



# CALL FOR ART

## “THE ART OF PLAY”

### Celebrating the Joy and Art of Play!

**Exhibition Dates Friday, March 29, 2019 – Sunday, Sept 30, 2019**

[Lewis Ginter Botanical Garden](#) (LGBG) invites artists to submit proposals for art (either created specifically for this exhibit or existing works) for a temporary outdoor exhibition of art inspired by the theme of PLAY. This exhibit will highlight how playful interactions can create connection, conversation and joy. This exhibition will also incorporate programming and interactive events throughout the season with community partnerships and collaborations to entertain and delight the child in all of us. Our gardens create a vibrant canvas for integrated pieces of artwork, exploration of the natural world and playful experiences outdoors.

In 2017, the Richmond region was recognized as a Playful City by Kaboom. We celebrate the notion that outdoor recreation and play builds a healthy community and wish to reflect that in our visitor experience.

#### Exhibition Schedule

October 12, 2018	Call for Art posted
Dec 1, 2018	Submission Deadline
Dec 14, 2018	Artist acceptance notification
March 2019	Installation of art (exact dates TBD)
March 29, 2019	Exhibition opens to the public
Sept 30, 2019	Exhibition closes
October 1– TBD selected)	De-installation of art (exact dates TBD with artists once

**LEWIS  
GINTER  
BOTANICAL  
GARDEN**

1800 Lakeside Avenue  
Richmond, VA 23228  
804.262.9887  
[lewisginter.org](http://lewisginter.org)

## **Exhibition Description**

From Friday, March 29 – Sunday, October 1, 2019, Lewis Ginter Botanical Garden will feature an outdoor exhibition of large-scale, site-specific art installations that reflect the theme of Play.

In addition to the featured art installations, pop-up events and programming created by partner organizations, staff, and volunteers will happen throughout the exhibit.

The exhibition will be accessible to the public during regular operating hours; Friday - Wednesday from 9 a.m. – 5 p.m. and select Thursdays from 8 a.m. – 9 p.m. Some art may be accessible to facility rental guests after hours.

## **Exhibition Goals**

- Incorporate art that stimulates conversation and connect and reflects the theme of PLAY.
- Facilitate innovative and engaging experiences, fostering a sense of joy and wonder.
- Spark conversations and inspire connection between visitors.
- Using the beautiful natural environment of the garden, create multiple opportunities to reflect on art that highlights the joyfulness and benefits of play.

## **Interpretive Themes**

1. The word Play can represent art that is connected to play or playfulness mental or tangible, in both the literal and metaphoric sense. We welcome artistic interpretations of this conceptual idea.
2. To play can mean to play a game, to interact, to perform, to play a musical instrument, perform a theatrical piece. We encourage the exploration of play that creates authentic conversations and interactions between guests.

## **LOCATION: Lewis Ginter Botanical Garden**

Lewis Ginter Botanical Garden was founded in 1984 as a community oriented, non-profit garden. After 34 years, the Garden now encompasses 82 acres, four lakes, 5,500 unique taxa of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve. Open year round, in 2017 we welcomed, taught, energized, and engaged over 400,000 guests with stunning botanical displays, inspiring exhibitions, entertaining activities, and over 800 formal and informal education offerings. We embarked on new and promising community engagement initiatives through the Beautiful RVA movement. We updated the strategic plan and continued priority project planning within the scope of the 2016 master site plan. Our 100 full- and part-time staff joined with 650 volunteers

and 13,000 member households to live into the Garden's mission to connect people through plants to improve communities.

We accomplish our mission through a broad variety of mission related activities and auxiliary business services. We try to pattern ourselves on extraordinary programs and institutions nationwide, and where there are no examples, we intend to lead. We aspire to be a Garden that is representative in every way of the diverse community we serve.

In 2018, we experienced record visitation driven by our horticulture and education programs as well as two concurrent exhibitions: *Butterflies LIVE!* and *Origami in the Garden*.

In recent years the Garden has been honored with inclusion in a number of top ten lists of botanical gardens in North America, including being voted the **fourth [“Most Beautiful Botanical Garden in the U.S.”](#) by Condé Nast Traveler. (2017).**

### **General Guidelines**

- Each artist may submit up to three proposals for art along with the other required materials.
- Each artist may exhibit up to three works of art, receiving up a stipend ranging between \$1500-\$5,000 for each work selected depending upon scale of work.
- Ideally, the installations will be multi-sensory, inviting guests to interact safely with the installation, each other, or the surrounding landscape.
- Artists are responsible for procuring and providing all materials for art installations.
- Upon notification of selection, artists will be required to sign an Exhibitor Agreement.

### **Selection Process and Criteria**

**MEDIUMS- All mediums appropriate for outdoor exhibitions will be considered.**

#### **Selection Criteria:**

- Strong connection to exhibition goals and interpretive theme(s)
- Multi-sensory and/or opportunities for interaction or collaboration with Garden guests
- Ability to integrate into the landscape without damaging the surrounding plant material
- Durability; ability to weather the elements over the five-month exhibition
- Safety
- Accessibility

- Appeal to diverse and inter-generational audiences.

**Qualified artists must have the demonstrated ability to:**

- Design, fabricate, and install public art.
- Coordinate willingly, promptly, harmoniously, and professionally with others (in this case, LGBG staff and volunteers).
- Meet deadlines and budget parameters.
- Provide availability to attend either opening event, one artist talk or event throughout the exhibition. If location is prohibitive of this, the artist or artist team will provide LGBG video material that discusses their approach to art and information on the work selected.

**Stipend, Sales and Recognition**

- Selected artists will receive a stipend ranging from \$1,500- \$5,000 dependent on the scale and complexity of installation for each piece of art exhibited (up to three installations). Half (50%) of the stipend is awarded upon signing the Artist Agreement and the remainder (50%) after installation is satisfactorily completed.
- LGBG will not own the works of art. However, upon mutual agreement, the artist may transfer ownership of the artwork to LGBG at the closing of the exhibition. This allows LGBG to exhibit the work for as long as desired and releases the artist from responsibility for removing the artwork after October 1, 2019.
- All art may be for sale but must remain in the exhibition through October 1, 2019. LGBG does not handle sales of work, but will refer inquiries to the artist. Artists are requested to donate to the Garden 15% of any sales that are made during or as a result of the exhibition of the piece of art.
- The name of each artist will be featured on our website, on the printed exhibition map, and in exhibition-related media.
- Opportunities for artist merchandise in the gift shop may be possible and coordinated with Gift shop if selected.

**Roles and Responsibilities**

The safety and well-being of our guests as well as the health and integrity of the plant materials in our collection are vital to our mission. Therefore, it is necessary to adhere to the following criteria for design and installation.

**Artwork**

- Must be soundly constructed of durable and safe components to last the duration of the exhibition – please note that it may be located in high-traffic areas with an unsupervised audience.
- Must be suitable for outdoor display in adverse weather conditions (e.g. high winds, rain, and heat). It is the responsibility of the artist to repair any artwork damaged during adverse weather conditions.
- Must be appropriate for viewing by visitors of all ages.
- Must not encourage guests to contradict current Garden Guidelines. Examples are: no stepping in the planting beds; no collecting of live plants, seeds, flowers, fruits or vegetables from the Garden; no swimming or wading in fountains; no feeding wild animals, etc.
- The final location for each installation shall be determined by LGBG staff, taking into consideration site-specific design, impact on the plant material, and opportunities for visitor engagement.
- Any installations introducing live plant material to the Garden must be approved by LGBG staff due to the threat of invasive plant species and the spread of plant and/or soil diseases.
- Any interaction of the artwork with trees or other plants must be approved by LGBG staff. Artists must take any and all precautions to protect all plant material directly adjacent to and surrounding the installation area.
- Any manufactured materials used in the installation process must be safe for the environment. For example, material that leaches chemicals into the soil or waterways is prohibited.
- No removal of plant material will be allowed without approval by LGBG staff.
- No permanent or invasive devices will be allowed to be attached to trees or in planting areas.
- No painting, staining or coloring trees or other plants will be allowed without approval by LGBG staff.
- LGBG staff has final say as to what constitutes damage to the grounds and plant material.

### **Installation/De-installation**

- All activity on-site will be scheduled, coordinated and supervised by LGBG staff. We reserve the right to restrict activities due to site conditions caused by weather.
- It is the responsibility of the artist to arrange for the installation of artwork in March/April in coordination with LGBG and for complete removal after October 1, 2019. All work must take place with LGBG staff present.
- Artists are responsible for all costs, equipment and labor necessary for the delivery, installation, and removal of the art, materials, and rubbish.

- LGBG staff may provide installation and removal assistance on a limited basis with prior arrangement. Due to limited off-road access through the Garden, LGBG small workman vehicles, driven by Garden staff, may be available to assist in transporting structures or materials.
- Any construction requiring digging must be approved and supervised by LGBG staff due to underground irrigation lines and existing utilities.
- Artists must follow standard Garden Guidelines during installation/de-installation. Primarily, no stepping in the planting beds unless pre-approved by LGBG staff, which protects plant material and prevents the spread of plant and/or soil diseases.
- The installation/de-installation site is accessible to the public during operating hours. Throughout the process, a safe and hazard-free work area must be maintained at all times.
- It is the responsibility of the artist to transport and deliver any art sold as a result of the exhibition. Art cannot be removed from the exhibition early as a result of a sale.

### **Damages and Liability**

- The artist must sign a waiver of liability or provide proof of insurance (e.g. worker's comp; liability naming Lewis Ginter Botanical Garden, Inc. as an additional named insured).
- Artists assume all risk and damage to the work before/during installation and during/after removal.
- LGBG will provide insurance for damage inflicted on the artwork by LGBG staff. The art is insured from the time installation is complete until it is removed from the Garden, by the removal deadline, or at the time ownership is transferred to the Garden by mutual consent (whichever comes first).
- LGBG is fenced and locked nightly. The Garden is not responsible for damage of the art other than as described above.
- The artist is responsible for any repairs to the artwork during the exhibition due to weather, vandalism, theft, or misuse by guests, unless ownership is transferred to LGBG (upon mutual agreement). Repairs must be completed within a reasonable period after notification by LGBG staff.

### **Marketing/PR**

- LGBG reserves the right to photograph and reproduce images of the art, artists, and installation process for marketing, advancement, and educational materials both online and in print and will promote the exhibition on our website and in media releases, print materials, paid advertising, and calendar listings.

- Artists are highly encouraged to participate in interviews or other promotional activities during the installation process.

### **Artist Proposal Requirements**

Please submit all items listed below (**Artist Information** and **Additional Materials**) by midnight **December 1, 2018**. Email a link to a Dropbox folder containing all required elements to [ellynparker@lewisginter.org](mailto:ellynparker@lewisginter.org). Electronic submissions are required or a USB may be mailed and received by deadline to Exhibitions Manager, Lewis Ginter Botanical Garden 1800 Lakeside Dr. Richmond, VA 23228.

#### **Artist Information**

Resume/CV/Bio to include all of the following items:

Artist Name

Phone

Email

Address

Description of artist background and experiences

Reference list of successful exhibits and/or projects, which may include up to five photos

Statement: I agree to sign an Exhibitor Agreement outlining the scope of work if my proposal is accepted (electronic signature/initials)

#### **1. Additional Materials**

Proposals must include all of the elements listed below.

- Scale plan and rendering or image of design or existing artwork – must include dimensions\*.
- Up to 5 images of the proposed art or other existing work that reflects the artistic ability to create and install the proposed art. (max 1200 pixels wide)
- Description of materials.
- Budget.
- Artist statement or explanation of connection to exhibition goals/themes. Please include opportunities for interaction with artwork by Garden guests, if applicable. Additional opportunities for programming and events will also be considered.

*\*Lewis Ginter Botanical Garden reserves the right to use any and all images, renderings, and models for the promotion of the exhibition in print or electronic format.*