

selection announcement

ZOOart. 2011



piedmont region . cuneo province . cuneo council . turin council . crc foundation . crt foundation . albertina academy . la gaia collection

associazione

art.ur

# ZOOart 2011

an artistic itinerary for the Fresia Garden, Cuneo

## art. 1 description

The Art.ur association presents ZOOart 2011.

Having reached its tenth edition, this international contemporary arts exhibition intends to once more present its unique explosive formula, adding new propositions and collaborations. The exhibition will take place, like it has for the last ten years, during the first three weeks of July in the Fresia Gardens, home of the ex-zoo garden of Cuneo.

The intention of the organizers also this edition is to integrate public space and contemporary art, offering participating artists the opportunity to explore themselves in a unique and specific territory, the urban garden, to experience learning and exhibiting in their own way.

Since the first edition the creators of ZOOart have wanted to create a platform for dialogue within the city of Cuneo that is an occasion to value artists who are emerging or well-known and to create a moment for the comparison of their artistic expression and the wider public who they are called to interact with.

Taking these premises into account, we invite artists to propose site-specific works or design installations that can be contextually inserted in the Fresia Garden exhibition areas (see attached images) as well as within the larger city of Cuneo.

The exhibition formula entails the exhibition of selected works in the specific areas inside the Fresia Gardens during the evening and night.

The selected artists could be invited to participate in educational events, workshops, debates and parallel initiatives, that will be held during the exhibition.

Because of the exhibition's international nature, such events of exchange and learning could be an excellent occasion to stimulate intercultural dialogue among artists from various places, the local and visiting public and persons working within the field invited to collaborate with the Art.ur association.

In this spirit the contest is reopened for participants of the 2011 ZOOart, coinciding in addition with the exhibition's tenth year celebrations.

Artists who would like to participate are requested to send in a proposal that takes into account the following conditions.

## art. 2 conditions

Participating in the contest is free.

Young artists of any nationality, individually or collectively can participate in the contest.

3 students from the Turin Albertina Academy for Fine Arts, partner of the exhibition, will be given special preference.

The entire exhibition will take place for 4 days from Thursday to Sunday for three weeks.

Some works will be displayed for the entire 3 weeks chosen by the curators or due to their procedural nature. Others will be substituted with new works, that will be presented each following Thursday for the duration of the exhibition.

## art. 3 object for selection

Candidates can submit one or more proposals of works in the form of sculptures, installations, drawings, paintings, photographic works, videos, performance, audio and new media installations, etc.

Given the large area available **sculptures** and **installations** are site specific and must occupy an area of 3m x 3m (exact size will be discussed and agreed upon in more detail with the organisers at a later phase and will depend upon the project) and must be designed for the outdoors as there is no provision for the works to be moved or covered in the event of bad weather.

The works must not in any way subject the public, who frequent the gardens where the works are to be displayed, to any harm.

**Drawings, paintings** and **photographic works** must cover 12 to 15 linear metres with a maximum height of 2.4 metres. The maximum size of a singular work must not exceed 2m x 2.4m. Works will be hung on display boards during opening hours and held in a storeroom outside of the exhibition opening hours.

**Video** works must be able to be projected on the screen that is 5.4 meters high and 3 meters wide and cannot be longer than 3 minutes.

**Performances** must be under 20 minutes long.

We remind artists that the exhibition requires that works be exhibited in the evening from 9pm until 12am and mostly in outdoor areas. Even though an illumination system will be supplied for every artwork presented, the art works in their nature should be appropriate for the above mentioned conditions.

The organizers reserve the right to install one or more works in other public spaces in the city of Cuneo that suit the specific nature of the work, after evaluating the project's requirements and obtaining the artists permission. The organizers also reserve the right, if a work is selected and permission from the artist is granted, to exhibit a works with formal characteristics that suggest they be installed in a closed area in internal locations adjacent to the Fresia Gardens.

## art. 4 methods of participation

Documentation of the proposal must be sent to:

**ZOOart**  
**Associazione Art.ur**  
**Casella Postale 208**  
**12100 Cuneo Centro**

Documentation required:

1. name and address of the candidate/s (please indicate clearly if the candidate is a student at the Albertina Academy).
2. curriculum vitae
3. title and detailed written presentation of the proposal
4. graphic representation of the work/s to be exhibited in a maximum of six A4 pages (comprising of sketches, photos, drawings etc.) including indication of size of actual works
5. a CD comprising all the above mentioned documentation.

For proposals of videos or performance art, in addition to the documentation listed above at points 1,2 and 3, it is also necessary to supply a cd of the work proposed.

All documentation supplied must be clearly identifiable (name and surname must be written on the back of all images, on the front of all written material and on the covers of cds, etc.). None of the documentation received will be returned to artists.

## art. 5 deadline

The project must be sent (according to the date of the postage stamp) using the methods indicated by the **6 March 2011**

## art. 6 criteria for selection by panel of judges

A panel of qualified experts, made up of curators and artists will judge the submissions received. The panel will take into account the curriculum of candidate and also the site specific nature of the works proposed. Criteria include the quality, innovative aspects and overall creativity of the work .

The judges will examine the material and will **only** notify candidates who have been chosen to participate in the exhibition. These persons will be asked to deliver and install their works according to a specified timeline that must be identical to those presented in the contest.

The selected projects will be published in the exhibition catalogue for ZOOart.11.

Both the realisation and transport of the works are at the cost of the artist. The organising body may be able to make a small contribution towards travelling costs and assist with homestay accommodation in the case of artists coming from distant localities.

Art works will be returned to the artists at the end of the exhibition, the timing will be organised directly with each artist.

The organising body will not take any responsibility for damages to the art works that occurs while the works are in their possession.

## art. 7 permissions and copyright

The organising body reserve the right to use any material in the submission received and to photograph the selected works for archiving purposes. The organising body is excluded from publishing rights of the artist for the reproduction and use of images for the purposes of the exhibition.

Exhibiting artists hold all responsibility for any issue that may arise as a result of the works being published or exhibited are completely

## art. 8 use of personal details

Personal details of the artist/s will be used by the Art.ur association exclusively for ZOOart 2010. In accordance with the art.7, D.Lgs 196/2003 it is possible to request that personal details be removed from the associations list by writing to: associazione Art.ur, Casella Postale 208, 12100, CUNEO Centro.

# art. 9 information

The project, organised by the association Art.ur, has obtained support during past exhibitions from the Piedmont Region, Cuneo Province, Cuneo City, City of Turin, the CRC Foundation, the CRT Foundation, the Albertina Accadamy of Turin, GAI, the Gaia collection, and private companies.

Participation in the exhibition is taken as agreement to above mentioned conditions.

**Address:** Associazione Art.ur, Casella Postale 208, 12100, CUNEO Centro.

**tel:** +393396908997

**email:** pqemi@tiscali.it; arturzooart@gmail.com

**website:** [www.zooart.it](http://www.zooart.it)

**deadline:** 06.03.2011



# zooart

Images of the Fresia Gardens, Cuneo







For images of the gardens during the exhibition of 2010 please view the images on the website:

[www.zooart.it](http://www.zooart.it)