



Call for Artists: *Out of the Blue*
Installation and Social Practice Projects
Annenberg Community Beach House, Summer 2018



Application Deadline: Wednesday, March 21, 2018 by 12:00pm

Introduction: Santa Monica Cultural Affairs seeks proposals from individual artists, partnerships and collectives residing in Los Angeles County for temporary art projects at the Annenberg Community Beach House at 415 Pacific Coast Highway in Santa Monica.

Out of the Blue showcases process, participation, and art as a social practice, engaging the public through planned and chance encounters with artistic creation. Considering Beach House summer daytime visitors, which include families enjoying the seaside, athletes working on their moves, yoga practitioners, kite flyers, café diners, picnickers and swimmers in the pool, applicants are invited to conceive of works that attract and invite playful interaction, present a sense of the unexpected, and encourage reflection by a diverse population. Proposals that incorporate temporary sculptural installation, acoustic sound, oral history, site exploration, journaling/archiving, game and spectacle, immersive or otherwise transformational environments are encouraged.

Projects must: engage a wide range of participants including children, emphasize daytime engagement, align with site traffic, building and safety considerations, and present a “light touch” on the historic site.

Time frame: One or more projects may be accepted for non-overlapping time frames **between July 10 and August 31, 2018**. The selected artist(s) may spend preparation and research time at a shared Beach House office, if desired, starting June 10.

Budget: For projects that take place between **one and seven weeks**, budgets of **between \$3,000 and \$20,000** will be considered.

Location: Depending on the project, locations may include outdoor areas in the Courtyard or on the sand (with optional tenting,) or an indoor area of the second floor Games Room overlooking the pool. The Courtyard area is a large flat site between the Marion Davies Guest House and the

Event House, featuring moveable café seating, callistemon and palm plantings, a work of public art by Roy McMakin, and a water feature. Available sand areas are ringed by volleyball courts and a children's play area. The Game Room features ping pong, board games and other activities overlooking the pool and View Deck. Access to other areas throughout the site may be accommodated, depending on availability. Any loud, messy or waste-generating preparation must take place offsite.

Other Activities: *Out of the Blue* artists are asked to share their process and progress with the public onsite and online through blog and social media posts, and optional talks or discussions.

Amenities: Access to fridge, shower, or limited storage can be arranged. There is a café onsite. Parking passes will be supplied, with limited in/out times during peak usage. Please note that weekends are very busy throughout the summer and parking can be challenging at certain times – we encourage carpooling. Public wireless internet access is available.

Technical support: The Beach House has speakers, microphones, stands, and cables. Live acoustic sound is preferred over amplified sound. All technical plans are subject to review and must include artists' own technical support.

Eligibility: This opportunity is open to artists residing in Los Angeles County. Applicants who have received a Santa Monica Cultural Affairs Residency or Fellowship in the past two years, or are current grantees or resident artists through another City of Santa Monica program, or are currently employed by the City of Santa Monica, are not eligible to apply. If chosen, artists must sign a contract with the City of Santa Monica and maintain liability insurance and a Santa Monica business license.

Selection Process: Proposals will be reviewed by a panel of arts professionals. Selection criteria:

- Artistic excellence based on review of the applicant's past work
- Potential to engage with the public, reveal process, spur action, and/or transform conception of the site
- Feasibility within the time frame, budget and site
- Accessibility to a diverse audience including youth and families

Santa Monica Cultural Affairs may request additional information from, or schedule interviews with, selected applicants, and reserves the right to cancel this Call at any time at its sole discretion.

Notification: All applicants will receive email confirmation that their proposal was received. Notification of the selected artist(s) will take place in mid-April, 2018.

Submission Requirements: Submissions should be sent via email to the contact information below. Every eligible application must contain the following. Send documents in PDF format:

1. **Proposal:** Up to five pages detailing the applicant's plan for the Residency period, including:
 - Description, plan and process for project with reference images if desired
 - Applicant's past experience with public interaction and site-specific work
 - Schedule of preferred dates and times
 - Budget, with the sources of any additional funds if applicable
2. **Work Sample:** links to images/video and past projects, press or reviews
3. **Resume/References:** An artist statement, 3-5 sentence biography, previous showings of work, a contact list of three professional references, and the artist or key artists' residential addresses.

Applications must be received by 12:00 PM (noon) PST on Wednesday, March 21, 2018.

Please email applications to culture@smgov.net and cc smbeachculture@gmail.com.

Contact and info:

- Questions: contact Cultural Affairs Supervisor Naomi Okuyama preferably by **March 16**, at culture@smgov.net or (310) 458-2257
- Information about the Annenberg Community Beach House, visit 415 Pacific Coast Hwy, annenbergbeachhouse.com and/or call (310) 458-4904 (No project questions, please.)
- Beach=Culture events: annenbergbeachhouse.com/beachculture
- Blog: beachhouseair.blogspot.com; Other info: facebook.com/annenbergbeachhouse/photos



Beck + Col, *Rainbow Face! on Vacation*, 2017



Kiel Johnson, *The Oneida*, 2017