

ABOUT ZOOMINESCENCE

Edmonton, the most northern city in North America with a population of over one million, is a world renowned winter metropolis with the proud title of Festival City.

This December, Zoominescence, hosted by the Valley Zoo Development Society, will stage a spectacular exhibition of artistic light installations within the unique setting of the Edmonton Valley Zoo. The festival's vision is to celebrate light, artistry, imagination and the strong spirit of our community in the winter. It will run for a 17 day period every December weekend plus the 26th and 27th. We are inviting imaginative people to come and be a part of the festival by creating art in the form of light installations that all of Edmonton can enjoy!



WHAT WE NEED FROM YOU:

Calling all creatives! We are currently seeking organizations or individuals (local artists, architects, designers) with a passion for the arts and the environment to share their vision with the local community. We invite anyone with an artistic vision to design an exhibit for the festival.

The themes of the competition are “the VZDS’s 30th Anniversary and/or **Renewable Energy**”. Individuals or teams are able to work with different light materials, ice sculptures or any other creative ideas to design a winter light themed exhibit that either celebrates the Valley Zoo Development’s Society’s 30th year of supporting the Edmonton Valley Zoo and/or showcases renewable or alternative energy methods in its construction. Keep in mind, many of these exhibits will also include the stars of the Edmonton Valley Zoo themselves, the animals!

A few things to keep in mind regarding the competition application is:

- Chosen projects will be provided with a budget of \$3,500.00. Your use of the funds is discretionary as long as the project approved is the project built.
- Power will be provided by the Edmonton Valley Zoo, you just need to ensure the exhibit is maintained: keep in mind our harsh winter conditions. Your project must include power needs and specifications...keeping in mind alternative energy sources are the preferred manner. We require our artists to use timers to minimize the power used during the 17 day festival period
- Be creative: anything goes here with materials, this can be ice, lights, anything! Just let us know what we can help provide to you!
- This is fun! So keep it light hearted and enjoyable! We want energetic people with a love of the arts to share in this experience.



Project submission deadline is July 15th, 2018. A map is provided to you in the information package outlining the areas for installations and their sizes. A judging panel of industry leaders will take place in August. Winning projects will be notified by September 1st and announced shortly after. If your submission is selected, you will receive your funding of \$3500 shortly after the announcement. Participants must submit a detailed project outline that includes a rendering, material list, required footprint and a description of how their installation either encompasses alternative energy, sends a message about renewable energy or celebrates the VZDS's 30th year of operations by July 15th, 2018. Applicants must include a plan for installation and teardown, including timeline to install and maintenance requirements during the entire festival. You can mail, fax or email your submissions to the following:

Valley Zoo Development Society
13315 Buena Vista Road Box 2359
Edmonton, AB T5J 2R7
780-944-7529
fol@buildingourzoo.com

An information evening will be planned shortly after successful applicants are selected. At that point in time applicant will be able to select the location of their installations. If you would like to come and see the site please do not hesitate to contact us. Please complete the following application about your project. For more information, please call the Valley Zoo Development Society at 780-496-6924. Or email fol@buildingourzoo.com. Thank you for your support

APPLICATION

Please attach a detailed rendering of your project to the application and provide the following documents with submission

1. A detailed PDF/DOC File containing the project submission (Max 1 page, no font or size restrictions). This file must be named after the submission title followed by the word "statement". For example Installation101_statement.doc. Please ensure the file includes the following:
 - The concept of your installation describing your project and its central ideas. How does this represent renewable energy or a celebration of the VZDS anniversary. Title this section "Concept"
 - Who will make up your team and what is their experience with these types of competition? Are you a community group? Single artist? School group? Organization? Title this section "Team"
 - What do you intend to be your main materials required for the project? How will the use of these materials incorporate the theme of alternative energy? Some example materials we urge you to consider are: LED Lights, recycled metals, timers to minimize your electrical usage, ice, snow and any other materials you can use that are recycled. Title this section "Materials"
 - How will you carry out the project? This may include how you will create the artwork, collaborate with other people or engage specific communities. This will include who will be your primary artist/artists, a general timeline of events, and how you plan to maintain your installation through the festival. Title this section "Process".
 - A drawing of the general idea behind your installation. What placement do you have in mind? Where would be an appropriate spot for your installation? What will it look like?
2. A rendering PDF file containing the full dimensions of your installations, the materials that will make each portion of the installation and any other information regarding your design. This may also include your preferred three spots (ranked 1, 2, and 3) for where your installation should be placed based on the attached map. This PDF file must be named after the submission title and followed by the word "rendering". For example installation101_rendering.pdf. On the following page, please see the map used from last year, and keep in the mind the area previously used by participants.

