

OLBRICH BOTANICAL GARDENS

Call for Artists / Lighting Designers

2020 **GLEAM: Art in a New Light**
Outdoor Light Installation Exhibition
September 2 – October 31, 2020

Exhibit Overview

Madison, WI - Olbrich Botanical Gardens is located in Madison, Wisconsin. Named for its founder, Michael B. Olbrich, the 16 acres of gardens and tropical Bolz Conservatory 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 public art exhibition titled, **GLEAM, Art in a New Light**, featured at Olbrich Gardens. **GLEAM** 2020 is the sixth annual light-based installation exhibition at Olbrich Botanical Gardens. Typically over 15,000 visitors previewed the exhibit during special event hours, offered Wednesday – Saturday. All proceeds from exhibit admissions directly benefit the mission and daily operations of 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 \$50,000 to divide between (7-8) 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 artists/lighting designers will have the opportunity to review lighting specs with a Reinders representative to identify potential budget savings.

Selection Process & Timeline

Proposal Deadline: February 20, 2020

Notification of Finalists: March 16, 2020

Final Artist Proposal Deadline w/ lighting specs: May 18, 2020

Installation: August 12-21, 2020 (weekdays only)

Volunteer Training: August 26, 2020 (trial viewing for exhibit)

Exhibition Opening Viewing: August 29, 2020

Exhibition duration: September 2 – October 31, 2020

De-installation: November 2-6, 2020 (weekdays only)

Olbrich Botanical Gardens



Thai Pavilion and Garden



Serenity Garden



Bee Hives

Respite Pavilion

Flowering Cherry Grove

Birch Walk

Rose Garden

Rain Garden & Gravel Garden

Perennial Garden

Starkweather Creek

Starkweather Creek Shade Garden

Moonlight Meadow

Rain Garden

Event Garden

Moor Grass Meadow

Great Lawn

Donor's Arbor

Herb Garden

Rain Garden

Gravel Garden

Wildflower Garden

Pond & Discovery Dock

Rock Garden

Lussier Terrace

Sunken Garden

Meadow Garden

(Employees Only)

Bolz Conservatory

Gravel Garden

Atrium Shade Garden

ATWOOD AVENUE

Olbrich Park

Lake Monona



ELIGIBILITY

Must have previous experience with illuminated installations, projections and/or lighting design concepts, preferably involving outdoor install.

PROPOSAL GUIDELINES

Scale & Materials

- Light-based installation project of compelling scale to be illuminated within 16 acres of outdoor gardens.
 - Consider a large number of smaller pieces positioned in wide open space or one central structure that may be constructed onsite
 - 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

Site Specific

- Consider the variety of settings Olbrich Botanical Gardens offers when designing proposal:
 - Large open meadow/fields
 - Permanent building structures – metal donors arbor, stone tower, wood pavilions
 - Water features – long pools, fountains, circular pond
 - Enclosed areas – hedge courtyards and tunnels
 - Tropical glass conservatory

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.
 - Interactive components must be durable able to within temperature variations and excessive usage (15,000+ visitors).

Outdoor Installation

- Installation 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.
 - Projector enclosures must be weatherproof and constructed to include a proper intake and output fan ventilation system for cooling purposes.

- Installation 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, this feature will be evaluated by a licensed electrician.
 - Installations of exceeding height must include secondary safety structures as a safe guard in the event of an anchor failure. Note: Olbrich Botanical Gardens is built on top of natural marshland.

- Installation must be able to function on outdoor timers (provided by Olbrich Gardens) scheduled for specific days of the week and times of day.

Stipend

- Stipend (variable, within \$50,000 total) includes all aspects of project;
 - Design
 - Equipment including lighting fixtures, controller, wiring, etc.
 - Creation
 - Designer Travel /Hotel or Airbnb Accommodations
 - Labor (artist and assistants) to install and de-install
 - Maintenance/repair/parts replacement
- In 2020, the GLEAM team is considering proposals for a total of 7-8 installations with budgets of different sizes, 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 according to the details agreed upon in the final proposal. Failure to complete the installation with the agreed upon lighting components/structural format/quantities may result in a forfeit of the second portion of the stipend.

SUBMISSIONS CHECKLIST

- Installation Proposal Format, required template included below.
- Artist Resume: Complete resume
- Work samples: Maximum of three images and information showing comparable projects or previous work that illustrates artist's ability with previous light installations.

All materials should be submitted digitally, in a combined PDF format by 11:59 p.m. on February 21, 2020. Proposals submitted with multiple attachments will not be considered.

Email complete PDF of proposal to:

Missy Jeanne, Special Projects Manager – mjeanne@cityofmadison.com

Aaron Wilkie – Garden Facilitator – awilkie@cityofmadison.com

Mike Gibson, Program Specialist – mgibson2@cityofmadison.com

All questions should also be directed to Special Project Manager, Missy Jeanne, mjeanne@cityofmadison.com / 608-246-5616.

OLBRICH BOTANICAL GARDENS

3330 Atwood Ave, Madison, WI 53704 / www.olbrich.org / 608-246-5616

GLEAM, Art in a New Lighting
September 2 – October 31, 2020
REQUIRED PROPOSAL TEMPLATE

Artist Name:
Address:
Phone:
Email:
Website:
Facebook URL:

Proposed Installation Title:

Installation Synopsis:

Scale / Dimensions:

Proposed Materials:

Lighting Fixture Description (50% of installation materials must be light based):

Describe desired location/environment/atmosphere (specific garden area if known), i.e. over water, suspended, etc.:

Details on soundscape, if applicable:

Interactive components, if applicable:

Safety structures, if applicable:

Number of anticipated power connection points:

Budget outline, define estimates for:

- Design
- Equipment including lighting fixtures, controller, wiring, etc
- Creation
- Designer Travel /Hotel or Airbnb Accommodations
- Labor (artist and assistants) to install and de-install
- Maintenance/repair/parts replacement

SEPARATE PAGES

- Artist Resume: Complete resume
- Work samples: Maximum of three images and information showing comparable projects or previous work that illustrates artist's ability with previous light installations.