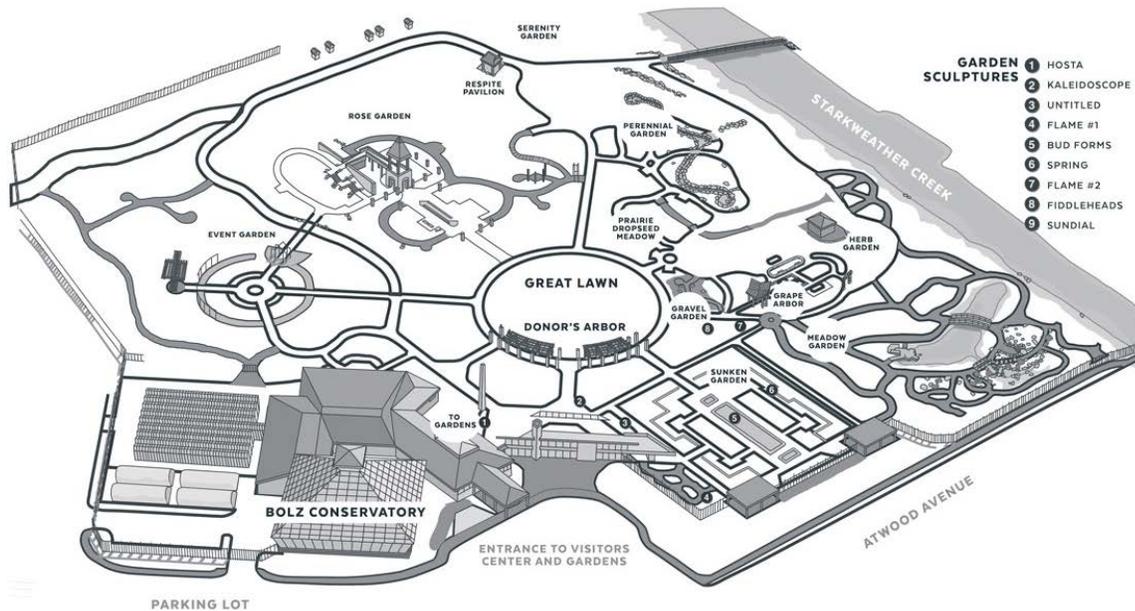


OLBRICH BOTANICAL GARDENS

Call for Artists *GLEAM: Art in a New Light* Illuminated Sculpture Exhibition 2017

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 an light installation exhibition titled, **GLEAM, Art in a New Light**, from August 25 – October 28, 2017. Featuring special evening hours to maximize the viewing impact, **GLEAM 2017** is the third 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 (design, materials & equipment, creation, transportation, installation, de-installation, etc.). GLEAM has a total budget of \$36,000 to divide between proposals with a goal of enlivening as much of the garden landscape (16 acres) as possible. While artists previously received a standard stipend of \$4500, this year we are considering proposals with budgets of different sizes and stipends may vary accordingly.

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 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.
Undergraduate students are not eligible for consideration.

Proposal Guidelines

Light-based installation project of compelling scale to be illumined in the evening.

Project must be weather worthy for Midwestern autumn conditions: rain, wind, frost, etc.

Projects must be stable and safe for public audiences of all ages.

Stipend (variable, within \$36,000 total) includes all aspects of project (design, equipment, creation including lighting, transportation, installation, de-installation, etc.)

Selection Process & Timeline

Proposal Deadline: February 15, 2017

Notification of Finalists: March 1, 2017

Consultation with Reinders representative: March 20-31, 2017

Final Artist Proposal Deadline w/ lighting details: May 12, 2017

Installation: August 14-18, 2017

Exhibition Opening Event: August 25, 2017

Exhibition run: August 31 – October 28, 2017

De-installation: Oct 30-November 3, 2017

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 pm on the date of deadline.

All questions should also be directed to dwcreativeservices@gmail.com.

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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