CALL FOR ARTISTS

Collective Memory Installation
100 artists will be awarded $1,000
Deadline to Apply: January 5, 2023
CALL FOR ARTISTS
COLLECTIVE MEMORY INSTALLATION
GRAND PARK

LA COUNTY DEPARTMENT OF ARTS AND CULTURE SEeks
100 ARTISTS TO SUBMIT ARTWORKS FOR DIGITAL INSTALLATION

Deadline to Apply: Thursday, January 5, 2023, 5:00pm PST
Artist Honorarium: $1,000

PROJECT OVERVIEW

The Los Angeles County Department of Arts and Culture’s Civic Art Division invites local artists to submit existing artworks for Illuminate LA’s Collective Memory Installation in Grand Park.

Illuminate LA is a new Department of Arts and Culture initiative that sheds light on the collective and complex history and memory of LA County by exploring the County’s Civic Art Collection and public artworks across the region. The Collective Memory Installation in Grand Park will exhibit artworks which create public discourse and engagement. This project offers the opportunity for artists to challenge the notion of monuments as controlled narratives and erasure of marginalized communities, as well as support artists in sharing their narratives and experiences in community to express the collective history of this site.

One hundred selected artists’ works will be publicly displayed at Grand Park in early 2023. The artworks selected for Illuminate LA’s Collective Memory Installation will be curated weekly by theme and will be on digital display during open hours of Grand Park.

Artworks accepted include but are not limited to: photographs, prints, digital illustrations, animation, video, paintings, sculpture, textile, drawings, murals, collage, performance art. The installation requires that selected artworks or images of artworks can be displayed in a large-scale format on a digital LED screen. The installation does not have the capacity for sound.
PROJECT LOCATION

Since 2012, Grand Park, powered by the Music Center, has been Los Angeles’ Park for Everyone. Grand Park embodies accessibility and inclusivity through arts, cultural and wellness experiences that honor, reflect and celebrate the various voices and communities of LA. In its first 10 years, it has become a crossroads for park-goers, artists, performers, audiences and partners from across LA County to connect with one another and feel a sense of community year-round. Home of the West Coast's flagship New Year's Eve celebrations, it is where visitors dance and picnic during Sunday Sessions, and where people pay homage to those who have passed during Día de los Muertos. It is the town green where Angelenos gather to raise their voices around critical civic issues. Finally, it is a green oasis where people can simply enjoy a moment of rest or fountain splash party with family and friends. Grand Park will continue to build upon this diverse legacy and ensure that the well-being of every person in Los Angeles is prioritized through the stewardship of its green spaces and the empowerment, joy and celebration of its programming.

PROJECT BACKGROUND

Grand Park has been home to four permanent artworks in the LA County Civic Art Collection: the Vietnam War Helmet Memorial (1973), the Remembrance of Genocide in the Ukraine plaque (date unknown), the George Washington statue (1933) and the Christopher Columbus statue (1973). All artworks were created prior to the creation of the Civic Art Division and adoption of the Civic Art Policy in 2004 and were adopted into the Collection in 2009.

After decades of community advocacy, the Christopher Columbus statue was removed in 2018. In 2020, the George Washington statue was toppled and removed from the park. The presence and removal of these artworks, as well as other permanent monuments in and around Grand Park, have encouraged conversations led by artists, activists and local arts agencies on the meaning of monuments, their current relevance to the communities of LA County, and which inclusions could improve the visual representation of LA County history and communities.

ARTWORK INSTALLATION

The Collective Memory Installation will be a digital installation in Grand Park, overlooking the fountain. Visitors will be able to view the artworks during open hours of the park. The artworks will be illuminated on 3-5 LED screens, each measuring 5' wide x 8'-3" tall. The screens are 384 px (width) x 640 px (height). Artworks that require high resolution or high definition will lose some picture quality. For maximum visibility, the artwork will match the ratio of the screen and present in a vertical orientation. Artworks that are smaller than the screen ratio or in horizontal orientation will be framed in black.
ARTWORK THEMES

The Collective Memory Installation will include images that reflect on history and community in LA County and respond to one or more of the following themes:

• Family, ancestry, place and community
• Social and cultural narratives and movements
• Underrepresented or excluded histories
• Identity and presence of self or community

Please refrain from submitting artworks that include nudity, profanity, violence, hate speech or images/text that inflict harm or trauma. Artworks cannot include brands, commercial messaging, or trademarks and may not be used or intended as advertising. Artworks that include any of the foregoing elements will not be considered for final selection.

ELIGIBILITY

This call is open to:
• Artists who reside or work in Los Angeles County
• Artist who are 18 years of age or older
• Artists must be able to become registered vendors with the County of Los Angeles. Registration is free: https://camisvr.co.la.ca.us/webven/
• Artists from marginalized groups or identities are strongly encouraged to apply

BUDGET

One hundred (100) artists will be awarded an honorarium of $1,000 to be part of the digital installation at Grand Park.

SCHEDULE

Call for Artists Release Date December 5, 2022
Submission Deadline January 5, 2023, 5:00 PST
Selected Artists Announced January 2023
Awards Issued February 2023
Collective Memory Installation February/March 2023
TO APPLY

Application Link: All interested artists are invited to submit an application online through Survey Monkey Apply using the following link:
https://apply-lacdac.smapply.io/prog/illuminate_la_collective_memory_installation/

Instructions for First Time Applicants:
- Please create an account using the green “REGISTER” button
- Fill-out your account information
- Once you have verified your email, make sure to use the “LOG IN” button to re-access the application platform.

Submission Materials:

1. Resume/CV
   Please provide 1-2 pages (maximum) outlining your professional art qualifications, which may include previous projects, experience, education/training and other related credentials.

2. Three Existing Artworks
   Please provide three high-resolution images of existing artworks, digital artworks (JPEG format) or video art (MP4 format, 3-5 minutes maximum length per video, 384px x 640px). If selected, one or more of the artworks submitted will be digitally displayed in Grand Park as part of the Collective Memory Installation.

3. Description of Artwork
   Please provide artwork information for each submission. If selected, the information may be used for promotional material and/or as part of the Collective Memory Installation.
   - Artwork title, media, and date created
   - Briefly describe the content and meaning of the artwork and how it relates to Los Angeles and the themes of the Collective Memory Installation (100 words max).

4. Artwork Release
   Artists will be asked to acknowledge and sign a release granting the Department of Arts and Culture the right to display their submitted artwork in Grand Park for the duration of the Collective Memory Installation.

Submission Deadline: Submissions are due by or before 5:00 pm, Pacific Standard Time (PST) on January 5, 2023. Any materials received after the due date and time specified above will be rejected and considered non-responsive.
SELECTION PROCESS

Submissions will be reviewed by a selection committee composed of Arts and Culture staff, civic artists, and community members and will be scored based on a maximum 100-point scale. Scoring will be based on the following:

| **Artistic Merit:** Artist experience is demonstrated by technical skills, quality of craftsmanship, understanding of material(s) and or media | 50 points |
| **Artwork Connection to Project:** Submitted artworks and written descriptions reflect the themes of the *Collective Memory Installation* | 50 points |

ADDITIONAL INFORMATION

- For questions, please contact Laleña Vellanoweth, Civic Art Conservation and Collections Manager, at lvellanoweth@arts.lacounty.gov.
- For information about the Civic Art Division, please visit lacountyarts.org/experiences/civic-art.
- For additional information about the Department of Arts and Culture, please visit lacountyarts.org.
- Arts and Culture reserves the right to accept or reject any and all responses received or select submissions through another process.
- All artists who submit materials for review will receive confirmation of receipt.
- The information contained and/or any program or event described herein may be changed, amended, modified, canceled, revoked, or abandoned without notice at any time and for any reason in the sole discretion of Arts and Culture or the County of Los Angeles. The County reserves the right to waive inconsequential disparities in a submitted application.
- This Call for Artists does not constitute an offer to contract or promise for remuneration, recognition, or any other thing. Submission of any materials in response to this Call for Artists will not constitute an express or implied contract.
- Arts and Culture is committed to fostering a diverse and inclusive workforce. Diverse applicants are encouraged to apply.