered at partner venues, along with special ticketed packages for guided tours followed by dinner at participating restaurants.



About the MAH

The MAH was founded in 1996 to promote a greater understanding of contemporary art and the history of Santa Cruz County. Today, it is recognized as one of the most creative and forward-thinking community museums in the country, distinguished by its trailblazing programs and interdisciplinary approach to community building.

Serving more than 130,000 people annually, the MAH's robust slate of offerings includes: a series of rotating exhibitions, biennial festivals, and public events; education and outreach programs; and cultural celebrations and activities in collaboration with its many partners. In addition, the MAH maintains a permanent collection of art and artifacts of regional significance; manages a historical archive and multiple historic sites; and operates a vibrant public plaza on the museum's doorstep that features food, social events, and year-round creative happenings.





Proposal Details

Eligibility

All local, national, and international artists, artist teams, designers, engineers, architects, media practitioners, professionals and students alike, are invited to submit a proposal for Frequency.

Budget

We will accept budgets between \$5,000 and \$15,000 (USD), with a limited number of larger fees being awarded to major works of a larger physical scale. Artists wishing to provide

proposals for larger-scale budgets are required to demonstrate experience successfully producing projects at the scale proposed. Applicants are encouraged to apply for a budget appropriate to their project and, if proposing a project above the \$15,000 limit, include scaling options.

Additionally, modest honorariums between \$500 and \$1,000 will be provided to community partners that provide supporting activities, including workshops, films screenings, and other programming elements.

Artist Participation

Artist participation is integral to Frequency. Artists are expected to be physically present during the 4-day event. If you are submitting a proposal from out of the area, please consider the costs of travel and accommodation in your proposed budget.

We are also looking for artists who are interested in developing additional programming relating to their artwork, such as an artist talk, panel discussion, leading a workshop, or other program that engages our community during the event. Ideas for support programming should be included as a part of your artwork proposal.

Themes

The MAH's mission is to ignite shared experiences and unexpected connections through public engagement of creativity and culture. Because so much of our institution's work is developed through the lens of public benefit, we saw an opportunity to identify core issues that are important to our local

community to help us consciously embrace how art and history impact and enhance community life.

Within that context, Frequency seeks artworks that animate our natural and built environments, sparking engagement and community-building while growing strong narratives of place. As such, artists are invited to submit proposals for projects that take into consideration the following themes:

- **Environmental Justice & Creative Ecologies:** Exploring the places where culture and environment intersect—sea level rise, natural resources, climate change, and equity. Interdisciplinary strategies to negotiate environmental issues.
- **Joy & Beauty:** Experiences that provides space to pause and imagine. Relief, reflection, escape. Stillness. Uncanniness. Consideration of the unknown. Inspiring wonder and awe.

Selection Process

The curatorial team at the MAH, in partnership with key event collaborators, will review and select the artists for Frequency. Selection will be based on artistic excellence, thematic relevance, adherence to the proposal requirements, and suitability for the site and event.



Installation

The MAH is available to consult, advise on and, in some select cases, assist with installation; however, installation planning and management (and engineering as needed) will be the physical and financial responsibility of the artist. As you compose your proposal, please consider how the work will be installed, including manpower, equipment needs, power requirements, and an installation timeline.

Insurance & Safety

Selected artists will be expected to provide proof of general liability insurance and, as needed, automobile liability coverage.

Artwork must be durable and able to withstand unpredictable weather conditions and physical contact by the public for the duration of the installation. Artists are asked to consider the central California coastal environment in late summer, which can potentially include heat, wind, smoke/haze, and/or rain.

Artists are responsible for addressing safety concerns, including securing all electrical and support cabling with durable covers or cable ramps to eliminate tripping hazards. Artists may be required to have their designs reviewed and approved by a licensed structural engineer.



Permits & Visas

Participating artists shall be responsible for securing all required work permits, visas, and other required documents in relation to this engagement at their sole expense. As necessary, the MAH can file a petition for visa approval on behalf of the artist, subject to being provided the required application materials and documentation no later than five (5) months prior to engagement.



Submission Requirements

Please submit the following materials by e-mail to frequency@santacruzmah.org with the subject line "Frequency 2021 Proposal". No phone calls, please.

Note: Each artist or team may submit up to three ideas or artworks. Please submit a separate proposal with documentation for each separate idea or artwork being proposed.

Please submit your proposal in the following format:

1. Completed Frequency proposal, saved as a PDF with the artist or artist team and artwork title in the file name.
 - a. Please describe in detail your proposed artwork narrative and general information. Incorporate the following information in 1–3 pages (proposals exceeding this limit will not be considered):
 - i. List of involved artists or team name (if applicable) and website.
 - ii. Contact information (must include your phone number, email address, mailing address, and country of origin).
 - iii. Title of artwork.
 - iv. Detailed physical and conceptual description of proposed artwork (750 words max.).
 - v. Explain any interactive components of your artwork, if applicable (500 words max.).
 - vi. Visual documentation or renderings (drawings, scale models, etc.) of proposed artwork with approximate dimensions and power requirements (six images max.) and visual documentation of past completed artwork (six images max.). Include image description (artwork size, material, location, etc.) underneath each image.
 - vii. Is the artwork intended to be a specific site commission to premiere at Frequency? Has the artwork been exhibited previously or is it scheduled to be exhibited elsewhere between now and Frequency 2021? (100 words max.).
 - viii. List the total estimated budget.
 - ix. Artist participation in a programmatic component of Frequency is required. State if you are interested in developing specific programming, including workshops or presentations (300 words max.).
 - x. List where you have exhibited your work in the past 12 months and will be exhibiting in the next 12 months. List any festivals or events where you have shown your artwork in the past three years (200 words max.).
 - b. Resume of artist or artist team (one to three pages).
 - c. Contact information for 3 arts-related professional references and/or professional letters of recommendation. Must include reference email and phone number.
2. JPEG files (300 dpi, file size between 3–8 MB each) of the images displayed in your proposal PDF file. Images can be submitted via email in a ZIP file or via WeTransfer or Dropbox.
3. A corresponding image list (1-page PDF) for all submitted JPEGs that shows artist's name, title of work, scale, material, location (or state that it is a rendering), and any other information to clarify intended visual appearance, fabrication methods, and technology associated with the proposal.
4. *Optional: Video showing the proposed artwork or relevant past artworks are encouraged. Videos may be submitted via links to video hosting sites like Vimeo or YouTube, or video files may be sent via email in a ZIP file or via WeTransfer or Dropbox.*

Timeline & Schedule

Oct 15, 2020

Call for entries released

Jan 31, 2021

Submission deadline

Apr 1, 2021

Notification of invited artists

Apr–May 2021

Contract negotiation/execution

Jun–Oct 2021

Planning/scheduling fabrication/maintenance of proposed artwork, etc.

Sep 12–15, 2021

Installation at sites (some installations may begin earlier)

Sep 16–19, 2021

Frequency dates

Sep 20–22, 2021

Removal of artwork



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Questions

If you have questions about this RFP or your proposal and its suitability for our site, we are happy to discuss your ideas.

Questions should be directed to Whitney Ford-Terry, Exhibitions & Projects Manager for the MAH, at whitney@santacruzmah.org.

Please submit your completed proposal and materials by e-mail to frequency@santacruzmah.org with the subject line "Frequency 2021 Proposal". No phone calls, please.

The Santa Cruz Museum of Art & History (MAH) is committed to diversity in its programming and in creating a culture and environment that is reflective of Santa Cruz County. The MAH encourages submissions from applicants representing dimensions of difference that include — but are not limited to — age, national origin, ethnicity, race, religion, ability, sexual orientation, gender or political affiliation.

Photo Credits

Select images featured in this publication were sourced from the MAH's portfolio and archives. Special thanks to photographers Garrick Ramirez, Mickey Ta, Marcello Hutchinson-Trujillo, Alex Vasquez, Shmuel Thaler, Libby Kastle, Diego Torres-Casso, and Samantha Teo.

Additional Credits

COVER

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photo courtesy of the artist.

PAGES 01, 12, 19

Submergence by Squidsoup;
photo courtesy of the artist.

PAGE 16

Wave by Squidsoup;
photo courtesy of the artist.



Find your space

For more information about MAH, please visit santacruzmah.org.



Santa Cruz
Museum of
Art & History
at the McPherson Center