

CALL FOR ARTISTS



A Contemporary Art Event

Theme

Who are you?

How do you identify yourself? Is your gender important? Your nationality? Ethnic group? Sexuality? Class? Employment? Are you extroverted? Are you religious? Are you lazy? Are you creative? Are you a dreamer? Are you an outsider?

Lose your Labels seeks to question how useful the labels we give ourselves are. Are they sources of affirmation and security or are they self-imposed prisons? Do the labels others impose upon you influence your self-concept? Is it possible not to think of ourselves in terms of labels, to move beyond identity?

By confronting the way we self-identify, we may better understand the way labels effect our behaviour and the decisions we take. As a result of reaching a clearer understanding of ourselves, we may perhaps be able to understand others better.

Event

Lose your Labels will be an exciting contemporary art event held at a unique industrial space called Carozzerie n.o.t over the course of an evening (**18 February 2016**), starting at 6pm and finishing around 10-11pm. Artists will use the space to conduct interactive or participatory performances which seek to challenge the audience's notions of self-identity and the labels they apply to themselves. The performances may involve a variety of media including storytelling, dance, photography, sound and/or video.

In collaboration with

The event will not be ticketed and people may be coming and going throughout the night, offering a dynamic environment for the exchange of ideas and experiences. The proposed artworks should, therefore, either be continuous (ie last the duration of the evening) or should be repeated at intervals.

The project is being organised under the auspices of the European Institute of Design ('IED') by an international group of young arts managers.

More about the space

The event will be held at Carozzerie n.o.t, nestled between the Testaccio and Trastevere areas of Rome. This industrial space is around 200 sq metres and is used for theatre, dance, performative art and various artistic workshops.

Carozzerie n.o.t has some technical equipment (eg. lights, mixers, speakers & a projector) and a technician who will be able to help with the production of performances.

Selected artists will have an opportunity to visit the space prior to the event and will be able to access the space from 9am on the day of the event.

The project team will be able to provide some human resources to artists to assist with set-up and production of the performances if required.

The space and in-house technical equipment will need to be shared with other proposals and, therefore, the selected artists may have the possibility to collaborate with other artists in developing their projects. Lose Your Labels' curatorial team will facilitate these aspects.

For further information on the space, please visit our website

<http://loseyourlabels.wix.com/home> where you will find a floor plan, technical specifications and some photos.

About us

We are a group of young professionals from all around the world (Italy, China, Malaysia, Germany, Russia, Korea and Australia) undertaking a Masters in Arts Management at IED. **Lose Your Labels** is our final project and it is a theme which is highly relevant to us - we all have very different backgrounds and points of view, so the way we see ourselves and each other varies dramatically. Most of us are in a transitional period of our lives, far from home, and our notions of self are in flux.

Our motivation is to provide a space for artists to challenge notions of self-identity - it's a curatorial theme which we believe has merit, as it has the potential to encourage personal growth and foster greater understanding.



<http://loseyourlabels.wix.com/home>

Reasons to apply

From the moment artists are selected they will be working with a group of emerging and international arts managers who will provide project management and curatorial support. As well as offering artists a unique space to perform their ideas, artists will be promoted amongst our worldwide network both before and after the event. Artists will also be exposed to the international network of the IED and the local network of Carozzerie n.o.t .

The promotional strategy for the event will include a press campaign, dedicated website (<http://loseyourlabels.wix.com/home>), the use of other online platforms (Facebook, Instagram and YouTube), local promotional materials (posters, flyers) and online advertising. A curated video record of the event will also be produced and published on all platforms.

Finally, we will be conducting a crowdfunding campaign which, if successful, will allow us to provide some support to artists including acquiring materials/ technical equipment to realise the artists' performances and a refund of some expenses.

Important information

Event date	18 February 2016
Call launched	5 December 2015
Submissions due	14 January 2016
Announcement of successful applications	19 January 2016
Venue	Carrozzerie N.O.T.
Address	Via Panfilo Castaldi 28/A, 00153, Roma
Number of selected artists	Up to 5

Submissions

All submissions are to be made via email and sent to loseyourlabels@roma.ied.it . Artists should fill in the '**Application Form**' found on the event website and send it together with any images or other documents they think would be helpful to the selection panel. In order to make your submission as successful as possible, please provide as much detail as possible including:

- how much space is required (NB the space may need to be shared with other artists);
- duration (ongoing or interval performances);
- any materials/props to be used; and
- technical needs.

Pictures: Files must be in JPG or PNG format (Max 2MB). **Video & sound:** Works should be uploaded on a web page, YouTube, Vimeo or Sound Cloud channel and artists should provide a link.

***Please note:** besides the on-site technical equipment, some minor artists' expenses may be covered, however, the majority of associated costs should be borne by the artist.

<http://loseyourlabels.wix.com/home>

Image Use and Copyrights

Selected artists will retain all copyrights to their artwork, however, by entering the call, artists grant to IED the right to film and photograph the eventual performances for the production of a video record of the event and, potentially, for use on post-event printed materials, social media platforms and websites for promotional purposes only.

Any digital images or video submitted with the artist's entry are for selection purposes only and will be deleted after completion of the selection process.

Privacy

Artist contact information (address, telephone, etc.) is only held for the purpose of contacting selected artists and is not preserved in any database. Entry data and image files will be deleted shortly after the completion of the jury process.

Contact details

If you have any questions or wish to discuss your proposal prior to submission please send an email to loseyourlabels@roma.ied.it .