

CHICAGO LOOP ALLIANCE

ACTIVATE

ART. MUSIC. PEOPLE. PLACES.

Chicago Loop Alliance (CLA) is seeking four curators to separately conceive and plan one of four events 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 year ACTIVATE will celebrate the many rhythms of Chicago in conjunction with Chicago's "Year of Chicago Music". This project requires creative, meticulous, well-connected, results-oriented curators. The ideal people will have strong 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 empathetic workstyle, and possess competence and creativity in spaces. We are looking to select curators as soon as possible. No applications will be accepted after **March 27**.

The [ACTIVATE](#) series differs greatly from traditional exhibition opportunities; rather than looking to display art in alleys and unexpected places, we are looking to transform these spaces into immersive experiences. Please read the following information carefully and send any questions to lan@chicagoloopalliance.com before **March 26**. Similarly you can email lan@Chicagoloopalliance.com for an individual meeting prior to **March 10**. Group information sessions will be held **March 2 from 10am-11am** and **March 12 from 5:30pm-6:30pm**.

WHO

Chicago-based designers, artists, and creative thinkers with curatorial, public programming, and/or event planning experience are encouraged to apply.

WHAT

ACTIVATE is a series of pop-ups that bring life to unexpected spaces in the Loop. ACTIVATE is run by the Chicago Loop Alliance Foundation (CLAF), the nonprofit arm of CLA. These free events give Chicagoans a chance to interact with local art, music, and performance and take part in transforming public spaces. The ACTIVATE curators will each plan, develop, and execute one of the four ACTIVATE events between June, July, August, and September 2020. The curators will work closely with the Public Space Manager and Director of Planning to ensure that the event fulfills the goals of the series and illuminates its theme. With the assistance of the Public Space Manager, the curator will be responsible for planning the experience and installation/deinstallation, while adhering to the project timeline and budget.

DIVERSITY OF CURATORS AND ARTISTS

ACTIVATE is a celebration of art and the artists that make Chicago what it is. At ACTIVATE we work to empower and work with artists and curators who represent the diversity Chicago's artistic scene embodies. We will favor proposals which showcase artists who are diverse in race, gender, sexuality, age, and background.

WHY ACTIVATE

We have five overarching goals for this project:

1. Bring life to unexpected spaces in the Loop.
2. Promote the Loop as a vibrant neighborhood by creating a distinctive sense of place and identity.
3. Engage the public in a meaningful way.
4. Support artists and designers from Chicago's diverse artistic community by providing a platform that attracts audiences and media attention.
5. Create an economic impact in the Loop, during times the area historically has less pedestrian traffic.

WHEN

Dates for ACTIVATE events in need of a curator are July 9, August 13, September 10, and October 22 2020.

WHERE

The events will be located in alleys or other unexpected places in the Loop. Specific locations are to be determined.

BUDGET

The curator's budget will range from \$10,000-\$15,000 depending on the size and scope of the event. This amount will include fees for the curator, artists, and installation and deinstallation crew, and as well as all costs related to the production and execution of artworks, minus materials CLA is able to secure from partners.

THEME

The 2020 ACTIVATE theme explores the city of Chicago's declared "Year of Chicago Music." Each event will focus on a genre of music, ranging from Hip-Hop to Rock. ACTIVATE plays on the underground character that we are known for by celebrating local artists and unusual locations. Our intention is to highlight different genres music in a way that catches attendees off-guard and pushes the boundaries of the theme.

Music has always been an important part of the fabric of Chicago, whether it be the founding of House music or what you grew up hearing in your neighborhood. Music has the power to create a sense of community. We want our attendees to be entranced by the rhythm of the moment. Entering, they will think they are heading into an alley, but leaving, we want them to feel as if they are walking out of an entirely different world.

This year's ACTIVATE season invites the public to feel the beat of Chicago and lose themselves in the music of the moment. To get your juices flowing, here are some examples of how an ACTIVATE event might express this theme:

- *Hip-Hop*: Showcase the rich history of Hip-Hop. Take attendees back to the Golden Age with break battles and graffiti covered installations or celebrate the south with speakers booming out of a candy painted Cadillac. Bring attendees into your world of Hip-Hop.
- *Latin*: Show the crowd how you move! Do you dance to Cumbia, Bachata, Reggaeton? Transport our guests to a dark Salsa bar or the breakneck animated world of a Bad Bunny show. Immerse our attendees in music from all over the world or focus on what you listened to growing up.

- *Rock*: Embody the rebellious spirit of rock. Hang chandeliers inspired by glam rockers or create a scene of disarray, bringing out attendees' inner punk. How can you help every guest live out their Rockstar fantasy?
- *House/Electronic*: Turn an alley into *The Warehouse*, where Frankie Knuckles brought House to Chicago. Cover the walls of the event in lights and projection, sending attendees into a trance in time with the beat. Disperse dancers throughout the crowd and have attendees moving as one.
- *Jazz*: Transport attendees to the roaring 20s, full of lavish parties and bustling with Jazz musicians. Create larger than life instruments for attendees to play together. Weave our guests through the beat of the music, inviting them to take part in its creation.
- Other potential themes include:
 - *Blues*
 - *Classical*
 - *Footwork*
 - *Juke*
 - *Pop*
 - *Country*
 - *Afropop*
 - *World Music*

If these ideas don't call out to you, feel free to bring your own to our theme! Similarly, your take on these themes do not need to follow the above outline. We would love to see your creative take for this ACTIVATE season.

FORMAT

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

- **Installation:** 8 a.m. to 4 p.m.
- **Press Preview:** 4 p.m. to 5 p.m.
- **Public Event:** 5 p.m. to 10 p.m.
- **Deinstallation:** 10 p.m. to midnight

SCOPE OF WORK

- Event Planning
 - Plan a unique and distinct 5-hour public cultural event that explores the ACTIVATE theme and advances the series' goal.
 - Plan 8-15 participatory experiences per event with artists, performers, designers, etc. that are specifically tailored to the sites, a TBD Loop alley or other "hidden" space. Must be a blend of static and performance-based events, emphasizing participatory, collaborative, and interactive experiences.
 - Plan the environment in collaboration with CLA. The environment should be a fully transformed space. The visual and interactive art should aid in this transformation, rather than serve as decoration to the space.
 - Hire and manage installation and deinstallation crew.
 - Attend the entire event and manage installation and teardown of event.
 - Comply with all event rules.
- Artist Management
 - 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.
 - Ensure that all artists are paid a fair fee.
 - Work with artists to coordinate needs, logistics, day-of schedule, etc.

- CLA Reporting
 - Attend occasional meetings during work hours (8:30 a.m.-4:30 p.m.) to present ideas and progress to CLA staff.
 - Create installation plan and packing list with CLA staff.
 - Share detailed event budget for CLA approval.
 - Share art with CLA for approval.
 - Assist CLA with the event's spatial plan.
 - Share run of show with CLA for approval – coordination of the event's programmatic aspects, including performances, installations, and activities for all 5 hours of event.
 - Participate in relevant post-mortem activities as necessary.
- Marketing
 - Coordinate with CLA in marketing efforts, adhering to CLA's strategy (hashtags, promotions), crediting curating group/artists along with CLA.

TENTATIVE DELIVERABLES

- First draft event proposal.
- Second draft event proposal.
- Budget.
- Artists secured.
- Final proposal and initial site layout.
- Content for marketing.
- Event management, installation, and deinstallation of the plan.

OTHER EVENT DETAILS

- Each ACTIVATE event includes the following CLA provided services (which are excluded from curator scope of work):
 - Site location and all required permits
 - Security, consisting of a team of security professionals and off-duty police officers
 - Restrooms (including accessible facilities)
 - Beverage service (alcohol is available for guests who are 21+)
 - Garbage and recycling receptacles
 - Ticketing
 - Power
- Insurance for physical property and our staff/hired staff
- Curators will work with the Public Space Manager to ensure all sponsor needs and expectations are met.
- ACTIVATE is an outdoor event and may be canceled or rescheduled due to weather.
- The alleys being utilized for the ACTIVATE exhibitions are not owned by CLA. 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 must comply with site rules and work around property schedules.
- 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.
- Messaging must be consistent with CLA mission.

ABOUT THE CHICAGO LOOP ALLIANCE FOUNDATION

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.

HOW TO APPLY

All application materials are due by 11:59 p.m. CST on Tuesday, March 27, 2020, and must be submitted via email to lan@chicagoloopalliance.com. All applicants will be contacted in March regardless of whether they were accepted.

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

- A 1-2 page pitch responding to the theme that explains your approach and understanding of the project.
- The resumes of key team members/contributors.
- A portfolio highlighting relevant projects. For each, please include images along with the name of the project, organization, location, date, approximate attendance, budget, and your role.
- 1-2 professional references.

ADDITIONAL INFORMATION

For more information about ACTIVATE or this call for artists, please visit www.LoopChicago.com/ACTIVATE or send any questions to lan@chicagoloopalliance.com before March 16. No phone inquiries please.

TIPS

- Seek to transform a space rather than decorate it.
- Have elements of surprise.
- Ensure that there are multiple things to do and see at all times.
- An overhead element creates a strong sense of place.
- People always want music to dance to at ACTIVATE.
- The more interactive the better.
- Be creative, specific, and unique in your theme choice. Think about themes that others may not propose.
- Don't be afraid to get a little weird.

CHICAGO LOOP ALLIANCE

ACTIVATE

2019



2500-3000
ATTENDEES PER ACTIVATE



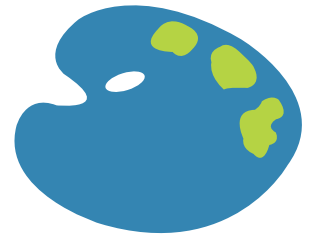
ATTENDEES FROM 74
DIFFERENT CHICAGOLAND
ZIP CODES



18,380
PARTICIPANTS



\$444,635
EST. ECONOMIC IMPACT



119 ARTISTS
7 MURALS

