



BoldPas: A Day of Art & Play in Old Pasadena CALL FOR SUBMISSIONS

Pasadena, CA.

Posted on: January 9, 2019

Event Date: Saturday, June 8, 2019 – one day only

Category: Temporary, public, outdoor installations

Honorarium: Six awards of \$750 each

Location: Public spaces throughout historic Old Pasadena

Submissions Deadline: Friday, March 15, 2019, 12:00PM

Contact: Janet Swartz or Sarah Hilbert – events@oldpasadena.org

Old Pasadena Management District seeks submissions for the third annual **BoldPas: A Day of Art & Play in Old Pasadena**. The free, one-day event encourages the community to experience bold art in myriad ways within the district's unique downtown alleyways. Artists are invited to submit proposals for **site-specific, temporary, outdoor installations**. Submissions should be community friendly and showcase color, fun, surprise, and playfulness. Participatory and interactive work, "experiments," and surprising/creative approaches are welcome. Emerging artists are strongly encouraged to submit.

INSTALLATION CRITERIA

Large- and mid-scale, site-specific public installations must:

- Be bold – in scale, use of color, concept, or impact. Upcycled materials are encouraged.
- Be well-constructed and carefully planned to be safe and stable in outdoor, public, urban areas; artwork should be able to withstand day-long interaction with visitors
- Be suitable for family viewing and non-political
- Be installable onsite within a three-hour window
- Not block windows or entranceways or obstruct normal pedestrian circulation in and out of a building or on public sidewalks
- Not utilize any open flames, heat source, or heat-producing lighting
- Be staged in the following alley locations subject to City permitting and committee review (visit event website for map):
 - Big Bang Theory Way – North, Middle, and South between Green and Holly Streets
 - Mercantile Place
 - Braley Court

NOTE: Due to landmark status of Old Pasadena, installations may not create or leave any permanent marks, residue, holes, or damage of any kind to buildings. (Some concessions can be made for impermanent/temporary affixations to structures). Preference may be given to free-standing installation proposals.

SELECTION CRITERIA

- Submissions will be reviewed by staff at Old Pasadena Management, and selected based on the creative concept and originality, proposed execution and scale, and its suitability to the event criteria.
- Artists must live in the greater Los Angeles area and be at least 18 years of age. Pasadena-based artists are especially encouraged to apply.
- Selected artists must sign a standard agreement outlining the details and terms of the exhibition prior to the work being exhibited at any of the participating locations in Old Pasadena.
- Selected installations will be subject to review and approval by the City of Pasadena permitting office.
- Artists must be available to meet with event organizers prior to the event in the proposed installation space.
- Artists must be available for the duration of the event on Saturday, June 8, to install, monitor, and dismantle their installation.

STIPENDS

Old Pasadena Management District will award **six stipends at \$750 each** to chosen installations based on selection criteria.

TO APPLY

Individual artists may submit proposals for up to three works for the event.

Email entries to events@oldpasadena.org with the subject line **BoldPas Submission**. Please include for each proposed project:

- A written description of the project(s), not exceeding 250 words, that includes project dimensions, how the installation will be secured and/or weighted for safety, and proposed materials
- Up to 4 renderings or drawings of proposed installation(s) that depict projected dimensions and overall footprint size in the proposed space
- A brief (100 words) artist bio; include photos of prior work if applicable
- Complete contact information: name, mailing address, phone number, email, website, and social media handle.
- *Optional:* Indicate preferred location for committee consideration. Final location to be assigned after the City permitting review is completed.

Deadline for all submissions is **Friday, March 15, 2019 at 12:00PM**. Submissions received after the deadline will not be considered.

Artists will be notified **Monday, March 25 by 5:00PM** if they have been selected for participation. Prior to final selections, artists may be contacted the week of March 18 to answer questions or to schedule a site visit if needed.

Visit www.oldpasadena.org/boldpas for photos and video of the 2017 and 2018 BoldPas events, idea boards, examples of selected installations, and a map of potential locations. Questions are welcome at any time during the process and can be addressed to events@oldpasadena.org.

ABOUT OLD PASADENA

Old Pasadena is the original downtown of Pasadena, home to the Tournament of Roses and located just ten miles from downtown Los Angeles. This 22-block National Register Historic District is internationally recognized as a shining example of urban renewal. Old Pasadena is one of the premiere shopping and dining destinations in the country featuring a cosmopolitan mix of 200 retail shops and specialty boutiques, as well as 100 restaurants, cafés, and entertainment venues. This architectural gem is pedestrian friendly and provides convenient parking and easy access to public transportation, served by major bus lines and two Metro Gold Line.