

The logo for Light City 2018 features the word "LIGHT CITY" in a bold, white, sans-serif font. The letter "I" in "LIGHT" is replaced by a colorful, multi-segmented circle with segments in red, orange, yellow, green, blue, and purple. The background of the entire page is a photograph of a city park at dusk, with bare trees and city buildings in the distance. In the foreground, there are several colorful plastic chairs (red, green, blue) arranged on a lawn. A large screen in the background displays a close-up of a person's face with their eyes closed.

LIGHT CITY

On Demand
**CALL FOR ENTRY
FOR DIGITAL
CONTENT AND
TIME BASED MEDIA**
Light City 2018

Produced by
BALTIMORE
OFFICE OF PROMOTION & THE ARTS
Arts • Events • Film

Project Summary

Featured along with the 20+ illuminated sculptures on the 2018 BGE Light Art Walk, Light City will host *On Demand*, an exhibition of time based digital content. *On Demand* will host a curated program of looped video and time-based media content, exploring the range and diversity of experimental forms of cinema made locally and abroad. Creatives working across traditional and experimental short films, animations, poeironica, music videos, and other forms of digital media are encouraged to submit their existing works for consideration.

Project Details

- A dedicated stop on the BGE Light Art Walk will host *On Demand*, an LED screen serving as the platform for looped program. Where possible, this video content may also be made visible on additional Light City branded spaces within the footprint.
- Artworks should be no more than 7 minutes in length.
- Artworks may contain a sound component, but should be enjoyable with or without that element.
- The schedule of videos will be determined based on applications that are received.
- Only currently existing artworks will be accepted.
- Once video/time-based artworks are chosen by the Light City Curators for this location, artists will be asked to send their files for editing. The editing of the files is determined by the final production and technical elements for exhibiting the *On Demand* program. A videographer will be editing these files into their exhibition format.
- Following selection of the artists, Light City will be working with a video editor to program the selections into exhibition format. No changes will be made to the files submitted by the artist; however a credit frame will be added between each selection to appropriately identify and credit the artist and their work.

- Light City is a family friendly event and draws audiences of all age ranges, including young children. Content that is explicit, discriminatory or of a violent nature will not be accepted.
- Artists may only submit original content. Any works that include images or sounds that are original to another person should have the appropriate rights of usage and be able to supply them to Light City before finalizing any agreements for exhibition.

General Information and Guidelines

- Light City 2018 will take place from April 14–21, 2018. Operating hours of the festival are 7pm to 11pm Monday through Thursday and Sunday; Friday and Saturday nights from 7pm to 12am. Artworks accepted for *On Demand* will be curated into a looped program of all selected submissions. Light City will make best efforts to inform artists of intended scheduling of the playing of their artworks.
- By submitting an application, you agree to and accept application requirements and guidelines. This includes the rights to exhibit in public the digital content submitted, to a large general audience. Artists also agree that their work will be promoted through official Light City social media channels. Artists should be aware that due to the public nature of this exhibition, the audience is likely to capture their experiences with the work and share it within their own social networks.
- Any artist who submits a proposal will maintain their copyright. For proposals that are chosen for Light City 2018, the Baltimore Office of Promotion & The Arts (BOPA) and the Baltimore Festival of the Arts Inc. (BFAI) reserve the right to reproduce images of selected artists' work for printed or internet publicity, catalogue, map or marketing purposes.

- Artists may submit up to three digital files for consideration. The volume of applications will determine the number of works per applicant that *On Demand* is able to support.
- There are no geographic or age restrictions for application. Students are encouraged to consider submitting their work.

On Demand and Light City 2018 Timeline

- Application Open: Monday, August 7, 2018
- Application Deadline:
Wednesday, November 15, 2017 at 11:59 pm
- Artist Notification: Friday, December 15, 2017
- Digital Files due from Artists:
Monday, January 15, 2018
- Editing and formatting video for exhibition:
January 15-April 6, 2018
- Digital File Testing & Resolution:
Tuesday, April 10, 2018
- Tech Rehearsals: Wednesday, April 11 and
Thursday, April 12, 2018
- Media Preview: Friday, April 13, 2018
- Light City 2018: April 14–21, 2018

How to Apply

Applications for short video artworks are being accepted through the Submittable website at the following link: <https://tinyurl.com/y8hn4udw>

Application Materials to Prepare

1. Short description of artwork being submitted.
2. Up to three video artworks in MP4 or MOV format.
3. Artwork list that corresponds with included video images, this list should contain appropriate details such as title, date, medium, a list of where the artworks have previously been exhibited, and dimensions/duration (.pdf format).
4. Artist/artist collaborative resume (no larger than 3 pages and in .pdf format).

5. For more information regarding the *On Demand* Call for Entry applications for Light City, please contact Kim Domanski or Ashley Molese at 410-752-8632 or kdomanski@promotionandarts.org or amolese@promotionandarts.org.

About Light City

In 1816, Baltimore was the first American city to illuminate its streets with gas lanterns, revolutionizing the urban landscape and forever transforming the city with light. It's with this spirit of invention and transformation that 200 years later Light City was launched in 2016. Light City is a free, family-friendly event that is open to all members of the public and welcomed nearly 470,000 attendees from throughout Baltimore and the region in its second year. Nearly 80% of festival-goers cited viewing art work as their main reason for visiting Light City.

About the Baltimore Office Of Promotion & The Arts

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Light City is produced by the Baltimore Festival of the Arts, Inc. (BFAI) on behalf of the Baltimore Office of Promotion & The Arts (BOPA), a 501(c)(3) non-profit organization that produces events and arts programs, serves as the film office, and manages several facilities. It is the official arts council for the City of Baltimore. BOPA coordinates Baltimore's major events including New Year's Eve and July 4th celebrations at the Inner Harbor, Artscape America's largest free arts festival, Baltimore Book Festival, Baltimore Farmers' Market & Bazaar, and School 33 Art Center's Open Studio Tour. Please visit the website for more information: www.promotionandarts.org.