



**Open call :: Application Guidelines**  
*Deadline April 1, 2011*

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**DownStreet Art** is a program of MCLA's Berkshire Cultural Resource Center (BCRC) a non-profit organization that provides professional development training, resources, and support to the artists, art managers, and creative workers of Berkshire County run by the Massachusetts College of Liberal Arts in North Adams, MA. Through it's multiple programs and presentations, BCRC brings the best of performance and art to the Berkshires and showcases the best of the Berkshires to the world.

**DownStreet Art** is a public art project designed to revitalize downtown North Adams. A post-industrial city in the Berkshire Hills of Massachusetts, North Adams first began its cultural revitalization with the opening of the Massachusetts Museum of Contemporary Art (MASS MoCA) in 1999. More than ten years later, the city is in its second wave of economic development through the arts and other creative economy business.

By harnessing existing arts organizations and events and transforming vacant and open spaces into arts destinations, **DownStreet Art** defines North Adams as a cultural haven, driving tourists and community members' downtown in a four month celebration of the arts. Since its inception in 2008, over 50,000 visitors came downtown and through the doors of **DownStreet Art's** galleries and exhibits. For DownStreet Art 2011 our goal is to build on what we have accomplished to date while deepening the dialogue between our community and the arts. DownStreet Art gives artists and curators competitive opportunities to exhibit their work and to be promoted on a national and international level.

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**DownStreet Art 2011**

**DownStreet Art** is pleased to announce a **call for artists** and **curators** for the 2011 season. This is a great opportunity to have your work/project showcased in an art-friendly community, to be in touch with artists, curators, and professionals in the art world, and to be part of a larger discourse about contemporary art. Opportunities are many, so please read details carefully and fill the application accordingly to your needs. **DownStreet Art** welcomes any form of art and any art work team. If you are a duo/trio or a group of artists willing to show together please apply!

**DownStreet Art** 2011 will run from June 23<sup>rd</sup> till October 11<sup>th</sup> (Columbus Day Weekend). It will begin with a kick-off celebration on June 23<sup>rd</sup> and will hold four "DownStreet Art Thursdays" (with all galleries hosting opening receptions and downtown performances); and it will all culminate in North Adams Open Studios weekend on October 11<sup>th</sup>.

Please note that as a public art project, **DownStreet Art** is dependent on available/empty spaces, sufficient funding and adequate staffing. While we are planning for 2011, the number of available/empty spaces (and thus opportunities) is uncertain at this time.

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## Call for Guest Curator or Artist/Curator

**DownStreet Art** is open to any proposal for indoor and outdoor art projects. It also welcomes happenings, events and art-related performances to be held between June 23<sup>rd</sup> and October 11<sup>th</sup>. If you have an idea, a project or a proposal that does not fill our requirements, please contact us. We would love to discuss this opportunity with you.

If you are an emerging curator but you don't have a proposal for Summer 2011, **DownStreet Art** will be happy to connecting you with like-minded artists to put together a proposal for an exhibition as part of **DownStreet Art** 2011.

If you are an artist and would like to have a curated show, please submit your work.

DownStreet Art welcomes international applicants!

### Requirements:

- A Guest Curator or Artist/Curator is required to submit a proposal for an exhibition to take place in Summer/Fall 2011 in North Adams, including participant artist(s) and educational activities.
- The Guest Curator can be an artist and can be part of the show he/she curates.
- The exhibition can run from June 23<sup>rd</sup> till October 11<sup>th</sup>. Alternatively the proposal may specify a different time frame.
- The exhibition can run for one, two, three or fourth months between June 23<sup>rd</sup> and October 11<sup>th</sup>.
- Openings have to be on the last Thursday of the month (June 23<sup>rd</sup>; July 28<sup>th</sup>; August 25<sup>rd</sup>).

**DownStreetArt** will provide a location for the exhibition and will

- Locate and arrange exhibition space, including where applicable negotiating highly favorable terms with local landlords (average of \$200 a month with all utilities included).
- Aggressively market all exhibitions, as well as branding DownStreet Art and North Adams. Marketing materials will include, but not be limited to street signage, printed art maps, events calendar, weekly e-blasts, vibrant web presence (including links to all major cultural institutions, city governments and Berkshire Visitor's Bureau, ads in programs for all major area museums, press releases etc...).
- DownStreet Art can process all sales of art if desired.
- Limited residency possibilities.

You will

- Curate, install and de-install the exhibit(s).
- Provide for shipping of the work.
- Market the gallery, artist(s) and exhibit(s).
- Provide staffing.
- Participate in DownStreet Art activities such as DownStreet Art Thursday (last Thursday of each month between June 23<sup>rd</sup> and October 11<sup>th</sup>) according with the time frame specified in the proposal (in instance, if your project will take place between July 28<sup>th</sup> and October 11<sup>th</sup> you will be required to join DownStreet Art Celebration on Thursday, August 23<sup>rd</sup> and Thursday, September 29<sup>th</sup> as well as participating in the last big event in conjunction with Open Studios weekend on October 11<sup>th</sup>).
- Participating in education activities and workshops in relation with your exhibition when possible.

**DOWNSTREET ART 2011  
APPLICATION**

**Name** \_\_\_\_\_

**Last name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/ Country/ Zip code** \_\_\_\_\_

**E-mail address** \_\_\_\_\_

**Phone number** \_\_\_\_\_

**What is the best way to reach you?** \_\_\_\_\_

Please help us to compose your profile by checking the boxes below (you can check multiple boxes)

**You are a/an**

- Artist/Performer       Curator       Both

**You are submitting a proposal for**

- Exhibition       Performance       Outdoor installation/public art  
 Site-specific installation       Happening(s)/event(s)/other

**How you would like to be part of DownStreet Art?**

- I will curate a show I am in       I will curate a show I am not in  
 I would like to curate a show but I don't have a proposal ready to go  
 I would like to have a curated exhibition

**Application must include** (please use the list below as punchlist)

- Application form and guidelines** (4 pages)  
 **Cover Letter:** Stated purpose for exhibiting with DownStreet Art.  
 **Curator/Artist Resume(s):** Detail prior curatorial experience and/or past, current, future shows .  
 **Curatorial Proposal\*:** Short statement (4-6 pages) describing the concept for the exhibition, including participant artists.  
 **Artist Statement(s):** Description of the artists' work and content.

- Examples of artwork\***: Maximum of 8 images- digital only, please. jpegs: 72 dpi, 600x800 pixels max and/or 3-minute video clip on cd/dvd. Images should be described on Inventory List (see below).
- Inventory List**: Numbered to images presented: artist, *title*, medium, dimensions, year.
- Self-addressed Stamped Envelope**: Please be sure to include enough postage for the return of your original materials.

\*Artist(s) looking for curated show don't have to submit a curatorial proposal.

\*\*If you are an emerging curator and don't have a project ready to go, please submit a hypothetical project with potential artists (3-5 pages with exhibition concept and curatorial abstract).

**Application also should include (optional)**

- Exhibition time frame**
- Budget**
- Description of additional funding**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Application Process: Application deadline is April 1, 2011.** There is no application fee.

All applications will be reviewed by the **DownStreet Art** committee. The committee includes Joe Thompson (founder/director of MASS MoCA), Stuart Chase (Director of the Berkshire Museum), Leslie Ferrin (owner of Ferrin Gallery), Jonathan Secor (MCLA's Director of Special Programs), Ven Voisey (Gallery Manager of MCLA Gallery 51) and Valeria Federici (Program Coordinator of MCLA's Berkshire Cultural Resource Center). Applicants will be notified within three weeks.

Please forward materials, postmarked by April 1, 2011 to:

**c/o DownStreet Art**  
**MCLA's Berkshire Cultural Resource Center**  
**51 Main Street**  
**North Adams, MA 01247**

If you are interested in our opportunities, we strongly encourage you to visit our website ([www.DownStreetArt.org](http://www.DownStreetArt.org)), as well as downtown North Adams, if possible. Before submitting your proposal, familiarize yourself with our mission, our past exhibition program, and consider how your exhibition will help propel **DownStreet Art** forward.

Please feel free to contact us with any questions, we will love to hear from you and guide you through the application. You can e-mail or call our offices at 413.663.5253 [valeria.federici@mcla.edu](mailto:valeria.federici@mcla.edu)