



zooart

artistic itineraries

2014

CALL FOR APPLICATIONS

zooart

Itinerari Artistici 2014

01

Description

The Art.ur association presents ZOO art 2014.

The international exhibition of contemporary art, now in its thirteenth year, confirms its exhibition formula, combining a rigorous curatorial research with new collaborations and cross-cultural proposals.

As usual, the show will take place during the first three weeks of July, in the Fresia Gardens of Cuneo, zoological park in the past and now a green recreational area in the historic center of the city.

The aim of the exhibition is, as in the past edition, the dissemination of contemporary art works in the public space. The participating artists are therefore invited to confront with a specific territory, which, while retaining traces of the recent past, currently performs the function of civic park. The Fresia Gardens provide a recreational space for citizens and contribute to increase the percentage of green inside the urban area. They are therefore a precious environment, with a spurious identity, where the spontaneity of nature is hampered by a specific architectural and ornamental project. As a hybrid zone, limited in the urban fabric but at the same time an integral part of it, the city garden is an osmotic territory of free transit, that man has devised to benefit from the contemplation of a gentle and mitigated nature. The wild character, however, emerges with arrogance as soon as the human intervention fails. The antinomies: "anthropization versus nature", "planning versus disorder", "decoration versus spontaneity" and "delimitation vs passage" make the urban garden a fascinating area full of suggestions for anyone who enters and observes it carefully.

Artists are invited to propose *site-specific* works, able to integrate with the environment of the Fresia Gardens (see pictures attached). For this purpose, with the desire of contributing effectively to interrogate the relationship between man, the landscape and the social context, the projects addressing the theme of urban garden intended as a hybrid zone, a place with peculiar characteristics and a territory of specific socio-cultural exchanges, will be specially considered.

The formula involving the exposure of the works during the evening hours remains, as in the previous editions. The event will take place in the first three weeks of July, for four days a week, from Thursday to Sunday. More precisely: from the 3rd to the 6th, following from the 10th to the 13th and from the 17th to the 20th of July 2014.

Artists who wish to participate in ZOOart 2014 should send a project that consider the guidelines below.

02

Conditions of participation

Participating in the contest is free.

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

The cost of the realization of the artwork is in charge of the artist.

A reimbursement of travel expenses is provided, if documented. The less expensive transfer method (public or private) will be privileged and, in any case, the solution should be approved with the organizers.

The travel expenses will be refunded up to a maximum of € 150,00.

In the event that it is necessary to send the artworks, the shipping expenses will be covered by the organization, following the agreement of terms and costs.

The costs concerning the installation of the artwork/s in the Fresia Gardens are covered by the organizers.

It is also possible to be hosted at the expense of the organisers during the installation period and during the inauguration.

Art works will be returned to the artists at the end of the exhibition, the timing will be organised directly with each artist before the 31 July 2014. If the artist does not define the date and modality with which the artwork is to be returned before this date, the organization cannot be held responsible for the artwork.

The organization will be as careful as possible with the exhibited artworks but it does not take responsibility for any damages caused by third parties or natural events that occur in the period in which the artwork is in their possession.

Due to curatorial choices or to their own nature some works will be displayed for a prolonged time. Others will be replaced with new works, that will be presented each following Thursday for the duration of the exhibition.

03

Object for selection

Candidates can submit one or more proposals of works in the form of **sculptures, installations, drawings, paintings, photographic works, videos, performances, audio and new media installations**, etc. specifically conceived for the Fresia Gardens or that can be adapted to the conditions of the site.

Sculptures and installations could 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 will be displayed, to any harm.

All **drawings, paintings and photographs** exhibited will be presented on the sides of exposition boxes, reserved each week for a single artist or collective.

The boxes contain two long surfaces (l 3.3 m x h 2.4 m) and two shorter surfaces (l 1.2 m x h 2.4 m). The total exhibition area is therefore approximately 12-15m long and 2.4m high (for images of the boxes please see the photo gallery of the last ZOOart edition on the website www.zooart.it).

Video works must be able to be projected on the screen that is 5.4 m high and 3 m wide. They must be suitable for projection in an outdoor area with regards to the quality of the image and audio and cannot be longer than 3 minutes.

Performances must be under 20 minutes long.

PLEASE NOTE: during the ZOOart exhibition the artworks will be presented during the evenings from 9pm until 12am in an outdoor area. Fresia Gardens maintain their function as a public garden 24hrs per day, the works must therefore be appropriate for the above conditions of exhibition. Where necessary, the exhibited works will be installed during opening hours and placed in storage when the exhibition is closed.

04

Terms of participation

Interested artists must send the documentation required filling in the online application on the website www.zooart.it

Documentation required:

1. Application form (downloadable from the website www.zooart.it) filled out and signed indicating the name and address of the candidate/s.
2. curriculum vitae
3. title and text presenting the project (maximum of 1000 characters)
4. jpg images (photos, pictures, sketches, etc.) of the work/s intended to be presented and if desired a graphic elaboration of the project/s, with indications of the precise sizes, into a single PDF.

If the applicant is submitting **video art** or a **performance** it is necessary to send the required documents mentioned in points 1,2,3,4 and to link a website address where the video/performance may be viewed.

05

Deadline

Application forms must be submitted within the 31 January 2014.

06

Selection criteria and committee

The material received will be appraised by a qualified committee, composed of Art.ur 's representatives and Fabio Cafagna- Artecò, independent curator.

The above-mentioned committee will carefully consider the project, the site-specific property of the proposed work, and the curriculum of each candidate.

Please also note that the projects that will interrogate the relationship between man, natural environment and social context in an original and effective way, will be taken into particular consideration.

The committee will examine the material and will **only notify candidates who have been chosen** to participate in the exhibition. These artists will be asked to deliver and install their works that should be identical to those presented in the contest.

All selected projects will be published in the ZOOart.14 exhibition catalogue.

07

Permissions and copyright

The organization reserve the right to use any material in the submission received and to photograph the selected works for archiving purposes.

The organization 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.

08

Use of personal details

Personal details of the artist/s will be used by Art.ur association exclusively for ZOOart. In accordance with the art.7, D.Lgs 196/2003 it is possible to request the cancellation of personal details from the association list by sending an email to the email addresses indicated below.

09

Information

Anyone participating in this exhibition agrees to the above mentioned conditions.

Info: Associazione Art.ur, Via Antica di Saluzzo 35, 12100 Cuneo

tel: +393396908997

mail: info@zooart.it, pqemi@tiscali.it

web: www.zooart.it

deadline: 31.01.2014

Images of the Fresia Gardens, Cuneo



For images of the Gardens even during the exhibition of 2013 please see the gallery on the website: www.zooart.it