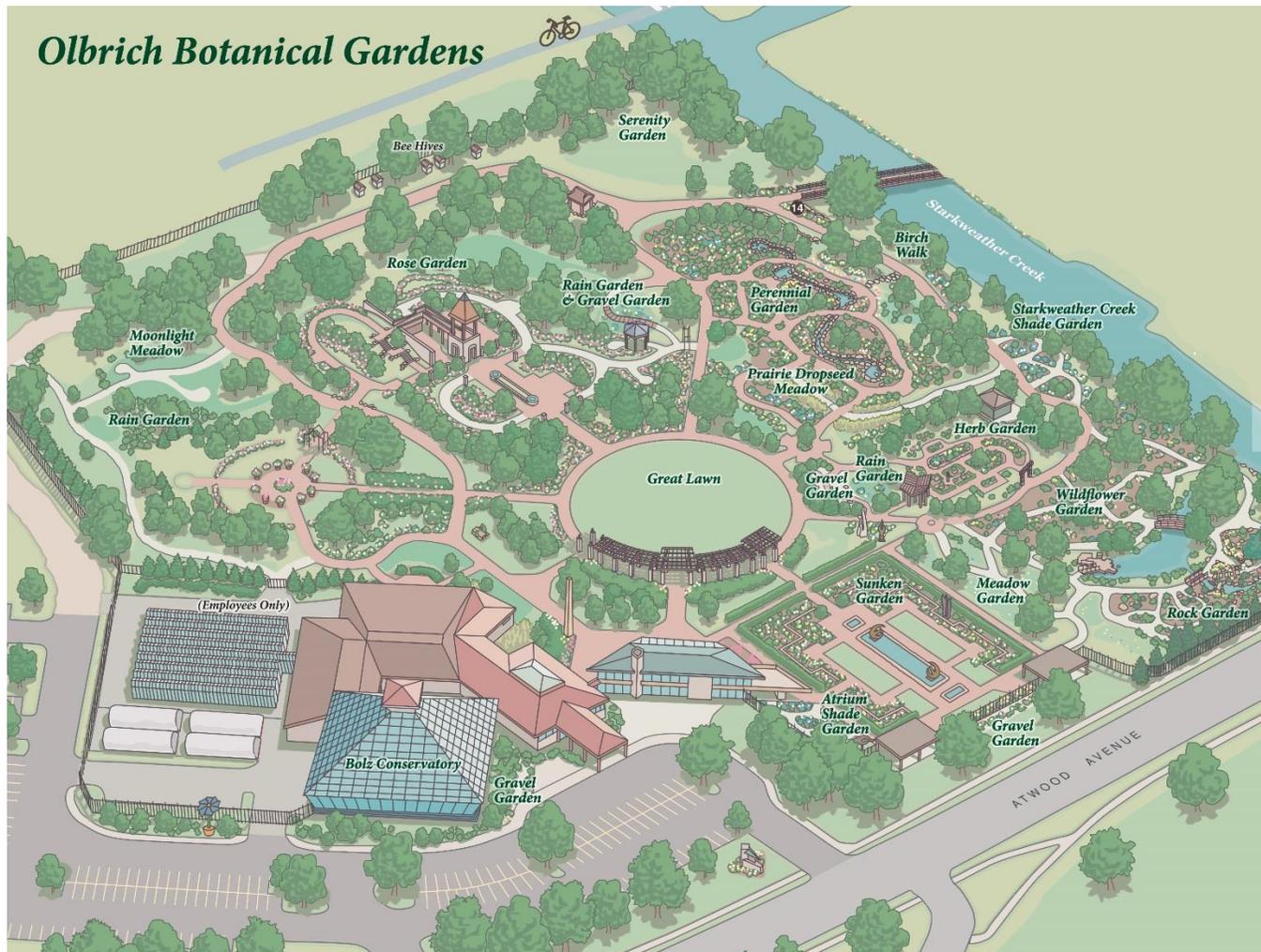


OLBRICH BOTANICAL GARDENS

Call for Artists / Lighting Designers 2018 GLEAM: Art in a New Light Light Installation Exhibition

Madison, WI - Olbrich Botanical Gardens is located in Madison, Wisconsin. Named for its founder, Michael Olbrich, the 16 acres of gardens are owned and operated jointly by the City of Madison Parks and the non-profit Olbrich Botanical Society.



Olbrich Botanical Society invites proposals for a light installation exhibition titled, **GLEAM, Art in a New Light**, from August 25 – October 27, 2018. Featuring special evening hours to maximize the viewing impact, **GLEAM 2018** is the fourth annual light-based installation exhibition in Olbrich Botanical Gardens.

GLEAM, Art in a New Light, seeks exciting light-based installation proposals to be situated within the gardens' landscape or conservatory. Each proposal must utilize light as its major component to achieve a dynamic evening / nighttime presence. Final sites within Olbrich Botanical Gardens are determined by garden staff. Light artists and designers are welcome to submit a site-specific proposal knowing all proposals will be considered equally. Proposals must include realistic budgets that cover all aspects of participation in the project. GLEAM has a total budget of \$38,000 to divide between proposals with a goal of enlivening as much of the garden landscape (16 acres) as possible.

This exceptional opportunity is made possible through a partnership between Olbrich Botanical Gardens and, Reinders, Inc. (www.reinders.com). A local company, Reinders carries one of the Midwest's largest inventories of professional landscape lighting products and has strong partnerships with the very best manufacturers in the industry. Selected light artists and lighting designers will have the opportunity to review lighting specs with a Reinders representative for potential budget savings.

Eligibility

Must have previous experience with illuminated installations, projections and/or lighting design concepts, preferably involving outdoor install. Undergraduate students are not eligible for consideration.

Proposal Guidelines

Scale & Materials

- Light-based installation project of compelling scale to be illuminated within 16 acres of outdoor gardens.
 - Traditional object based sculpture will not be considered.
- Consider the many aspect/angles of light;
 - Shadows
 - Reflective materials
 - Altering the Gardens' landscape with lighting
 - Projection mapping
 - Color theory
 - Kinetics - motion or the illusion of
 - Transmission of light through a medium
 - Accompany of soundscapes
- To review images of previous GLEAM installations, visit – www.olbrich.org/GLEAM.cfm

Interactive

- Interactive components/aspects are encouraged.
 - Consider a continuous flow of visitor traffic when designing installations involving motion sensors. Visitors may approach installation from a variety of angles, avoid directional specific.

Outdoor Installation

- Project must be weather worthy for Midwestern autumn conditions: rain, wind, frost, etc.
 - Electrical components must be contained in outdoor rated dry boxes or an acceptable alternative.
- Project must be stable and safe for public audiences of all ages.
 - Installations located over or in the Gardens' water features must use proper conduit to ensure safety and functionality.
- Project must be able to function on outdoor timers scheduled for specific days of the week and times of day.

Stipend

- Stipend (variable, within \$38,000 total) includes all aspects of project;
 - Design
 - Equipment including lighting fixtures, controller, wiring, etc
 - Creation
 - Transportation / Travel
 - Labor to install and de-install
 - Maintenance/repair/parts replacement
- In 2018, the GLEAM team is considering proposals for a total of 7-9 installations with budgets of different sizes and stipends may vary accordingly.
- Artist/Lighting Designers receive 50% of the agreed upon stipend in May after the final proposal (including technical specs) has been approved. The remaining 50% of the stipend will be provided after the install is completed in August.

Selection Process & Timeline

Proposal Deadline: February 16, 2018

Notification of Finalists: March 1, 2018

Final Artist Proposal Deadline w/ lighting specs: May 21, 2018

Installation: August 13-17, 2018 (weekdays only)

Volunteer Training – August 22, 2018 (trial run for exhibit)

Exhibition Opening Event: August 25, 2018

Exhibition run: August 29 – October 27, 2018

De-installation: October 29-November 2, 2018 (weekdays only)

Submissions Checklist

- Project Proposal: Outline of idea, scale and materials including description, drawings and estimated or preliminary budget
- Artist Resume: Complete resume
- Work samples: Maximum of three images and information showing comparable projects or previous work that illustrates artist's ability

All materials should be submitted digitally, in a combined PDF format (proposals submitted with multiple attachments will not be considered), to David Wells Creative Services, dwcreativeservices@gmail.com by 11:59 p.m. on the date of deadline. All questions should also be directed to David Wells.

David Wells, GLEAM Artistic Director, serves as curator and chair of the selection committee consisting of 2 additional visual arts professionals, 3 Olbrich Botanical Gardens professionals, and 2 lighting design professionals. Wells is Gallery Director at Edgewood College and an independent curator. In 2014, he curated *Reflections: Madison* for the Monona Terrace Community and Convention Center in Madison. He has served on numerous jury panels and curated exhibitions for the Madison Museum of Contemporary Art; the Dubuque Museum of Art, IA; the University of St. Catherine (St. Paul, MN); the Helen Louise Allen Textile Collection (UW-Madison); the Memorial Union Galleries (UW-Madison); and numerous other exhibitions in WI and the Los Angeles region.

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