



ART IN THE EAST SIDE ARTIST BRIEF
Deadline for submissions is 29th August 2014



The largest exhibition of its kind in Ireland

ART IN THE EASTSIDE BILLBOARD PROJECT 2014 is the biggest outdoor visual arts exhibition in Ireland, including work from local, national and international artists. As part of the Ulster Bank Belfast Festival at Queen's programme, this dynamic public art project, celebrates the creative positive energy of East Belfast, through the use of high-quality visual art, on 50 Billboards and installations in public spaces. Collectively, it will create an outdoor gallery of positive and thought-provoking images. The artworks will be displayed in the heart of East Belfast in high-profile locations and arterial routes.

Viewed by over 400,000 commuters, visitors and residents, Art in The Eastside is for many, an introduction to visual art. It is by its very nature, accessible, presenting high-quality visual across the East of the city, adding colour, vibrancy to the urban landscape.

Open Submission for Artists

We have an open submission opportunity for artists wishing to participate in the "Art in the Eastside' Billboard project and will include artists that are based locally, nationally and internationally. All that is required is a digital image submitted be emailed. Submission is free of charge and selected artists will receive a small fee for their participation.

There are 7 core elements to the Billboard Project;

- 50 images will be presented on billboards and ad posters sites East Belfast,
- The project is in association with the Ulster Bank Festival at Queen's and is included in their programme.
- The artwork will be promoted through a specialised marketing ad PR campaign.
- A selection of submissions will form part of an on-line exhibition and/or be included in the 'Art Flag buntings' installations
- A high profile launch of the project will take place in Belfast Harbor Commissioners.
- A map will be produced with names, locations and some images of the Billboards
- A tour will be organized and complemented by artist's talks.

Theme

This year the theme is **Green**, we are asking artists to respond to this in the widest sense their interpretation can be related to (but not limited to) color, environment, political or cultural.

Selection process

A selection panel consisting of Deirdre Robb from Creative Exchange, Joanna Harvey from ACNI, Rob Hilken from VAI and Richard Wakley the Director of Belfast Festival at Queen's will make the final choices regarding artwork to be included in the exhibition.

Submissions will be anonymous when presented to the panel.

NB. The panel's decision will be final.

Criteria

The panel will be asked to judge the competition on the following criteria:

- Quality of artwork (10 points)
- Relevance to the Art in the Eastside project (10 points)
- Suitability for Billboard production (10 points)

Each panel member will score individually and present their scores to the panel Chair at the end of the presentation. Scores will be accumulated and the artists with the highest scores selected. In the event of the artists receiving joint scores, consensus will be made through panel moderation.

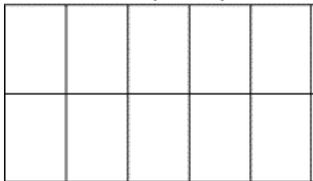
Schedule

- Brief advertised and available 3rd July 2014.

- Closing date for submissions – August 29th 2014.
- Selection panel meet to decide on imagery from open submission August 30th -4th September 2014.
- Successful artists notified via email by the end of the first week in September.
- All billboard images will be ready to go to print by 6th of October 2014. You may be consulted on edit prior to final billboard designs.
- Marketing and PR of project will be in association with Type AB Consultancy who may contact successful artists for inclusion in PR and marketing activities.
- Tours/artists talks will take place from the 20th October – 2nd November 2014.
- A high profile launch and exhibition will take place in the Belfast Harbour commissioners, date to be confirmed.
- Evaluation and Monitoring of the project will take place throughout November 2014 to January 2015 . Artists will be required to fill in an evaluation form.

Submission

Artists are required to submit a digital image of artwork
Landscape Width 375mm x Height 254mm @ 300 dpi minimum.



or portrait approx. 190mm x 250mm @ 300 dpi minimum.

The deadline for submissions is 29 AUGUST 2014

Artists are also required to provide the following;

- A title and statement of the work (approx. 100 words)
- Artist CV/Biog

Submissions can be made via E-mail

artintheeastside@gmail.com

Useful tips

It is not unusual for artworks to appear slightly darker when printed, please bear this in mind if you are submitting dark work.

We are legally bound to adhere to the advertising rules for Billboards which may eliminate some artwork due to sensitivities; please consider the appropriateness of the artwork.

Some artist have found it beneficial to understand some tips associated with billboards these are 2 links you may found useful.

<http://www.thehangline.com/articles/the-10-commandments-of-outdoor-advertising/>

<http://advertising.about.com/od/advertisingglossaryb/a/The-Six-Basic-Rules-Of-Billboard-Advertising.htm>

If you have trouble uploading the image, contact Esther Haller-Clarke on 028 9045 2299.

For background to the project go to www.artintheeastside.wordpress.com