



## Bridge for Emerging Contemporary Art

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[www.thebecafoundation.org](http://www.thebecafoundation.org) [mail@thebecafoundation.org](mailto:mail@thebecafoundation.org)  
[www.CurateThis.org](http://www.CurateThis.org)

### ***CURATE THIS! 2010***

**A Global Exhibition of Emerging Contemporary Art + Design...An Experimental, Cross-Pollination of New Ideas for Progress + Possibility**

### **Global Call to Artists + Designers**



**\*\*\*An International Public Vote Award of \$2,500 will be awarded to the artist, designer, duo, group or collective who receives the highest number of public votes on their submitted works. The top 15 public vote receiving artists and designers will have their work published in the 2010 edition of the publication, 'CURATE THIS!'. Artists + designers will have their works reviewed by thousands of collectors, curators, design directors, gallerists and art + design lovers from around the world via various methods of both physical and online global content delivery. In an effort to broaden the available opportunities, both artists + designers will have a variety of their works considered for**

**exhibition and related projects, productions and events being held at multiple venues in multiple cities simultaneously around the world from July 1 – December 31, 2010.**

**The BECA Foundation** is pleased to present ***CURATE THIS! 2010***, the second chapter in the evolution of the ***CURATE THIS!*** exhibition series. The now global exhibition is one of the most exciting events and opportunities slated during 2010 for both emerging artists + designers and exhibiting venues as well as for the participating public – those on the ground and online around the world. **An arts and cultural event of this scale, spanning the globe and featuring simultaneous exhibitions of some of the world's most innovative works by emerging artists + designers has never been done before so let's make some history!**

Through the introduction and exhibition of works of new art + new design and related projects by emerging artists, designers, duos, groups and collectives around the world, The BECA Foundation aims to facilitate an experimental, cross-pollination of new ideas for creative innovation in diverse locations around the world. The title, ***'CURATE THIS!'*** reflects a departure from the familiar large scale exhibition model, typically curated by a singular vision with one head curator, to an exhibition with components and related events 'curated' by the public and professional and independent participants residing in multiple cities around the world. The first ***'CURATE THIS!'*** experiment took place in early 2008 and led artists and directors, Melissa Roberts and Kurt Schlough to begin brainstorming the expansion of the experiment to bring about greater benefits to a larger number of participants.

**BECA** is an acronym for **Bridge for Emerging Contemporary Art** and the core belief system at The BECA Foundation is that *"New art + new design fuels the best of what's yet to come on this planet."* To help mix that fuel and kick start new possibilities, the expansion of the ***CURATE THIS!*** exhibition project will facilitate a broader exposure of new art, new

design and new ideas through both a physical and online network of participating venues in multiple cities around the world. The aim of building the network is to create international arts + cultural exchange opportunities, broaden arts education opportunities and appreciation for emerging contemporary art + design, facilitate introductions and lay the foundations for future collaborations toward the realization of a progressive, meaningful and fulfilling future for everyone. The BECA Foundation's global online content delivery of exhibition events and related special projects will enable global participation by millions around the world. For **CURATE THIS! 2010**, we are pleased to welcome the participation of Helen Pheby, PhD, Curator of [Yorkshire Sculpture Park](#), UK whose research and curatorial work spans the globe including the US and Iraq and [Ellen Lupton](#), legendary design educator and Curator of Contemporary Design at the Smithsonian's [Cooper-Hewitt, National Design Museum](#). Each has a unique insight which will add further depth and diversity to new **CURATE THIS! 2010** exhibition components.

Upcoming participating venues in Boston, New Orleans, Miami, Denver, Los Angeles, Santa Fe, New York and London have been the first locations to sign on. Venue participation proposals have also been submitted by exclusively online communities.

#### **Overview of the CURATE THIS! 2010 Global Call to Artists + Designers:**

- The physical, **CURATE THIS! 2010** global exhibition will take place in multiple venues around the world from July 1 – December 31, 2010. Venues include existing artspace (commercial, non-profit, traditional and alternative) and galleries (established and independent) located around the world as well as temporary artspace and galleries established for the duration of **CURATE THIS! 2010**. Participating Venues may offer one or more exhibition opportunities to participating **CURATE THIS!** artists + designers. Those artists + designers may accept one or more of those extended exhibition invitations but are not required to accept invitations.
- The online components of **CURATE THIS! 2010**, will take place via online venues including [www.CurateThis.org](http://www.CurateThis.org) and employ global content delivery including video, podcasts, streaming media and various mobile applications.
- Artists + Designers may register to participate in **CURATE THIS!** at any time but artist and designer works and information are uploaded to [www.CurateThis.org](http://www.CurateThis.org) in the order in which COMPLETED submissions are received. The BECA Foundation will regularly encourage curators, art critics, press, art + design collectors, gallery directors and art + design enthusiasts to visit [www.CurateThis.org](http://www.CurateThis.org) to view works by participating artists + designers. Upon registration completion, the various benefits available to participating artists and designers are provided for a period of 1 year regardless of whether or not their work is selected for exhibition in **CURATE THIS! 2010**. Each artist's + designer's information is made public including a link back from [www.CurateThis.org](http://www.CurateThis.org) to their personal and/or gallery's websites for the benefit of facilitating future connections. Registered artists + designers will also be listed on The BECA Foundation's Twitter list of **CURATE THIS! 2010 Artists + Designers** at <http://www.twitter.com/becafoundation>
- Venues will consist of commercial, non-profit, institutional, government and other publicly accessible interior and exterior spaces. Once the Venue is approved by The BECA Foundation, the Venue's information is uploaded to [www.CurateThis.org](http://www.CurateThis.org) in order to help facilitate connection between participating artists, designers and venues. Venues will be responsible for initiating contact with **CURATE THIS! 2010** artists + designers whose works they may wish to exhibit. Artists + designers are asked to please refrain from contacting venues until they have contacted you to inquire about the availability of one or more of your works. Venues will view artists + designer submissions and if interested, may then click onto your website links to review your work more in depth. Venues may offer to exhibit any of your works whether they appear at [www.CurateThis.org](http://www.CurateThis.org) or on your personal website or they may work with you to commission works not yet in existence.
- International public online voting begins on July 1, 2010 and concludes on July 3, 2010. Public voting tallies WILL NOT BE MADE PUBLIC during this voting period. The BECA Foundation does not wish to enable any type of public vote reporting during the event that may possibly influence the final vote outcome. **Registered CURATE THIS! 2010 artists + designers who have successfully completed their submissions by June 15, 2010 will be eligible to receive votes leading to the CURATE THIS! Public Vote Award of \$2,500.**
- Public Vote Award Announcement will take place on or before July 8, 2010.
- **CURATE THIS! 2010** concludes on December 31, 2010. Artists + Designers whose registration period of 1 year goes beyond December 31, 2010 will automatically be included in **CURATE THIS! 2011** for any time period remaining in their registration past December 31, 2010.

Submitted works of art + design **are not** required to conform to any particular theme, medium, style or concept. Concept drawings/descriptions for works not yet created will be accepted.

**ELIGIBILITY:** This call is open to all artists and designers at least 18 years of age from any country. Accepted works and mediums include but are not limited to: site-specific installations, painting, sculpture, mixed-media, drawing, printmaking, fiber, textiles, illustration, digital art, photography, video/new media, film, performance art, music and sound focused works, 3D animation, graphic design, product design, furniture design, haute couture fashion + accessories, architectural interventions/designs and functional art, etc. In other words, we are open to all creative culminations.

**SUBMISSION GUIDELINES:** Artists + designers may submit 2 images of one (1) work of art or design for upload to [www.CurateThis.org](http://www.CurateThis.org). If you submit more than 2 images of one (1) work of art or design, your submission will be returned delaying the upload of your work. The first image should be a high quality full image view and the second image should be a detail or alternative view. Images of 2D and 3D artwork being submitted for consideration must be in .jpg or .gif format sized at 5 inches in width at 72dpi. If submitting a physical CD/DVD, please label it with your name, contact phone and email. Video submissions may be in your preferred file format but must be limited to a full work or excerpt of one work in duration of no more than 2 minutes. Submissions will be accepted via email according to the guidelines listed below or via postal mail or commercial carrier such as UPS, Fed Ex, etc. (with no signature required). **No in-person delivery of submissions can be accepted.** Incomplete submissions will be returned and cannot be accepted until completed. Alternatively, we are able to accept submissions via email once we receive your submission fee payment online via PayPal. If you wish to complete your submission via email, the next step after reading this prospectus is to pay your submission fee online by clicking onto the 'submission fee' payment link within the Call to Artists + Designers posted at <http://www.thebecafoundation.org/global/calls-to-artists.html>. Once you receive verification of your payment from PayPal, you may then proceed with the completion of your submission by emailing your 2 images and your printed out, completed and scanned submission form to [mail@thebecafoundation.org](mailto:mail@thebecafoundation.org). Alternatively, you may fax your completed submission form toll-free in the US to: 866-583-2737. Once your completed submission is processed, we will send you a confirmation email and your submission will be placed into the queue for upload. If your submission is missing your submission fee payment, images or hand-signed submission sheet, your submission will be returned with a request for completion.

**FEES:** The **CURATE THIS! 2010** submission fee is \$40.00. If you are not submitting online, fee payment should be made by check or money order in US funds drawn on a US bank or US Post Office payable to 'BECA Foundation' and included with your submission form below. For those concerned with the fee associated with this opportunity: None of us currently involved with The BECA Foundation are trust fund babies nor does our young non-profit yet maintain funds from generous endowments or large gifts (but we are hopeful ☺ for the future) so we do not currently have the means to come to you bearing financial gifts. If we are blessed financially in the future or win the lottery we will gladly use it toward BECA programming. Submission opportunities with well funded projects are sometimes free of charge. More typically, artist + designer submission fees for the review of their work for just one exhibition opportunity often run about \$25, sometimes more. By contrast, the submission fee to submit your work to **CURATE THIS! 2010** for review by thousands of gallery directors, design directors, collectors, curators, etc. is \$40, less than what it typically costs to submit your work to just two review opportunities. Review by thousands vs. two with the added benefit of potentially having your work being selected for exhibition by multiple venues around the world and also being exposed to millions via online content delivery to the public throughout your 1 year registration period. You decide if it's worth it. No one here is into arm twisting (unless we can get coffee out of it - fuels our creativity).

**RETURN OF SUBMISSION MATERIALS:** If you wish to have your physical CD submission materials returned, please include a SASE that is adequate in size for the return of your materials **with sufficient postage** along with your submission. Materials submitted by artists and designers may be retained and kept on file at The BECA Foundation. International physical submissions will not be returned.

**ACCEPTANCE, DELIVERY and RETURN OF WORKS:** Participating Venues reserve the right to reject works delivered/installed that are not delivered as presented in the original artist/designer submission of images and submission form or in a BECA Foundation accepted, amended submission form with images for a site-specific work. If you are offered and accept one or more **CURATE THIS! 2010** exhibition opportunities, artists and designers will each complete a separate BECA Foundation, individual agreement with their exhibition venue that covers information such as shipping, installation, insurance, possible sale of work if the work will be for sale, etc. Artists + Designers should anticipate being responsible for their own shipping unless their venue has made alternative arrangements. Outside of its own gallery venue, The BECA Foundation is not conducting sales of any works exhibited during **CURATE THIS! 2010**. The BECA Foundation does not accept responsibility for theft or damage of any works of art + design which are delivered and/or exhibited. Artists + designers are free to make independent sales arrangements with their Venues.

**Questions?:** Please feel free to email The BECA Foundation at [mail@thebecafoundation.org](mailto:mail@thebecafoundation.org) should you have any questions.

**Please print out, complete and return the following submission form on the next page according to the following instructions:**

**CURATE THIS! 2010**

Please print out this form and complete by printing legibly or typing. After completion, please return as indicated at the bottom of this form or fax back toll free in the US to 866-583-2737. If submitting via email, please scan this form after completion and email your completed submission to [mail@thebecafoundation.org](mailto:mail@thebecafoundation.org):

Artist/Designer Name/s \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Email: \_\_\_\_\_ Display email at [www.cuartethis.org](http://www.cuartethis.org)? \_\_\_\_\_

Artist/Designer Website: \_\_\_\_\_

Artist/Designer Twitter Account: (not required, but recommended) \_\_\_\_\_

**Images** - Please list **title and associated file name, medium, description and dimensions of work, date created** for each of the two (2) images of the one (1) work being submitted. If work is part of a limited edition, please indicate number and total number in edition.

Image 1 – full image:

\_\_\_\_\_

Image 2 – alternative or detail view image:

\_\_\_\_\_

By submitting my artwork for consideration, I agree to the following:

- 1 – I have downloaded and thoroughly read this **CURATE THIS! 2010** Global Call to Artists + Designers.
- 2 - I am at least 18 years of age and I am the creator and copyright owner of the artwork that I am submitting and have provided image photographer credits where applicable. I also understand that my submission fee is non-refundable.
- 3 - I will indemnify and hold harmless BECA gallery and The BECA Foundation and all associated volunteers, directors, officers, agents, contractors and employees for any and all liability associated with the exhibition or theft, damages or expenses that may occur or be associated with the work I am submitting or exhibiting.
- 4 - I give The BECA Foundation permission to use my name and work submission for promotional purposes.

\_\_\_\_\_  
Artist signature and date (**handwritten** signature and date. **DO NOT TYPE NOR USE DIGITAL SIGNATURE.**)

SUBMISSION FEE: \$40.00

Please remember to complete beforehand or enclose: 1) Images/file, 2) Submission Form, 3) Submission Fee

If not submitting online, please make your check or money order payable to 'BECA Foundation' drawn on US funds on a US bank or US Post Office only. If you are submitting via Fed Ex, UPS, etc., please send your completed materials to: BECA, 527 St. Joseph Street, New Orleans, LA 70130 with no signature required. If you are submitting via US Postal Service, please send your submission to: BECA, PO Box 56843, New Orleans, LA 70156.

Best Wishes for a GREAT 2010!!