

scotiabank nuit blanche

Experience Toronto transformed by artists

Independent Projects 2012 GUIDELINES

- These guidelines and the application form are available at www.toronto.ca/special_events/snb
- You must read this document before you complete the application form
- Please read these guidelines carefully. Applications that do not follow the criteria of the Guidelines **will not be accepted**.
- The submission deadline is **February 15, 2012**

1. General Information

Scotiabank Nuit Blanche 2012 will be held in Toronto on **Saturday, September 29, 2012**. Once again the art community will come together to offer both the uninitiated and devoted art lovers an accessible and exciting night of contemporary art. This is an opportunity to celebrate and showcase Toronto's art community and this city's commitment to contemporary art.

Nuit Blanche was originally conceived in Paris, France in 2002, in an attempt to bring contemporary art to the masses in public spaces. At its core, Nuit Blanche is a 12-hour event with a mandate to make contemporary art accessible to large audiences, while inspiring dialogue and engaging the public to examine its significance and impact on public space.

Nuit Blanche is both a "high art" event and a free populous event that encourages celebration and community engagement. From sunset to sunrise city spaces and neighbourhoods are transformed into temporary exhibitions. Unusual or forbidden spaces become sites of contemporary art open for all-night discovery and rediscovery. Cultural institutions, from museums to galleries to artist run centres, open their doors and offer free access to contemporary art. The everyday is suspended as the city's landscape is changed to welcome a variety of artistic experiences.

In 2005, Paris organizers contacted the City of Toronto's Special Events office with an invitation to join the ranks of approximately six other European cities producing similar all-night events. The international success of Nuit Blanche continues to build each year and has expanded to more than twenty five cities across the globe – each offering its own version of the all-night art extravaganza.

Toronto was the first North American city to fully embrace the Paris model, and has inspired similar celebrations throughout North America, including San Francisco, New York, Miami and Chicago.

The Toronto event is produced by the City of Toronto's, Economic Development and Culture Division; Scotiabank is the title sponsor of the event.

2. Project Categories

Open Calls:	Fifteen open call projects are produced specifically for Scotiabank Nuit Blanche. They are selected by a Curator in consultation with the City of Toronto to complement the theme of the curatorial vision in one of the three exhibition areas.
Independent Projects:	Toronto artists, museums, galleries, cultural and educational institutions, and neighbourhoods are invited to submit their plans to be an Independent Project. Selected projects are chosen by an autonomous advisory committee. All projects must meet Nuit Blanche criteria but there is no limit to the number of projects that are accepted in any given year.
Exhibition Projects:	Projects are chosen by a Curator and commissioned specifically for Scotiabank Nuit Blanche to complement the theme of their curatorial vision. We do not accept applications for Exhibition Projects. The curators select the artists that they wish to commission.

Artists may apply as both an Independent and an Open Call Project (with the same project or with different projects.) However, we will only accept one. You must submit separate applications. Open Call applications and Independent Projects are reviewed by different juries and will not be influenced by each other.

The Open Call deadline is **December 19, 2011**. If a project is chosen as an Open Call, it will be removed from consideration as an Independent Project upon confirmation with the artist.

The Independent Project deadline is **February 15, 2012**.

3. The Selection & Notification Process

All applications for the Independent Project Program are reviewed first for eligibility by the City of Toronto Special Events Office. Eligible applications will be forwarded to the Scotiabank Nuit Blanche Artistic Advisory Committee for assessment and recommendation.

The Artistic Advisory Committee is a volunteer committee of practicing visual arts and media arts professionals, including artists, curators, programmers, etc. Members represent a broad spectrum of artistic disciplines and practices and have direct experience in the Toronto visual and/or media arts community.

Applicants should be aware that their participation in Scotiabank Nuit Blanche is not automatic solely on the basis of meeting the general eligibility requirements. The selection committee will assess applications against the criteria outlined in SECTION 5 of this document and choose projects to be included in the event based on this assessment.

All applicants WILL receive an e-mail confirming receipt of their application within two working days. If you submit an application and do not receive this e-mail, your application HAS NOT been received and you must follow-up with our office at 416-395-0253.

All applicants will be notified of the results of their proposal through e-mail approximately four to six weeks after the application deadline.

4. Eligibility Requirements

Projects must meet the following **Eligibility Requirements**:

- **Open ALL night:** All projects must be open for the entire 12 hour period (from 7 pm to 7 am). *Projects that close early undermine the "all night" mandate of the event and will not be eligible to participate in future events.*
- **Free:** All projects must be free of charge to the public. Cover charge and entry fees to project premises are not permitted.
- **Self-Funded:** All projects must be solely funded by the producing artist or organization.
- **Geographic area:** All projects must be located in the city of Toronto.
- **Venues:** Must be all ages. Venues limited to patrons over the age of 19 are **NOT** acceptable.
- **Deadlines:** All applications must be submitted by the deadline of **February 15, 2012**. Late applications will not be accepted.

5. Areas of Assessment

The Artistic Advisory Committee will base their recommendations on the following **Areas of Assessment**:

- **Contemporary Art:** Scotiabank Nuit Blanche is unique because it is driven by artists and contemporary *visual* art. The focal point of all projects must be contemporary visual art. *If your genre is not contemporary visual art explain how it relates.*
- **Merit, Presentation & Originality:** All projects must present a high quality, original project that reflects the scale and spirit of Nuit Blanche. Repeat projects from previous years are not eligible.
- **Feasibility:** Projects are assessed both on their merit and feasibility. Applications should include: a balanced budget that outlines both revenue and expenditures; an assessment of security needs and a plan to meet those needs; an assessment of production and technical requirements and a plan to meet those requirements; and an assessment of logistical concerns and a plan to address them. Your application should articulate what you plan to do and how you plan to do it.
- **Project Contributors:** The Curriculum Vitae and/or history of participating artists, curators and arts organization will be considered.
- **Prior Participation:** If you have presented works at Scotiabank Nuit Blanche in previous years, your history with the event will be taken into consideration.

6. Benefits of Participation

All Independent Projects will benefit from an umbrella marketing campaign to promote the overall event, driving attention to the event's print guide and website. The campaign will include influential media partnerships, dynamic print collateral, an integrated advertising campaign (outdoor, print, online, radio and television), and a thorough media relations and social media plan.

Independent Projects will be included in promotional materials including the event guide, website, social media and promotional pitches.

Participation in the event will bring the audience to your project and/or venue. Depending on your project and location foot traffic can range from several hundred to tens of thousands of people.

Participants will be covered by the City of Toronto's general liability insurance and many of the permit costs associated with producing an event in the City of Toronto will be waived.

7. Application Guidelines

Your application should include the following items:

Maximum #	Item	Note
1	Application Form	Separate from this document, available at www.toronto.ca/special_events/snb
3	Supporting Documents	Saved in PDF format
5	Images	Images in .jpeg format, maximum 300 dpi
	OR	
3	Video or Audio Files	Video in .MOV, .MPEG, .WMV or .AVI format only Audio in .MP3 or .WAV format only

Please note, there is a **10MB limit**. If your attachments are more than 10MB combined the submission mailbox will not accept your e-mail.

Supporting Documents

Applicants can submit a **maximum of three** supporting documents. These documents should only be used to submit information not found in the application form. Examples of **unacceptable** supporting documents include: artist/curator biographies, budgets, project descriptions or details.

Examples of **acceptable** supporting documents include: site layouts, technical or design specifications and engineer or architectural drawings.

Images

Applicants can submit a **maximum of five** images. Images must be in .jpeg format, at a maximum resolution of 300 dpi.

Video and Audio

Applicants can submit a **maximum of three** video or audio works. All video must be in .MOV, .MPEG, .WMV or .AVI format only. All audio must be in .MP3 or .WAV format only.

Please remember the 10MB attachment size limit for emails. This is often not ideal for the above formats, so consider your file size and/or method of delivery accordingly. If necessary you may send a CD/DVD with audio/video files to the mailing address below. This CD/DVD **MUST** be labeled clearly and include the same producer name you use on your application.

All files must be named following the model *[number]_[artist/organization name]_[title of work].jpg*

e.g. *01_ArtistName_TitleofWork.jpg*

e.g. *02_OrganizationName_TitleofWork.mov*

8. Submitting your Application

The ideal method of delivery is by email, with the application sent to ips@toronto.ca.

When sending your email, please use the subject line:

Independent Project Application – Your Artist/Organization Name.

Your email should contain only the following:

- The Application Form (*saved as PDF*)
- Up to 5 images
- Up to 3 supporting documents (*saved as PDF's*)
- Up to 3 video or audio files

These files must be not be zipped or archived in the email.

You can also send or deliver your application by 4:00pm on the deadline date, using the following address:

Scotiabank Nuit Blanche Independent Project Application
Toronto Special Events
City Hall, 6th Floor, West Tower,
100 Queen Street West,
Toronto, Ontario, M5H 2N2

If sending your application by mail, please ensure you burn all items and materials, including the application form and supporting materials, as data on one CD or DVD-R.

Please send your application by mail OR by email (do not send via both). Mailed or delivered materials will not be returned. Do not submit originals with your application.

The deadline for submission is February 15, 2012
Late or incomplete applications will NOT be accepted

Contact Information

Independent Projects

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Open Calls

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