
OPEN CALL 4 ARTISTS VISUALIA FESTIVAL 2019

-OPEN CALL to artists and art organizations for submission of their artistic proposals for participation within the artistic program of the 7th edition of the Visualia Festival - festival of light and new media-

Application Deadline: 31/03/2019 at 21:00h

APPLICATION GUIDE

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3 Steps: How To Apply?

1. Carefully read the Application Guide

The Guide provides practical information on how to apply, which documentation is to be submitted, and it answers all the questions related to the tendering process which arose within the Open Call to artists and artistic organizations to suggest their artistic proposals and include their own artworks in the official artistic program of the 7th edition of the Visualia Festival. Application is divided in two categories (A-category: 2D/3D video mapping and B-category: light installations), and its due date is on 31/03/2019.

2. Ask any questions you might have about the Open Call by sending it to:

udruga.sonitus@gmail.com

All general information about the Open Call is provided by Sonitus; all the applicants will receive the answer to the email address from which the question was addressed, as soon as possible.

3. Fill out the Application Form electronically and send it to the following e-mail address:

udruga.sonitus@gmail.com

Application Form includes Information about the applicant, Descriptive section and Budget section and it can be downloaded from Visualia Festival website (www.visualia-festival.com) in English and/or Croatian. The application is submitted in electronic form only.

Once the information about the applicant is completed, one selects the Application Category and proceeds onto the Descriptive and Budget sections (Budget section is requested for B-category applicants only). After the verification of all data entry, one attaches required mandatory documentation according to the selected Application Category and submits the completed application to: udruga.sonitus@gmail.com with the following title: **OPEN CALL 2019 - application (name of the applicant)**.

Application Deadline: 31.03.2019., 21:00h

Who Can Apply?

The Call is open to every individual and any form of legal entity, applying independently or in the form of (non)formal art collective, who actively operates and creates in the field of new media culture and light art.

Timeline

Open Call announcement: 04/03/2019

Application deadline: 31/03/2019

Application evaluation & artwork selection period: 04/2019

Results announcement: until 01/05/2019

Cooperation agreements: until 01/06/2019

Visualia festival 2019 / presentation of the selected artworks: 19/09-21/09/2019 (Pula, Croatia)

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1. Introduction

In order to encourage artistic activity and creative new media creation within contemporary art and culture at the local, national and international level, the Association Sonitus, as the founder and main organizer of the Visualia Festival, invites all artists and art organizations to submit their artworks by 31/03/2019 for the presentation within the program of the seventh edition of the Visualia Festival.

About Visualia festival

Visualia is the very first festival of light and new media in Croatia, organized by the Association Sonitus and the Tourism Office Pula, together with the co-organizers the Archaeological Museum of Istria and the Historical and Maritime Museum of Istria. It was founded in 2013 and today it takes a lot of pride in becoming one of the major cultural events in Pula and Istria, with over 15,000 visitors during its three-day duration period.

The main goal of the festival is to promote the light art and new media culture by encouraging innovative ways of implementing new media in art production which contributes to the richer offer of cultural capital. The sixth edition (Visualia 2018) presented thirty local and international artists with over twenty light and/or audiovisual artworks at thirteen locations in the Old Town of Pula.

The power of the festival is most evident through the encouragement of new and strengthening of the existing local production and distribution of artworks made by young creators; Visualia is open to new forms of artistic expression and is always eager to accept new technological challenges.

The main sponsors and partners of the festival, whose contribution enables the realization of the Visualia festival from the very beginnings, are The city of Pula, Region of Istria, Istrian Tourist Board, Croatian National Tourist Board, IDD Production, ARA Electronic, Mijena, Medvid production, Arena Hospitality Group and the Croatian Postal Bank .

About Association Sonitus

Sonitus is a nonprofit organization founded in 2008 to promote and encourage creative work within music and audiovisual art. The mission of the association is to promote the audiovisual, visual and performing arts, exploring of new media and modern technology, stimulating innovation and creativity by organizing actions, events, educations and other activities in the Pula area.

Although primarily engaged in the activities related to the production of the Visualia Festival - the first festival of light and new media in Croatia, Sonitus also parallelly develops two other work directions: its own art production (thanks to the active members of the associations gathered in the informal art collective Visualia Group) and various educational activities unified in educational program Visualab which mainly involves the production of educational workshops with the aim to transfer specific knowledge and skills by teaching theoretical concepts and providing practical work in the field of new media culture.

Sonitus provides more information about the festival and the implementation of current associations activities through the following e-platforms:

WEB: <http://visualia-festival.com/>

FACEBOOK: <https://www.facebook.com/VisualiaFestival/>

INSTAGRAM: <https://www.instagram.com/visualiafestival/?hl=hr>

2. Application Subject and the General Terms

On 04/03/2019 the organizers of Visualia Festival published an Open Call to artists and art organizations to propose their own artworks for participation within the program of the seventh festival edition from 19/09 to 21/09/2019 in Pula. The Call is announced on festival website (www.visualia-festival.com) with an application deadline on 31/03/2019 at 09:00 p.m.

Open Call documentation is available on the Visualia Festival website in Croatian and English and it consists of the following documents:

1. **Open Call** to artists and art organizations for submission of their artistic proposals for participation within the artistic program of the 7th edition of the Visualia Festival (hereinafter: Open Call)
2. **Application Guide**
3. **Application Form** in Croatian and English (About the applicant/Descriptive section/Budget section)
4. **Template Files** – work map with the materials necessary to create 2D / 3D video mapping (A-category)

2.1. Objectives and Criteria

The aim of this Open Call is to enable active program participation and presentation of creative work produced by young national and international artists, and to discover new media artworks that will enrich the program of the seventh edition of Visualia Festival. Special goals are the encouragement of new artistic collaboration, strengthening of (in)formal networks and platforms of light and audiovisual artists, better positioning and strengthening of the Visualia Festival visibility in European and world circles of contemporary culture and art.

The criteria of this call represent the preferred characteristics of artworks presented at the festival, which include:

- artist's affection to modern technology and/or the use of innovative technical solutions during the art production process,
- education and the development of local audience about the possibilities of modern technology as a tool in the culture (eg. using the methods of interactivity, active participation or similar methods),

- the presence of the festival theme and the power of the sent message, and the total visual and emotional experience transmitted to visitors,
- practicality in terms of transport, installation and dismantling,
- attractiveness and accessibility in terms of potential restrictions on usage (number, age of visitors, etc.)
- price eligibility

The advantage in the artwork selection will have the artworks that simultaneously satisfy several criteria of the Open Call (valid for entries in both categories).

2. 2. Festival theme and Application categories

The festival motto is "A Different Kind of Innovation", and this year's theme is the Color Spectrum - (in)visible color spectrum and the influence of color (or lack thereof) on the human condition, its environment, life prospects and life in general. If (my) life is one color, what color would it be? Why?

Based on this Open Call, two application categories are defined: 2D/3D video mapping (A-category) and light installations (B-category).

A-category: 2D/3D VIDEO MAPPING

A-category implies the creation and realization of 2D or 3D video mapping on the facade of the building on the Main Square of Pula - Forum with the appropriate audio background.

Submission requires mandatory documentation (Application Form+Art Portfolio) and 2-5 representative pre-visualization of the planned projection in resolution 1920x1080 px, according to the working materials available for download on the Visualia festival website (Template files).

"Template Files" folder contains four working documentation packages, depending on the wishes and preferences of the applicant:

1. **Photoshop 2D Package A** - The package includes a mask and a 3D render for pre-visualization purposes. The 3D render can also be used for camera matching in the selected 3D program.

Note: For more precise processing, the Photoshop package resolution is at 3840x2160 px. Final pre-visualization must be in 1920x1080px.

2. **Photoshop 2D Package B** - package includes a mask and separate elements of the facade of the building for After Effects compositing.

Note: For more precise processing, the Photoshop package resolution is at 3840x2160 px. Final pre-visualization must be in 1920x1080px.

3. **3D Package** - The package includes a 3D model of the building (three extensions: obj, fbx, c4d)

Note: The camera position is included within the fbx and c4d formats only.

4. **Photo Album** - package includes a couple of realistic, reportage photos of the facade of the building, together with the immediate environment for a better experience of the object

The winning artwork will be selected based on the submitted pre-visualizations and descriptive information listed in the Application Form. After the results announcement, the author of the winning work is obligated to submit the final video according to the following technical characteristics:

[TECHNICAL CHARACTERISTICS OF THE FINAL VIDEO FORMAT]

Duration: 5'00-8'00 (minimum duration is 5 minutes, maximum 8 minutes)

Resolution: 1920x1080 px

Frame Rate: 25 fps

Codec: H.264 / MPEG-4 AVC High Quality

Sound quality: AAC 16-bit / 48kHz

Deadline: 01/08/2019

The winning entry will be awarded a reimbursement in the net value of 3.000,00EUR. A reimbursement will be paid by the organizer to the applicants bank account within 30 days upon the receipt of the final video format.

The author/s of the selected work will subsequently provide evidence of the production and ownership of audio material (for author's music) or evidence of purchase/written permission to use the audio template of the other author involved.

If the author wants to attend the presentation of his work at Visualia Festival 2019, organizers will provide him/her with food and accommodation during their stay in Pula. Travel expenses and other costs are borne by the author himself/herself.

Note: Within the A-category application, one can submit one application only.

B-category- LIGHT INSTALLATIONS

B-category implies the proposal of new or existing light, audiovisual and other art installations based on the use of new media and other modern technologies.

Important! The B-category requirement is the option of displaying the installation in the open!

The total budget in this category is 10.000,00EUR gross value and the organizer will select up to three installations proposed to the Open Call. The organizer's recommendation is to submit works up to 3.000,00EUR of a total presentation costs (not a condition).

Eligible Costs within the B-category:

- artist fee
- travel costs
- transport costs

- production costs (for new installations)
- other direct costs of presenting the applied work at the Visualia 2019 festival

Note: Within the B-category application, one can submit two applications

Organizers provide accommodation, food, local transport and on site equipment as defined in the Application Form to all festival exhibitors. Accordingly, the applicant does not enter the mentioned costs in the total cost of presentation.

2. 3. Budget

The indicative budget for the implementation of the activities covered by this Open Call amounts to a total of 14.000,00EUR or 105.000,00HRK. The total budget will finance the costs of creating and presenting a winning work from A-category and total presentation costs of up to three art installations from B-category.

Sonitus reserves the right to change the total amount of the budget, depending on the total amount of funds from the part of non-government / public revenue intended for the implementation of the Visualia Program with its associated activities.

3. Application process

Application Form includes information about the applicant, Descriptive section and Budget section, and it can be downloaded from Visualia Festival website (www.visualia-festival.com) in English and/or Croatian. The application is submitted in electronic form only.

Once the information about the applicant is completed, one selects the Application Category and proceeds onto the Descriptive and Budget sections (Budget section is requested for B-category applicants only). After the verification of all data entry, one attaches required mandatory documentation according to the selected Application Category and submits the completed application to: udruga.sonitus@gmail.com with the following title: **OPEN CALL 2019 - application (name of the applicant)**.

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3.1. Documentation List

Mandatory documentation for a valid application, regardless of the selected application category:

- Electronically filled out Application Form (the Form can be downloaded from Visualia festival website)
- Art Portfolio of the applicant in electronic form

Mandatory attachments according to selected category:

- For A-category applications (2D/3D video mapping), it's mandatory to submit 2-5 representative pre-visualizations of the video mapping
- For B-category applications (light installations), it's mandatory to submit 2-5 representative photos of the proposed artwork (for existing artworks) or 2-5 representative installation pre-visualizations (for new installations).

3.2. How to apply

The application is submitted in Croatian or English, in electronic form only.

On the Visualia Festival website (www.visualia-festival.com) you can find:

1. **Application Guide** (HR & EN) - Provides the application instructions and all information related to the tender procedure
2. **Application Form** (HR & EN) - Provides general information about the applicant and the descriptive and budget sections for the submitted artwork
3. **Template Files** = work map for A-category applicants; it contains 4 documentation packages (see page 5-6, Chapter 2.2. Festival theme and Application categories)

The completed Application Form together with the Art Portfolio and mandatory attachments according to the application category should be sent to: udruga.sonitus@gmail.com with the title **OPEN CALL 2019 - application (name of the applicant)**.

4. Procedure for evaluation and selection of the artworks

During April 2019, upon the application deadline expiry, the Evaluation Commission, led by the selector and Art Director of the Visualia Festival, will begin processing and evaluating the submitted applications. Special attention will be paid to meeting the criteria of the Open Call. The advantage in the artwork selection will have the artworks that simultaneously satisfy several criteria of the Open Call.

If necessary, prior to the final decision on selection, the representatives of the Evaluation Commission can contact the applicants in order to clarify possible ambiguities, provide additional documentation, more detailed information, etc. The Commission will then jointly decide on final selection of artworks and inform all applicants about the results of the competition via e-mail.

4. 1. Results announcement

An official announcement including selected artworks together with short descriptions and representative pre-visuals/photos will be published on the Visualia Festival website, no later than 01/05/2019.

All applicants will receive an e-mail notification about the results of their application upon the final decision on the artwork selection and before the official results announcement at the end of April 2019.

4.2. Cooperation Agreement Procedure

After the art selection and results announcement, the authors of selected artworks will sign a Cooperation Agreement with one of the main organizers of the festival. The contract will define all claims and obligations of both the author and the organizer, payment method, measures in case of non-compliance with obligations, etc.

If necessary, organizers will request additional documentation from the author of the selected works. For example, the author of the selected A-category artwork is required to submit evidence of the production and/or ownership of audio material (for author's music) or evidence of purchase/written permission to use the audio template of the other author involved.

The deadline for submitting additional documentation is 10 days from the date of the written inquiry sent to the author by e-mail.

The deadline for signing the contract is 01/06/2019, and the deadline for payment of the contracted funds is up to 30 days after the delivery (presentation of the artwork at Visualia Festival 2019).