

NIGHT\SHIFT

9 pm to 3 am, November 2nd & 3rd 2013

Members of the Waterloo Region community and local environmental magazine **AJ** are collaborating to produce downtown Kitchener's inaugural *nuit blanche*-style festival of art, culture and nocturnal adventure. Our mission is to attract a diverse local audience to explore an unconventional showcase of arts, technology, bright ideas and nightlife on foot after dark.

NIGHT\SHIFT will be spread throughout various indoor and outdoor locations downtown, based around a central event hub on Duke Street (closed between Frederick and Queen), and spreading out in both directions along Queen. The event will begin a couple of hours after sundown on the night of the annual autumn time change and run into the wee hours.

We are assembling installations, performances and other creations by a range of (primarily local) visual artists, media and research labs, technologists, students and student groups, musicians and small businesses. We're also aiming to involve local community leaders, cultural stakeholders and other entrepreneurs in a collaboration that sheds new light on the local cultural landscape. We already have the support of the City of Kitchener and a number of downtown businesses, and we have been given a green light to produce and plan this event for November 2 and 3, 2013.

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NIGHT\SHIFT THEME: Intervention

The binding theme of projects selected to appear at **NIGHT\SHIFT** 2013 will be "Intervention." Generally speaking, the event itself is intended as a sort of intervention among Kitchener's usual nightlife offerings. But ultimately, and to keep this concept both simple and adaptable, all proposed installations, performances, presentations and interactive events should aim to engage the festival's audience in the follow way(s):

- attendees should be pleasantly surprised by the presence of each project
- proposed projects should challenge event participants to reconsider the parameters or conventional wisdom of a simple idea, a pressing environmental or socio-political issue, a potential approach to a challenge or concept, the utility of a physical space, etc.
- proposed projects should attempt to evoke a strong emotional response (as opposed to simply being eye or ear candy) and urge viewers to open their mind to new possibilities

We are currently inviting individual artists, performers, entrepreneurs and cultural organizations to submit short written proposals for installations or exhibits, technology demonstrations, performance pieces and other participatory public events under this broad theme. **The deadline for proposal submissions is noon on Friday, September 13th, 2013.**

NIGHT\SHIFT events must:

- Take place on the evening of Saturday, November 2nd in downtown Kitchener, Ontario, between the hours of 9 pm and 3 am (or a pre-determined portion of that time period);
- Provide a high-quality, unconventional cultural experience that aims to include and engage a wide, diverse audience without jeopardizing their safety and/or that of event volunteers, organizers and artistic contributors;
- Explore or comment on the concept of intervention;
- Be chosen by the curators committee after being evaluated based on how well the proposal fits the curatorial theme and basic logistical festival criteria;
- Provide free admission to audiences (with certain exceptions for a few components of **NIGHT\SHIFT** event programming, such as live music);
- Be installed or presented in a careful and considerate manner that abides to all by-laws, laws and safety regulations or requirements, as assessed by the City of Kitchener.
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Specific NIGHT\SHIFT proposal needs:

- At least one project that presents video, animation or other moving pictures that can be projected onto the side of a large, exterior wall;
- An outdoor installation that could illuminate and/or occupy space in Fireman's Memorial Park (Queen & Otto streets, Kitchener) without needing a lot of electrical power (Think: making use of biodegradable glow-in-the-dark paint);
- An outdoor installation that could occupy an enclosed patio space;
- Small outdoor installations that would be appropriate for a non-enclosed area (a patch of grass in Vogelsang Green or a street corner, for example);
- An installation that could occupy a large, interior space with high ceilings;
- At least a half-dozen visual and/or sound installations or performance pieces that could occupy smaller interior rooms, or a portion of them;
- Interactive or participatory ideas that could "roam" around the downtown area, or that do not require a bricks-and-mortar space to present;
- Wonderfully strange ideas that do not fit any of the spaces described above, yet they would undoubtedly enhance the theme of Intervention in a meaningful way.

NIGHT\SHIFT artist proposals must:

- Include all names of individual artists (or members of a collective, organization or community group) that will participate in producing the proposed event, and include contact information (phone numbers and emails) for the artist(s) who will bear responsibility for ensuring full delivery of the project as proposed;
- Include an itemization of all expenses related to production and/or construction of an installation or event, including supplies, barricade rentals, access to power, transportation costs, etc.;
- Agree to create a site-specific exhibit, installation or performance project that would be located in a designated **NIGHT\SHIFT** event space, as determined by the curators committee and participating business owners;
- Explain or describe how the proposed event, exhibit or activity relates to the theme of Intervention in clear, succinct language (especially if this aspect of the proposal is not obvious);
- Attempt to clearly describe the physical presence that proposed projects will have during **NIGHT\SHIFT**, ideally by providing an artists' rendering or mock-up if appropriate;
- Include a [completed application form](#), a proposal description in writing (of no more than 500 words), and submit no more than three pieces of supporting material as attachments via email or snail mail (this includes images, videos or audio works that you wish to have the curators committee include in their evaluation);
- Be received by before 12:00 pm (noon) on September 13, 2013, addressed to the "Night\Shift curators committee" and sent to nightshift@alternativesjournal.ca, or mailed or hand-delivered to 195 King St. W., Suite 202, Kitchener, Ont., N2G 1B1.

The NIGHT\SHIFT curators committee will:

- Be composed of five members, including one AJ staff member and one representative of the City of Kitchener;
- Assess all proposed projects that meet the above criteria in a fair and judicious manner, both individually and as a group;
- Judge all proposals based on their artistic merit, thematic appropriateness, feasibility, support materials provided, budgetary demands, relative production costs to other proposals, the history of the applicant as a professional artist and other criteria determined to be crucial to the decision-making process during committee deliberations;
- Collaborate with the authors of successful project proposals and our roster of downtown venue providers to choose an appropriate event location;
- Encourage artists (and provide logistical or intellectual support where possible) to apply for individual grants to fund their participation in **NIGHT\SHIFT**, but we advise that artists should not rely on receiving other grants to fulfill the project.

The Fine Print

- Selected artists will be given a modest stipend to account for expenses and compensate for their participation in **NIGHT\SHIFT**. Appropriate payments will be negotiated with a representative of the curators committee at the time of selection, largely based on how elaborate or expensive the proposed project is to install or present. A\J has secured a small operating budget for the festival that allows us to provide a sliding scale of participating artist fees that currently ranges from \$100 to \$500 per project, and we are actively seeking additional funding to increase the value of those honorariums and the number of artists we can include in the event;
- Artist insurance varies depending on the nature of the activity. For example, somebody juggling or an act that includes high-risk activity like fire, will require additional insurance. Feedback and options will be provided if your proposal is selected. Please contact us if you have any questions.
- Artists who are approved to participate in **NIGHT\SHIFT** can solicit their own sponsorship or corporate donations, but they must first obtain written endorsement from the curators committee before doing so – **A\J** will be securing overall corporate sponsorship and funding for this event, and it is necessary to ensure that there are no conflicts of interest with title sponsors;
- **NIGHT\SHIFT** organizers and curators cannot assist artists from locations outside of Waterloo Region with travel or materials transportation expenses;
- The curators committee is currently negotiating commitments from downtown business owners and city officials related to individual indoor and outdoor venues for **NIGHT\SHIFT** programming, and we cannot guarantee specific spaces for particular events, so proposals should not be absolutely bound to one space;
- For any digital attachments that are submitted with a proposal, please use the following naming convention for your files: [number]_[artist name]_[proposal title] (For example: 01_Smith_LightningStorm.jpg);
- Please submit written proposals as a .doc or .pdf file only;
- Please submit video files as attachments to proposals in .mov, .mpeg or .avi file formats, and audio files should be .mp3 or .wav files only;
- Emailed proposals should not exceed 10 MB in size, including all attachments and required documents;
- If sending your application by snail mail, please ensure that all proposal submission materials (including the application form) are burned onto a single CD or DVD-R.

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