

May 2021



Image, *Nightbirds*, Michael Young, Chicago Botanic Garden 2020, photo credit jim Vondruska

**WAD**  
Entertainment



SONY MUSIC

**CULTURE  
CREATIVE**

Call for Houston Artists

# Lightscape USA 2021

# Event Background

- Alongside Sony Music, Culture Creative has just completed its eighth successful year of illuminated trails in the UK and second year in the USA. The trails are illuminated, after-dark, approximately a mile-long and take place in winter, in the grounds of heritage and landscape venues.
- Timed entry slots manage a steady flow of visitors. Typically the trail takes approximately 1hr 30mins to walk plus additional dwell time. The trail routes work in a one-way circular route, with catering and retail hubs, mainly at the entrance, near the box office, and positioned along the trail.
- The work included in the trail will mix new and existing work by international and local artists and a color treatment of the landscape. It will also include sound, smell, and interactivity to appeal to all the senses, enhanced by seasonal food and beverage offerings along the route.
- In 2020 our Lightscape trail in Chicago went ahead as planned. Audience numbers were reduced to enable social distancing and no interactive installations were included.
- In 2021 we hope to be able to include interactive work, and work that can be physically touched however, artists will need to be flexible with submissions and be able to explain how their work can be adapted to meet COVID compliant regulations, should this be required.



# Our Audience

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- We appeal to a broad cross-section of ages, with something for everyone. In 2019 and 2020, approximately 56% of our bookers were aged 35 – 59, and 33% were between 16 - 34 years. 18% are couples and 33% come in family groups of three to four.
- Our target groups are:
  - Families with children from 2 to 14 years.
  - Couples aged 25 – 39 living within an hour's drive time of the venue.
  - Couples who are looking for an evening winter experience which is different from the usual ice skating /fun fair offer, and are intrigued by the aesthetic element of the lighting but also want a fun evening out.
  - Older couples aged 45 plus without children – typically they will know the venue and are interested to see it illuminated at night as this is a different experience.



# Our Objectives

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- The event must have a sense of place - it must reflect the location and its landscape
- A “must-see” highlight of the winter calendar and offers an authentic seasonal experience
- Perceived as a fresh offering - different to previous years – delighted and engaged visitors will want to come back year-after-year
- A content-rich platform for PR and digital activity to channel great stories and promote the event to a wide range of audiences
- Visitors feel they have connected with the spirit of the event and have shared a magical experience
- The trail has created a seamless journey, with a continuous thread, showing the venue in a new light
- The content has a mix of visual, audio, immersive\* and interactive\* elements  
(\*depends on COVID compliance)

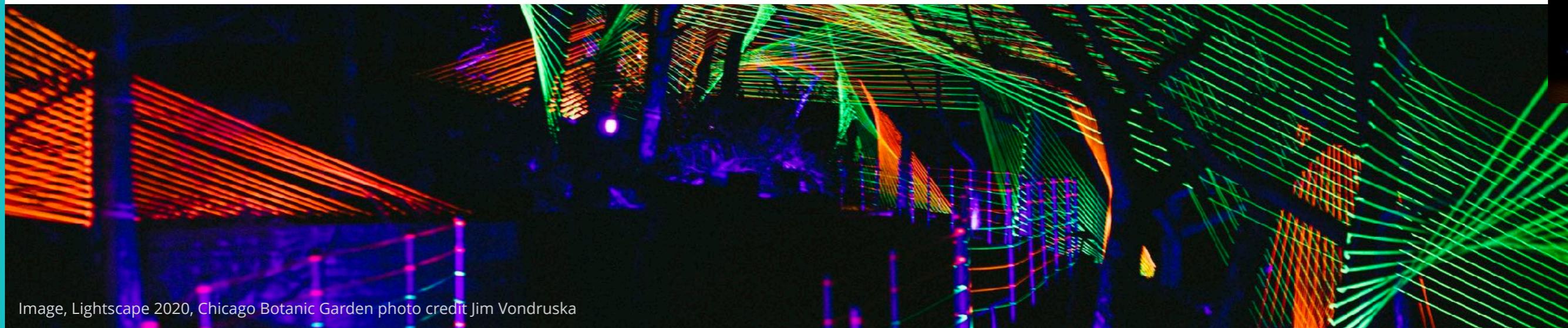


# Our Themes

We envisage that the key themes will provide the inspiration for much of the trail content. Trees in the venue's collection will be lit alongside other built infrastructure. We believe the key themes below leave scope for content that fits the uniqueness of the venues, gives an appropriate feel, and fits the event objectives.

Key themes to consider in the look, feel and visual representation of work include:

- High contrast color in the landscape Immersive
- Interactive
- High multiple/covering large spaces Breath-taking
- Compleitive
- Symbolistic
- Fun



# What are we looking for?

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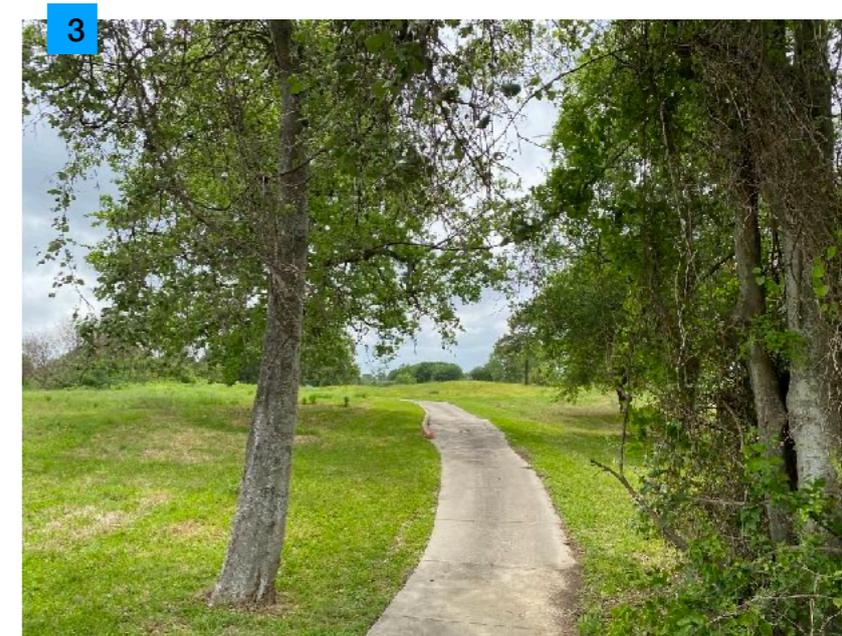
Culture Creative is looking to commission works as part of this curated trail that will be embedded in the gardens' stories, narrative, and history. The installations will represent the special areas of the gardens and the people that have worked in them. The work can look back at a garden's historical perspective or use stories from the past to inspire a work that looks at the garden's future or the garden's wider work.

Although informative, embedded in the gardens both physically and figuratively, the trail must be light-hearted and accessible in presentation. All work must have an excellent daytime aesthetic. Visitor attractions must maintain their quality of the daytime visit and a significant night-time impact that changes it for the paying night-time audience.

**Budget:** We don't want to constrain commissions at this stage, but are happy to advise that individual commissions may range from \$5k to \$30k for these pieces and that each proposal/commission is appraised on its merits. The decision made during the commissioning process is final. The event will support the installation's technical installation, such as power, shipping, etc., but the artist must develop the costs for the work's creation.



# Houston Botanic Garden Spaces



# Types of Work

1



We are looking for a sculptural piece of light art for the area shown above. The area this installation will still in is approximate 75' x 54' and will be viewable from all sides.

2



We are starting a new annual tradition in the Garden, where each year a different artist will be commissioned to design a contemporary tree for the trail. We intend the tree to be a grand statement piece for the entire show.

The tree will be viewable from all sides. We would like the dimensions of the tree to be approximately 20' wide x 35' tall.

We prefer a tree that has some type of internal lighting element and is made of a multitude of existing seasonal objects, but are open to all ideas.

3



We are looking for a sculptural piece of light art for the area shown above. Ideally the piece would sit on both sides of the path for approximately 40', so it feels immersive, but we are open to a singular piece that could site on either side of the path. The 6' path that runs through this area.

# Call for Artist Proposals

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The event is curated and its production managed by Culture Creative - some elements will be stand-alone. Others will be developed as a collaboration between artists, drawn together independently and presented as a package or suggested collaboration by the creative producers, i.e. you do not have to know about lighting, just know what you would want to achieve.

This content call will be a two-stage process. First, we ask for an initial proposal that includes preliminary ideas, thinking, and a general cost estimate. If selected to progress to the next phase, we will request a more detailed proposal that includes everything from construction methods and budget breakdowns to renderings showing the installation in the site.

<b>DEADLINE FOR STAGE 1 PROPOSALS:</b>	<b>June 4, 2021</b>
<b>ARTISTS SELECTED FOR STAGE 2:</b>	<b>June 11, 2021</b>
<b>DEADLINE FOR STAGE 2 PROPOSALS:</b>	<b>June 30, 2021</b>
<b>FINAL SELECTION:</b>	<b>July 9, 2021</b>
<b>INSTALLATIONS BEGIN:</b>	<b>End of October, 2021</b>
<b>LIGHTSCAPE RUN:</b>	<b>November 12, 2021 - January 2, 2022</b>
<b>INSTALLATIONS DE-RIG:</b>	<b>January 3, 2022</b>

# Submitting Proposals

Please submit the following information as part of your stage one proposal. All documents must be received as a PDF and uploaded via our website <https://www.culturecreative.co.uk/artists-call>

Information	Stage One Proposal (No more than 4 sides of A4 with at least 1 visual reference)	Stage Two Proposal (if you are chosen to progress)
Company/ Individual's details	<ul style="list-style-type: none"> <li>Name and full contact details</li> <li>Business type and status, incl. tax status</li> <li>Two references of previous work</li> </ul>	
Description of your proposed installation	<ul style="list-style-type: none"> <li>Response to the key themes and venue, description of the installation, its relevance, dimensions, materials.</li> <li>Description of the installation during the day and its night-time impact.</li> <li>What interactivity may be possible with the work?</li> <li>Visual representations, previous work or sketches.</li> </ul>	<ul style="list-style-type: none"> <li>Detailed proposals of installation.</li> <li>What collaborations, if any, are involved in your proposal or would you like to consider to enhance your work with other artists from another genre (to be assisted by the creative producer in stage 2).</li> <li>Rendering or photographs of the work in the site's location.</li> <li>Methodology of the rigging or construction required for the installation.</li> <li>Visitor management risk assessments and method statements.</li> </ul>
Location of work	<ul style="list-style-type: none"> <li>Any specific location or locations at venues you would like to have considered for your work.</li> <li>Please indicate on a map the on site location for your work in mind.</li> </ul>	

# Submitting Proposals (continued)

Information	<b>Stage One Proposal</b> (No more than 4 sides of A4 with at least 1 visual reference)	<b>Stage Two Proposal</b> (if you are chosen to progress)
Production of the work	<ul style="list-style-type: none"> <li>• Production of work in general terms, acknowledgement of the challenges you feel this work will have in this landscape.</li> <li>• Power requirements.</li> <li>• Time required onsite to rig and de-rig work</li> <li>• List of support needs you may have in order to rig and de-rig</li> </ul>	<ul style="list-style-type: none"> <li>• Installation methodologies that would need to be considered for the work, full drawings and method statements relating to engineering drawings, loadings, wind calculations where relevant.</li> <li>• Considerations for the work being outside in winter weather for a 2+ month period, assurances that the work will be fit for purpose.</li> <li>• Ongoing management of the work - daily management, maintenance and operation of the works over 40+ show nights - what will be required.</li> <li>• Show run management plans.</li> <li>• Detailed production schedules.</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• Fees</li> <li>• Preliminary estimate of key installation costs</li> <li>• Outline of support needs for the installation that may incur additional costs, such as transport, external lighting, travel, fork or man lift, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed budgets - full breakdown of costs for all commission parts</li> <li>• R&amp;D, site visits and pre-production</li> <li>• Production and installation</li> <li>• Show run costs, maintenance (if any)</li> <li>• Post production and de-installation</li> </ul>

# Our Contacts

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## Contacts:

Culture Creative

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