

# nuit blanche toronto

## a free all-night contemporary art thing

Saturday, September 29, 2007

7:03 pm to sunrise

## Call for Submissions – Open Call Projects

From sunset on September 30 to sunrise on October 1, 2006, artists transformed Toronto. The city became a playground, a meeting place, a political forum, a place of art, wonder, awe and intrigue. From parks, swimming pools and car washes to galleries, museums, schools and institutions, the city came together as a community and embraced **Nuit Blanche**.

An estimated 425,000 revellers left behind the comfort of their beds for this free all-night exploration of Toronto through contemporary art. Unlike any event ever produced in North America, Nuit Blanche was completely distinctive and a transformative celebration of creativity. The overwhelmingly positive post-event response from the public, media, art community, attractions, government and corporate Canada was unprecedented.

Toronto Special Events is thrilled to announce that the magic of Nuit Blanche will return to light up the city of Toronto in 2007. From sunset to sunrise on **September 29, 2007**, Torontonians and tourists alike are invited to encounter the city in a new way and rediscover Toronto through Nuit Blanche Exhibitions and Independent Projects.

Once again Nuit Blanche will bring the art community 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.

Following the successful structure of last year's event, the city will be divided into three geographical Zones to accommodate the numerous Nuit Blanche destinations. Each Zone will feature one Nuit Blanche Exhibition and a series of Independent Projects.

### **NUIT BLANCHE EXHIBITIONS/OPEN CALL PROJECTS**

Within each of the three Event Zones there will be one unique Exhibition. The three **Nuit Blanche Exhibitions** will be located in the following general vicinities:

- **Bloor/Yorkville** (within Zone A) (North /South) Between Davenport Avenue and College Street. (East/West) Between Yonge Street and Spadina Avenue;
- **Dundas/ McCaul area (within Zone B)** - (North/South) Between College Street and Queen Street. (East/West) Between University Avenue and Spadina Avenue; and
- **West Queen West area (in Zone C)** - (North/South) Between Dundas Street and the Gardiner Expressway. (East/West) Between Strachan Avenue/ W- Cowan Avenue

Under the direction of the Nuit Blanche curatorial team (to be announced in March 2007), the City of Toronto will commission and fund up to **30 site-specific public art works** (10 per Exhibition Site) by local, national and international artists. Please note that the curators will be sourcing these artists and there is no application form for this element of programming.

Fifteen additional local projects (5 per Exhibition) will be incorporated into the Nuit Blanche Exhibitions and chosen by the curators from the **Open Call Project** submissions. We are accepting Open Call Project submissions until noon on April 10, 2007.

## Guidelines for Participation – Open Call Projects

All Open Call Projects must adhere to the Nuit Blanche mandate to make contemporary art accessible, while inspiring dialogue and engaging the public to examine its significance and impact on public space. All proposals must meet the

criteria outlined below and are subject to review by the curators and Toronto Special Events before official acceptance into the overall event.

## OPEN CALL CRITERIA

- You are an **individual artist or collective based in the Greater Toronto Area**
- You would like to create a site-specific project located in a **public space near one of Nuit Blanche's three Exhibition Sites** (West Queen West; Dundas/ McCaul area; and Bloor/Yorkville area)
- You will offer **all-night access to your project that is free of charge to the public** during Nuit Blanche from 7:03 pm on September 29 to 7:14 am on September 30, 2007.
- The project focus is on site specificity, touring, roaming, interactivity and/or is grass roots in nature.
- You are willing to **make the investment required** (financial, personnel and otherwise) in order to bring the Project to fruition.

NOTE: The City of Toronto is pleased to provide limited financial support and honoraria for chosen Open Call projects, however, it will be the responsibility of the artist to cover any costs above and beyond the allocated amount.

## BENEFITS OF PARTICIPATION

All Open Call Projects will benefit from a major 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 plan to garner local and international attention.

### Open Call Projects receive:

- An artist honorarium of \$500
- Limited financial production support up to \$500 based on needs and assessment (please note that the amount allocated will be at the discretion of the curators and Toronto Special Events)
- Inclusion in the comprehensive Nuit Blanche print guide
- Recognition on the comprehensive Nuit Blanche website

## HOW TO SUBMIT

- a) Download the relevant application form from [www.toronto.ca/special\\_events](http://www.toronto.ca/special_events)
- b) Complete the application form. Please note that in order to be considered you must fill out the relevant application form and adhere to all programming criteria and submission requirements as stated above. Applications must be mailed to or dropped **to arrive by the due date** (see application form for more details). **Incomplete, faxed, or emailed applications will not be accepted.**
- c) Please note that you will be contacted by Toronto Special Events once your application is processed.
- d) **Application due dates:**  
**Open Call Projects – noon, Tuesday, April 10, 2007**  
**Late applications will not be accepted.**

### General Inquiries

[nuitblanche@toronto.ca](mailto:nuitblanche@toronto.ca)

### For additional information about Open Call Projects

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