

ACTIVATE

ART. MUSIC. PEOPLE. ALLEYS.

Chicago Loop Alliance Foundation (CLAF) is seeking three curators to conceive and plan an event for ACTIVATE, a series of summertime pop-up experiences featuring art, music, and drinks that take place in Loop alleys and other unexpected places. This position requires a creative, meticulous, well-connected, results-oriented curator. The ideal candidate will have loads of arts and cultural programming and event planning experience. Must relish development and execution of complex projects, work effectively without oversight, have a take-charge attitude, and possess competence and creativity in spades. We are looking to select curators as soon as possible. No applications will be accepted after March 23rd.

The ACTIVATE series differs greatly from traditional exhibition opportunities. Please read the following information carefully and send any questions to resumes@chicagoloopalliance.com before March 15th.

WHO

Chicago-based designers, architects, urban planners, and artists with curatorial, public programming, or event planning experience are encouraged to apply.

WHAT

ACTIVATE transforms alleys and other urban locations into creative exhibition spaces that bring artists and the public together for an evening of exploration, interaction, and celebration of the arts. The ACTIVATE curator will plan, develop, and execute one ACTIVATE event in July, August, or September 2017. The curator will work closely with the Placemaking and Creative Manager to ensure that the event fulfills the goals of the series and illuminates its theme. With the assistance of the Placemaking and Creative Manager, the curator will be responsible for planning the experience and installation/deinstallation, while adhering to the project timeline and budget.

WHEN

Tentative dates for ACTIVATE events in need of a curator are July 20th, August 24th and September 28th.

WHERE

The events will be located in alleys or other unexpected places in the Loop.

BUDGET

The curator's budget shall not exceed \$10,000. This amount includes fees for the curator, artists, and installation and deinstallation crew, and as well as all costs related to the production and execution of artworks.

THEME

Off Street, the 2017 ACTIVATE theme, explores the 'alleness' of alleys, making ACTIVATE site-specific by exploring and exploiting the events' setting. Each event focuses on an aspect of the alley – an artifact of practical and social infrastructure – and takes advantage of the physical attributes of this very Chicago space. (With 1900 miles of alleys, Chicago is the alley capital of the United States.) The alley is the scrappy, hardworking counterpart of the respectable and tidy street. In addition to its practical functions, such as trash pickup and utility delivery, the alley is the “rec room of the block,” as architect Dan Weese says. In these civic spaces, children play, neighbors gossip, and back alley deals transpire. *Off Street* invites the public to explore the pulse of daily life that the alley embodies.

To get your juices flowing, here are three examples of how an ACTIVATE event might express this theme:

- *Garbage* plays on the alley as a site for the collection of waste and recycling, as well as the Chicago tradition of abandoning household goods to be discovered by scrappers or a lucky passerby. The installation could be comprised of found objects.
- *Electricity* riffs on the alley's role as an access point for utilities. Historically used for coal delivery and storing of manure, today electricity and phone service frequently run through alleys. A dazzling light installation might emphasize this use.
- *Play* investigates the alley as a place for unscripted play away from the traffic and commotion of the street, from learning to ride a bike to letting remote-controlled cars loose on Christmas Day. This installation could be a spectacular playground for adults and might include activities such as roller-skating or bocce ball.

WHY ACTIVATE

We have four overarching goals for this project:

- Invite the public to experience the Loop anew.
- Promote the Loop as an evening destination by improving the public realm, creating a distinctive sense of place and strong sense of arrival, and enhancing the economic standing of area businesses.
- Engage the public in a meaningful way to local artistic and architectural ideas.
- Support local artists and designers by providing a platform that attracts audiences and media attention.

FORMAT

ACTIVATE is a temporary installation lasting for one evening. Typically ACTIVATE events follow this schedule:

- **Installation:** 9 a.m. to 4 p.m.
- **Public Event:** 5 p.m. to 10 p.m.
- **Deinstallation:** 10 p.m. to midnight

SCOPE OF WORK

- Plan a 5-hour public cultural event that explores the ACTIVATE theme and advances the series' goals.
- Plan 5 - 6 participatory experiences with artists, performers, designers, etc. that are specifically tailored to the site, a TBD Loop alley or other "hidden" space.
- Plan the environment in collaboration with CLA. (Curators will have access to decorations in CLA inventory.)
- Choose and hire artists to perform, create experiences, or exhibit work at the event.
- Determine artists' fees and materials budget. Create and execute contracts with artists.
- Work with artists to coordinate needs, logistics, day-of schedule, etc.
- Determine the spatial plan, including CLA-determined elements such as check-in table, bar, sponsor stations, and DJ area in addition to artists' installations and experiences.
- Hire and manage installation and deinstallation crew.
- Attend a small number of meetings to present ideas and progress to CLA staff.
- Provide narrative description of event experience to CLA for marketing and sponsorship purposes.
- Create installation plan and packing list with CLA staff.
- Attend the entire event and manage installation and teardown of event.
- Participate in relevant post-mortem activities as necessary.
- Contribute to event summary discussion or report.

TENTATIVE DELIVERABLES

- First draft event proposal
- Second draft event proposal
- Final proposal and initial site layout
- Artists secured
- Various meetings with CLA to go over the plans for the event (dates TBD)
- Event management, installation, and deinstallation of the event.

ADDITIONAL EVENT INFORMATION AND CONSIDERATION

- Each ACTIVATE event includes the following CLA provided services:
 - Security, consisting of a team of security professionals and off-duty police officers
 - Restrooms (including accessible facilities)
 - Beverage service
 - Garbage and recycling receptacles
 - Lighting system
- Curators will work with the Placemaking and Creative Manager to ensure all sponsor needs and expectations are met.
- ACTIVATE is an outdoor event and may be relocated due to weather.
- The alleys being utilized for the ACTIVATE exhibitions are not owned by the Chicago Loop Alliance Foundation. They are borrowed space. Holes may not be driven into adjacent properties to secure artwork to the walls of the alley. All artwork needs to be secured in such a way that it leaves no permanent damage.
- Artists are responsible for the installation and removal of their own artwork.
- ACTIVATE is an all ages event that is free and open to the public.
- Alcohol is available for guests who are 21+.

ABOUT THE CHICAGO LOOP ALLIANCE FOUNDATION (CLAF)

The Chicago Loop Alliance Foundation (CLAF) is a 501 (c)(3) corporation that develops, supports, and promotes artistic, cultural, and public events that benefit businesses, individuals, and stakeholders within the service area of Chicago Loop Alliance. The Foundation backs programs and initiatives in priority areas, such as increasing arts participation, strengthening cultural programming in the community, fostering cross-sector partnerships, supporting public arts education, and more.

MORE INFORMATION

For more information about ACTIVATE or this call for artists, please visit LoopChicago.com/ACTIVATE. No phone inquiries please.

HOW TO APPLY

All application materials are due by 11:59 p.m. CST on Thursday, March 23, 2017, and must be submitted via email to resumes@chicagoloopalliance. All applicants will be contacted in April regardless of whether they were accepted.

Please send the following to resumes@chicagoloopalliance.com with the subject line ACTIVATE Curator Submission:

- A pitch responding to the theme that explains your approach and understanding of the project.
- Your resume
- A portfolio highlighting 4-6 relevant projects. For each, please include images along with the name of the project, organization, location, date, approximate attendance, budget, and your role