

olorVISUAL Production Grant
TERMS OF THE CALL

LABoral is a multidisciplinary institution which provides, disseminates and fosters the access to new cultural forms resulting from the creative application of information and communication technologies (ICT's).

Plataforma o. Production centre

LABoral Centro de Arte y Creación Industrial has put its Production Centre. Plataforma o, at the disposal of the cultural sector for the production of projects in the intersections of art, science and new technologies with the intention of facilitating the production of artistic projects and their introduction into professional circuits.

Colección olorVISUAL

olorVISUAL is a collection of contemporary art built following the vision of the essence maker Ernesto Ventós: The smell, which is chemistry, is made from a physical and luminous reality, the colour.

Baptized by the poet Joan Brossa, olorVISUAL was created in 1978 after the exhibition *Sugestiones olfativas* at the Fundación Joan Miró in Barcelona and based on the transformation of smells into painting by Ráfols-Casamada. Later, the collector moves from commissioning into choosing a work of art, which is to be accompanied by a caption where the author emphasizes the synesthetic relationship between his/her work and smell, which is the monographic topic of the collection.

During this process the conceptual artists request the essence maker and collector to create equivalences between colours and smells.

Smell permeates memory, but it is invisible, it is just like if it would originate inside it, it seems to flow out of objects...thus it is perceived by the collector and following this principle he has built this collection.

Object of the call

This yearly call aims to grant an art production residency programme for the execution of an art project which combines art, science and technology and which will eventually be exhibited in one of the spaces of the room Mediateca Expandida (See Annex II) of the Art Centre.

Addressed to:

Projects may be presented by artists or art collectives who are European or European residents, who are under 40 at the moment of publication of these terms. In the case of art groups at least one of their members must meet this requirement.

Funding

The maximum funding for the execution of the project will be €12.000 gross, in addition to access to all technical (see annex III) and human resources of LABoral.

The funding will cover all expenses resulting from the execution and exhibition of the work (art work production, assembly and disassembly, travel and accommodation, insurance) up to the indicated limit, upon approval of the selected project and its corresponding budget.

Dates

The maximum duration of the residency will be two months (between May and July 2014). During this time the artist will be provided with accommodation and a work space.

The result of the residency will be materialized in an exhibition at LABoral which will take place at the Mediateca Expandida from July 11 to October 12, 2014, where the art work is to be exhibited together with other pieces of the collection. The installation of the exhibition, two weeks before the opening date, will be considered as part of the residency period.

LABoral will carry out, during the residency period, several public activities with the artist in order to show the process of creation and production. These activities could include visits to the studio, talks or educational activities addressed to different audiences. Moreover, LABoral will be entitled to interview the artist and edit a video on the process of production which will be available in its website and as support material on the exhibition.

Acquisition of the work

Colección olorVISUAL will purchase the art work resulting from the residency for an amount of €8.000 gross.

Jury:

The selection of the winning project will be done by a jury made up by the following:

Ernesto Ventós, collector

Cristina Agàpito, manager and curator of the collection olorVISUAL

Alicia Ventura, manager of DKV's art collection

Vincenç Altaió, writer, poet, art curator, cultural adviser of several institutions, former KRTU manager, Arts Santa Mónica.

LABoral's Artistic Director

Mónica Bello, Artistic Director of VIDA. Art and Artificial Life International Awards

The jury's decision will be final.

Evaluation criteria

Projects will be evaluated by the jury according to the following criteria:

- Their artistic and cultural value.
- Their adequacy to the curatorial context of the collection.
- Their adequacy to the specific space.
- Their feasibility of execution depending on the deadlines and budget.
- Their technical feasibility in terms of execution.
- Their impact.

Submission of documentation

The project must include the following information:

- Application form (Annex I) duly completed.
- Images of the project.
- Sketch of the exhibition design adapted to the dimensions of the specific space (Annex II).
- Dossier with previous works by the artist or art group with a maximum of 5 pieces of work (one page per piece of work).

Deadlines

The deadline for submitting the documentation via postal mail is March 10, 2014. The reference date that will be considered will be that indicated on the postmark.

Documentation is to be submitted to:

LABoral Centro de Arte y Creación Industrial
Departamento de exposiciones: Beca de producción colección olorVISUAL
C/ Los Prados, 121
CP: 33394 Gijón (Asturias)

It can be also submitted via email before midnight on March 10th to produccion@laboralcentrodearte.org

The results of this open call will be announced on the website of LABoral (www.laboralcentrodearte.org) and by means of a media release.

Terms:

Projects must be original, specific and unpublished. Works which have previously been published or have received any awards will not be accepted to this call.

The authors of the selected projects will transfer to LABoral and Colección olorVISUAL their public communication rights during the residency and exhibition period and the rights of dissemination of the work for promotional purposes and for adding it to the website, the media library and the archive of LABoral for educational and research purposes.

Selected artists or art groups will be requested to sign an agreement with LABoral establishing the terms and reviewing the delivery dates and payments.

Colección olorVISUAL will agree with the artist, or with the gallery representing the artist, the specific conditions for the acquisition of the work.

Information and questions

For any further information or questions about this call:
produccion@laboralcentrodearte.org

participation in the call entails the acceptance of this terms and conditions.