

CALL FOR
ARTISTS
2020



פסטיבל
אור ירושלים
Festival of Light in
JERUSALEM

24 | 6 - 02 | 7 | 2020



CALL FOR
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2020



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23-01-2020



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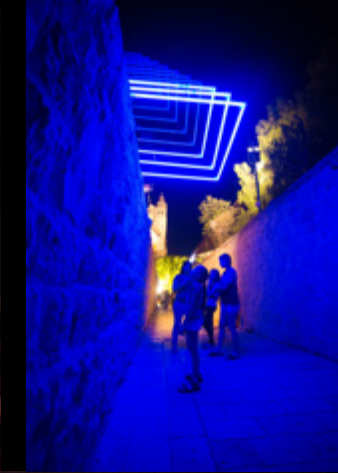
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ABOUT THE FESTIVAL

Over the last 11 years the International Festival of Light in Jerusalem became an inspiring and exciting event that merged light art, sound, the old city, it's habitants and hundreds of thousands of visitors into a celebration of art and culture in this very unique place. For this next edition, we issue this call for artists in order to receive proposals for light art installations and mapping projects accordingly to the following specifications:

The Festival takes place in the Old City of Jerusalem area, and its visitors - over 950,000 in only one week last year - perceive the artworks in the Festival walking through trails in the Old City's alleys, squares and its surrounding. Special attention has to be put on the sensibilities surrounding the Old City, as a Holy place for Judaism, Christianity, Islam and other religions. It is therefore essential that all projects will be inclusive, sensitive and not offensive to any belief. We avoid also political issues as the Festival concentrates on artistic presentations alone.

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THEME 2020: A city enshrouding a light

Jerusalem is unique, unlike any other city: a place of yearning, timeless beauty, miracles, light and transcendence.

Through thousands of years of history, people have always felt the magic of the early sun rays glimpsing on its houses, domes, narrow alleys and pine trees in the most magical light. As if light creates a city or a city envelops a light.

Our festival aims to take the audience on a journey to feel the magic of a place where boundaries and identities are blurred, where stone and light converge, creating feelings of transcendence, bliss and joy.

We are asking for works that can reveal this special relation of context & light and let us experience the magic and wonder of light, color and space.



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CALL FOR ARTISTS

The Call for Artists invites national and international artists to present their works at the 12th edition of the International Festival of Light in Jerusalem 2020.

We are looking for high quality works with a playful character, that surprise and emotionally touch the visitors.

The Festival is organized around several routes around and through the Old City of Jerusalem.

This Call asks for proposals in 3 different categories:

A | Light installations

B | Video mappings

C | Performances



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SUBMISSION REQUIREMENTS

Please read this Call for Artists in full before submitting. It contains useful information for your proposal, such as visual material explaining the concept, technical information, budget lists and so on.

All Submissions are entirely online and can be done through the festivals website www.lightinjerusalem.org.il

The submission portal opens from Dec 17th and **closes at midnight 23.1 to 24.1. 2020**, Jerusalem time (GMT +2). **No submissions will be accepted after this deadline.**

We highly encourage you to login into the submittable forms and print the forms, so you get an overview about all required material.

You can start fill out the forms and save them as drafts, which allows you to review, change and add material before final submission. **Please remember: only fully completed and submitted proposals can be reviewed by our jury.**

We encourage everyone to take part in this Call. Therefore we do not charge any fee for submissions. Multiple submissions are allowed.



ARTIST AGREEMENT:

Successful applicants are required to enter into an Artist Agreement with the Light in Jerusalem Festival. The Artist Agreement will include, but is not limited to all aspects of realizing the artwork, its operation during the festival, intellectual and property rights, budgeting and invoicing, flights and accommodations.

OPERATIONS:

All artists chosen to present at the festival have to ensure:

1. Safety of installation including engineering certificates
2. Obligation to repair or 'make good' any installation faults or damages during the festival
3. Follow and abide by any directions given by the Festival Team with regard to safety and respect to the holy sites and the city

GUIDELINES FOR CONTENT / ARTWORKS:

Jerusalem is a sacred place for Judaism, Christianity, Islam and other religions and faiths. That requires that special attention has to be put on the sensitivities in the city. The Light in Jerusalem Festival is a festival for all people and therefore all content must be suitable for General Exhibition: it has to be respectful, ethical, in no way discriminatory or sexually explicit, be of family friendly nature, not be of a violent nature, does not incite violence or offence and be for general exhibition i.e. suitable for everyone to watch including children without supervision.

We will help and answer all questions about such sensitivities and you are highly encouraged to share your ideas and plans with us before work / during your work phase. We will help and consult as best as we can.



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COPYRIGHT AND OWNERSHIP:

You declare that you are the author and have all legal rights to your artwork and to display it in public. All copyrights remain with you!
The ownership of the artwork also remains with you.

Successful applicants grant the Light in Jerusalem Festival, its organizers and connected partners the right to display your artwork, to make photographs and videos and other media to promote the festival for the period of the festival and indefinitely beyond.

All promotional and editorial material of the artwork shall always indicate that the installations were commissioned for Light in Jerusalem Festival 2020.

If new commissions will be displayed at other events in the future, the artist is obliged to always indicate that they were first commissioned for the Light in Jerusalem Festival in all publication material.

MARKETING AND PUBLICITY:

All Selected artists will be presented at the festival and related campaigns.
This includes

- Artist Profile, logo and installation concept on site next to your artwork
- Artist and installation profile on the official festival website
- Publicity through local print, radio, outdoor and digital media for the festival; and local and international PR campaigns for the festival

Additionally we will arrange press interviews for national and international coverage, foreign media channel to promote your artwork. Those interviews are not mandatory, you can choose to take part in them for your own publicity or benefits.



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SPONSORSHIPS:

Like any other festival, also the Light in Jerusalem Festival seeks partnerships and sponsorships. The Festival Team reserves the right to find additional sponsors for your artworks at their own discretion. Any proceeds relating from such support will go directly into the Festival budget to bring more artworks and to create an amazing experience for the visitors during the festival. The artist has no claim on any additional payments in case of such sponsorships.

BUDGETING AND PAYMENT SCHEDULES:

The Budgets for commissioning artworks are very tight. All payments are done on the following schedule upon representation of a proforma invoice on the whole amount with signing the contract:

15% May 31th, 2020
85% July 31th, 2020

All payments include VAT (if applicable). VAT does not apply to foreign artists for works done abroad. However, all services done and ordered as well as materials purchased in Israel are subject to 17% VAT.

In case you need any help or services in or from Jerusalem, the festival team is committed to help you in the best way they can, to find the most reliable, suitable and cheapest supplier. Please know that all such costs must be part of your budget!

PLEASE NOTE: All artists have to pay any applicable duties or taxes if and wherever they occur - in Israel or abroad - in accordance with the regulations for avoidance of double taxation between the countries involved.



EVALUATION PROCESS AND SELECTION OF PROPOSALS

All submissions will be carefully reviewed by the Festival Team. The Team comprising the curators, the organizers of the Festival's and its technical Team and external advisors shall select the line up for this edition of the Festival. The decision shall be final.

Proposals will be assessed according to the following criteria:

- compliance with the festival's theme; creativity, conceptual strength, playful character
- uniqueness and creative use of materials and effects)
- Feasibility and Budget estimate

All submissions will be reviewed.

All submissions will be notified whether they are chosen or not.

The Festival Team will select around 30 artworks for the line up and 10 runner - ups. After the selection of the shortlisted proposals we will start immediately to contact you for clarifications, negotiations and contracting.

In case chosen proposals cannot be realized because of unforeseen difficulties or unrealistic budget estimations, we will select proposals from the runner - ups.

We know that you put your heart and a lot of effort into your proposal. For outstanding projects that caught our eye but have not been included in the shortlisted round of proposals, we offer to try to find a suitable partner or sponsor to realize the project.



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Submission Category A |
LIGHT INSTALLATIONS:

They can be existing or newly created. All installations must be built strongly and with public safety in mind. They have to be weather resistant, especially withstand winds. At a later stage you will also need to be required to provide statical calculation by a certified engineer and engineer approvals. All related costs should be included in your budget proposal.

Budget Category One	up to	40,000 NIS
Budget Category Two	up to	80,000 NIS
Budget Category Three	up to	100,000 NIS

All installations have to be fully working through the whole festival time and should be accompanied and maintained by you during the festival hours.

Interactive projects are possible and encouraged; but need to take into account:

- that Wifi and Internet connections are often fragmented in the Old City
- the festival is visited by many thousands of people at the same time

All proposals are required to have sound included.

We seek site-specific and non site-specific proposals. Both options are possible, but we highly recommend to use the proposed sites as references only. We will consult with you about the perfect location for your artwork to shine best. However, because of local knowledge, technical restrictions, safety reasons, and curatorial input, the final location of the artwork will be decided by the Festival Team.



Submission Category B |
VIDEO MAPPING PROJECTS:

The Old City of Jerusalem is very dense and does offer only a few locations for possible Video Mapping Projects. While we are constantly searching and engage in new collaborations with local partners, we suggest for now to submit proposals for:

- (1) Old City Wall including Migdal David Ramparts
- (3) Inside Jaffa Gate / Omar Ben al-Hatab Square
- (2) Hurva Synagogue

If new locations become relevant, we will offer you more locations.

The requested budget has to include everything: mapping, projectors, audio systems, stands, towers, flights, accomodation, transports, technicians, maintainance etc.

Most items can be also rented locally in Jerusalem and we will help you to realize it, however the costs for that need to be included in your budget.

Submission Category C |
Performances:

This category seeks for submissions in the fields of shows or street shows that are using light as the main artistic element in their concepts.

Such shows require presentation during the festival hours on a daily base (each day 4 hours) and should be performed in the festival area.



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Example Locations:



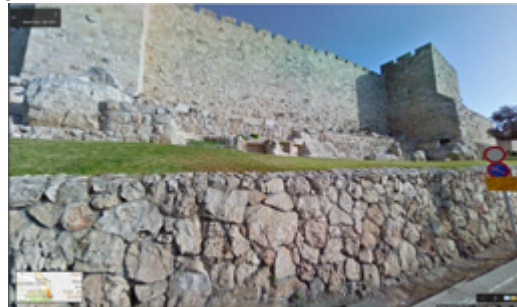
Jaffa Gate



Omar Ibn el-Hatab Square



Migdal David Ramparts



Outer City Walls / Gan Habonim A



Outer City Walls / Gan Habonim B



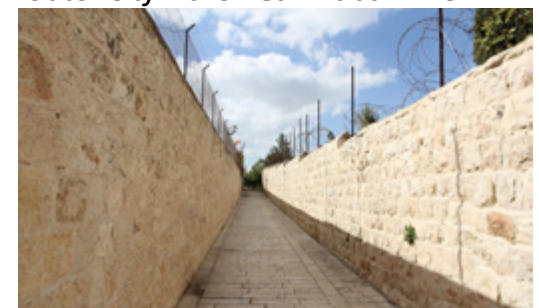
Outer City Walls / Gan Habonim C



On Mamilla / Opposite City Wall



Old City Wall



Dormition Alley



Dormition Abbey



St James Street



Open Cardo





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Closed Cardo



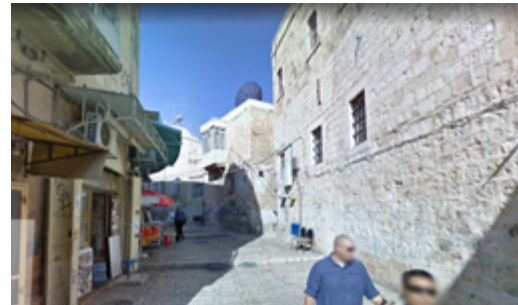
Covered Cardo



Churva Square



Mauristan



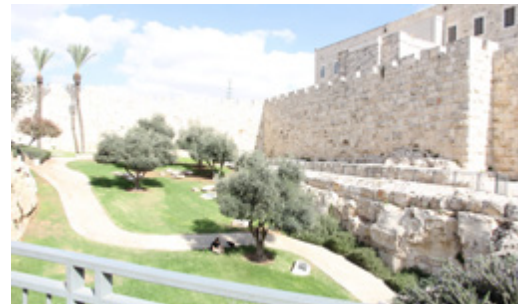
Brotheres Freriere Street



Batei Mahase Square



Zahal Square



Lower Zahal Square



Green Area New Gate



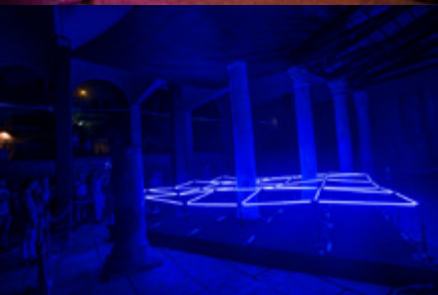
Green Area across Halperin Square



Damascus Gate



Zedekiah's Cave



SCHEDULE / KEY DATES

- 23.01.20 Deadline Submissions for Call for Artists (12PM GMT+2)
- 13.02.20 Announcement Shortlisted Proposals
- 15.02.-30.02.20 Interviews and Clarifications
- until 30.03.20 Contracting
- 21-23.06.20 Buildup Period
- 23.06.20 General Test and Press Round
- 24.06-02.07.20 12th Lights in Jerusalem Festival
- 03.07.20 Breakdown and Preparation for shipment back

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QUESTIONS AND ANSWERS

1. Can I submit an existing art installation?

Yes, you can submit an existing work but the proposed work must be in line with the theme for the 2020 edition. Also note that all artists should ensure that the art installation (that is in contact with the ground) can be properly installed on site in a safe and stable manner without causing damage to the art installation and the site.

2. Are you open for new ideas?

Yes, we love to have new ideas and proposals.

3. Do I need to be a light designer in order to submit?

Not necessarily. Every idea and proposal is welcome. If you do not know how to realize your proposal or do not have the technical means, then we will assign you one of our technical gurus or try to find the right partner for you. However, some production or

project management skills and clear budget understandings would be preferable.

4. What should be included in the budget?

The proposed budget should include all production costs and associated costs for the construction of the art installation, e.g., parts and components, equipment, artist's airfare and accommodation charges, etc. Please refer to excel sheet for the list of items that should be included in the budget.

5. If I am shipping my art installation from another country, do I need to include the costs for packing of art installation or materials as part of the budget submission?

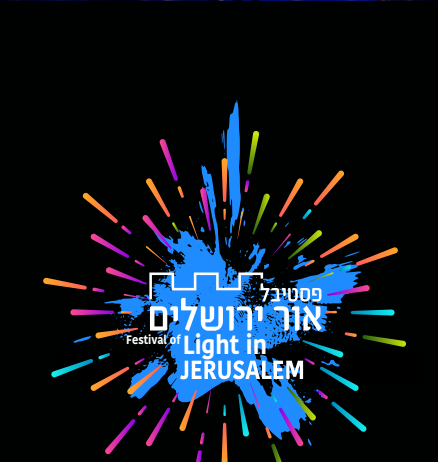
Yes, the proposed budget should include the costs for packing the art installation to ensure that there are no damages to the work during shipping and arrival in Jerusalem. If any specialised

packing is required for the return of the installation, the amount should also be catered for in the proposed budget. All art works will be shipped with a temporary import permit ATA Carnet.

6. If my proposal will be selected, is it possible to come to Jerusalem for site inspection before I start working on my installation, can I make claims for my travel expenses as separate items?

While you are always welcome to come to Jerusalem, please note that the festival budget is very limited and such expenses must be borne by you. We will make every effort to provide you with all material and info needed for creating your work.

7. If I am selected as an Open Call artist and need more information to ensure that my installation is properly installed for the festival, how can I go about this?



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The Curatorial Team shall address all the questions raised by the artists and all information requested are provided to the best of their ability and knowledge, so as to aid the artist in the realization of the proposed concepts and the successful exhibition of the art installation.

8. How will I be paid? And are there taxes to be paid?

All payments will be done by bank transfer only upon receiving a valid invoice, according to the schedule published in this call. We are asking you for a proforma invoice for the whole amount with the contract and then transfer the installments according to the schedule. The final invoice needs to be given, when you have received all payments.

There will be no VAT added for services from outside Israel. All materials or services purchased in Israel include 17% VAT. All artists have to pay all applicable taxes if or wherever they occur, whether in Israel or abroad.

9. The Budget is indicated in NIS (New Israeli Shekel). What if I have a different currency?

The budget and all payments are indicated and paid in New Israeli Shekel.

10. Do I need to operate and maintain my work throughout the duration of the event?

Yes, the artist is required to operate and maintain the installation during the whole duration of the festival. For special installations presented at the festival without the artist being present, the festival team will operate the installation and provide basic maintainance.

11. Do I need to choose a location for my artwork or can leave it up to you?

Please feel free to propose site specific works and / or non - site specific works. The festival team reserves the right to relocate artworks and choose locations that they deem to fit. All locations will be subject to availability, security and the Festival organizers approval.

12. I have a brilliant idea, but I don't know what are local requirements. Do I need to adopt?

The Festival Organiser reserve the right to propose modifications to the artwork to comply with local regulations and requirements. Artworks that do not comply with those regulations such as safety etc cannot be commissioned.

13. Copyrights and Ownership are mine?

Ownership of the installation stays with you! However, chosen artist are required to grant non-exclusive and unlimited use of all images of the artwork by the Festival Organiser and its appointed agents for the festival time and unlimited beyond. All Images and videography of the installations shall always indicate that the installations were commissioned for Light in Jerusalem Festival 2019.

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Contact Info:

LIGHT IN JERUSALEM FESTIVAL

produced by Ariel Municipality Company

Artistic Directors:

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Merav Eitan

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We wish you Good Luck with your submission and hopefully we see you next year in Jerusalem!

All details described in this Call for Artist should be regarded as information only and in no case as an obligation on the side of the Festival.



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