



**LA NOCHE
EN BLANCO
11.09.2010**

**LA NOCHE EN BLANCO 2010:
CALL FOR PROPOSALS
MATADERO MADRID**

PURPOSE

The purpose of this announcement is to offer a chance to participate in the curatorial program of La noche en blanco 2010. The curators of this fifth edition, the Basurama collective, are inviting all interested parties to present projects for the upcoming edition, which will take place on Saturday, September 11, 2010.

RULES

1. Eligible participants

Any individual of legal age, collective or association from any country may submit one or more proposals in response to this call.

2. Description

This open call for proposals aims to complement the core concepts of La noche en blanco 2010, all of which have to do with the idea of the game and play understood not as competition but as a collective recreational activity. Playing requires us to reinvent the way we relate to our physical and social environment, generating new opportunities for experimentation in the city. The theme of this fifth edition, Game On!, is an open invitation to all citizens, a concept that emphasizes participation and proposes a new way of interacting with the city of Madrid. This concept is considered broad enough to permit a wide variety of proposals and interpretations.

One of the strategic lines for this year's La noche en blanco is to work with what exists already. In that sense, creators and ideas will take priority against big productions. Another objective of this call is to lower barriers in the curated program for external proposals.

The proposed project must be an idea for a free, public action to be constructed or launched during the course of La noche en blanco on September 11, 2010, from 21 to 7 h. Every discipline of contemporary artistic creation is welcome – visual arts, music, architecture, performing arts, design, etc. – with a special emphasis on selecting a diverse array of proposals.

The proposals will take place in the following squares of Madrid:

- Plaza 2 de Mayo
- Plaza Tirso de Molina
- Plaza de Soledad Torres Acosta (Plaza Luna)
- Plaza Lavapiés
- Plaza de las Comendadoras

Detailed information about these spaces is available on the web page of La noche en blanco (www.lanocheenblanco.com).

The projects presented may propose the use of one or more of the abovementioned squares. However, the project may have to be moved to a square other than the one requested in order to accommodate all of the selected proposals, though such decisions will be discussed with the author(s) beforehand. In any case, the organizers of La noche en blanco will always have the final say in such matters.

- 3. Evaluation criteria** The following factors will be considered when evaluating and selecting ideas for projects:
- Integration in the neighborhood and the socio-urban context, including the possibility of working directly with a specific neighborhood community or association.
 - Attention to the spatial and symbolic potential of the chosen space and how the idea ties in with the context where the activity will take place.
 - The logistical simplicity and radical nature of the proposal.
 - Urban scale of the proposal, bearing in mind that the space will be crossed and used by hundreds of people.
 - Potential for getting the audience and the residents of the square to interact and participate in the project.
 - Use of low-cost or recycled materials (waste) that minimize the energy impact of the activity.
 - The potential for continuity, whether in the same space or in a different context, and the possibility of later being integrated into existing initiatives.
 - The originality and quality of the proposal.

- 4. Project presentation** All projects submitted must be new and original, and each proposal must include the following documentation:
- Presentation of the artist or collective
- Contact name, address, telephone number and e-mail or fax number. (*)
 - Artistic experience and description of selected past projects (maximum two sheets or 4.000 characters with spaces).
 - Photocopy of the national ID/ passport of the individual(s) or representative of the association or collective.

Presentation of the project:

- Description(*) (maximum two sheets or 4.000 characters with spaces)
- Priority space
- Technical equipment/ setup required (*)
- Itemized budget(*)
- Possible visual elements (photographs, DVDs, CDs, etc.)

(*) **Required fields**

- 5. Grants** The amount assign will not exceed 10.000 euros (tax included) per project, which includes a professional fee of up 2.500 euros (tax included).

Example 1: If the production costs of the activity are 6.000 euros (tax included), the professional fee could be up to 2.500 euros (tax included).

Example 2: If the production costs of the activity are 8.000 euros (tax included), the professional fee could not exceed 2.000 euros (tax included).

The selected projects will be executed by the team of La noche en blanco, always according to the instructions of an in coordination with the project author(s).

In the event that a selected project cannot be held for reasons beyond the organizers' control, the author(s) will receive 1.000 euros (tax included) in compensation.

The total amount of funds set aside for grants is limited to a maximum of 50,000 euros (tax included), to be paid from the curatorial program budget of La noche en blanco.

6. Proposal submissions

The deadline for submitting proposals is July 6 at 24.00 h. Proposals should be sent to the following email address: convocatorias_lneb@mataderomadrid.com.

A deadline of three working days to correct and complete documentation clarification, if the application does not meet the required documentation will be set.

7. Selection panel

The selection panel will consist of four people:

- A member of the Basurama collective, curators of the 2010 edition.
- A member of the organizing team of La noche en blanco.
- A member of the center for contemporary creation Matadero Madrid.
- An artist with close ties to Madrid.

The deadline for submitting proposals is July 6. A maximum of three additional days will be reserved for clearing up any questions and presenting additional paperwork in the event that the proposal does not contain all the required documentation.

The panel will review and evaluate the proposals received and will select a minimum of five projects to be carried out on Saturday, September 11. Following deliberations, the panel will issue a statement presenting the results of their evaluation after July 9.

8. Intellectual property

The author –or authors– or legal representative of the selected project expressly grants the image rights and copyrights of all or part of the different elements of the project into La noche en blanco / Madrid Arte y Cultura SA for the maximum period of time permitted by law and with worldwide scope. The author could decide protect the rights to the works as it will be protected by a 3.0 España non-commercial Creative Commons license.

9. Data protection

The participants accept that the personal data provided in the course of presenting their projects may be included in the personal data files (participants in competitions, outsourcing and invoicing) owned by Madrid Arte y Cultura S.A. for the purpose of organizing and managing this call for proposals. They may exercise their right to access, rectify, remove or challenge this data at Calle Montalbán, 1. 7ª planta, Madrid.

10. Acceptance The participant acknowledges and accepts all of the terms and conditions of this call for proposals.

For further information, please write to:
convocatorias_inneb@mataderomadrid.com.