



Call for  
Concepts  
2017 - 2018

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cover:  
**Serge Schoemaker Architects & Digiluce**  
Alley of Light (2014)  
Photo by Janus van den Eijnden



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## Separate Enclosures

- PowerPoint submission template
- Maps of the Water Colors and Illuminade routes (subject to change)
- Overview of preferred locations and reference projects from previous Water Colors editions

1.

# Welcome to Amsterdam Light Festival!



Teresa Mar Arco (2016) Photo by Janus van den Eijnden

Thank you for downloading the Artist Briefing for the Call for Concepts 2017-2018. This is the first step in submitting your concept for the sixth edition of Amsterdam Light Festival.

Together, the submitted concepts will form the basis for the selection procedure, which will be held in two consecutive rounds. The open call gives artists, designers and architects – either emerging or established – an equal opportunity to be part of next year's festival.

After a technical and artistic selection by the curatorial team, an international jury will review about 100 concepts. The jury will select the artists who will create artworks for either the Illuminade exhibition or the Water Colors exhibition.

We encourage artists and designers from all disciplines and all nationalities to submit and be part of our festival. We strongly request you to follow this briefing closely to ensure that the curatorial team and the jury will understand your concept and therefore make a balanced decision.

We will not be able to consider submissions that do not adhere to this briefing.

2.

Festival

2017 - 2018

Dates & Route



**AMSTERDAM LIGHT FESTIVAL** runs from  
30 November 2017 - 21 January 2018

**WATER COLORS:**

30 November 2017 – 21 January 2018 (53 days in total)

**ILLUMINADE:**

14 December 2017 – 7 January 2018 (25 days in total)

**TWO EXHIBITIONS**

Amsterdam Light Festival presents two exhibitions, following two routes in Amsterdam's city center, each with a different visitor experience and a unique focus on the theme.

**1. WATER COLORS** is a boat route that takes visitors past artworks that either float on, hang above, or are positioned along bodies of water.

**2. ILLUMINADE** is a walking route with artworks that are staged in an urban area, including parks, squares and ponds.

You can submit a concept for either Water Colors or Illuminade. You can – of course – submit as many unique concepts as you like.

3.

Curatorial

Team & Jury

The curatorial team of Amsterdam Light festival is responsible for the curation of the exhibitions. Curator Lennart Booij and co-curators Aart van Bolhuis, Bastiaan Schoof and Tessa Ver Loren van Themaat will review and select submissions to the Call for Concepts in collaboration with the international jury. The curatorial team and the jury will select artworks that together form a coherent and complete exhibition for each of the routes based upon the themes and guidelines stated in this document. After the selection procedure, the curatorial team will continue to advise and support all the participating artists.

**This year's jury members include:**

**1. Lennart Booij**, Curator Amsterdam Light Festival (Chairman of the jury)

Lennart Booij (NL) holds a PHD in Art History and is currently working as an advisor for the Stedelijk Museum Amsterdam. He is curator of Amsterdam Light Festival since November 2016.

**2. Beatrix Ruf**, Director Stedelijk Museum Amsterdam  
Beatrix Ruf (DE) has a rich and diverse career in the international art world. She has been Director of Kunst-halle Zürich, Curator of the Tate Triennial in London, Co-Curator of the Yokohama Triennial and has held the position of Director of the Stedelijk Museum Amsterdam since 2014.

**3. Kobus Kuipers**, Professor Nanostructures  
Prof. dr. L. (Kobus) Kuipers (NL) is one of the pioneers in the field of nanophotonics. He founded the Center for Nanophotonics at AMOLF, and is currently head of the Quantum Nanoscience department at the TU Delft. Kuipers is internationally recognized for developing techniques and obtaining novel insights in the fundamental properties of light in nanostructures.

**4. Liu Gang**, Curator and Entrepreneur

Liu Gang (CN) is an independent curator and artist, and is founder and executive director of The Pin Projects. He holds a BA in Photography at the Central Academy of Fine Arts, China. Gang has curated many projects, exhibitions and festivals throughout China.

**5. Janine Häberle**, Conceptual Designer in Fashion  
Janine Häberle (CH) is a conceptual designer and innovator in the textile industry and is currently working at Forster Rohner AG. She develops light textiles and other new light possibilities.

**6. Pieke Bergmans**, Artist

Pieke Bergmans (NL) studied graphic, industrial, and 3D design in the Netherlands and completed a master's in product design in London. She worked on a large variety of projects. Her international breakthrough was in 2008 with 'Light Blubs', a series of glass light objects.



4.

Theme

2017-2018

#### **EXISTENTIAL**

Every year the festival has a theme, inviting potential participants to respond and reflect to it in their concepts. This year's theme EXISTENTIAL was inspired by the present situation people face in the international arena as global shifts create uncertainty and anxiety throughout the world. It is therefore important to look again at what defines and unites mankind in a positive way. The existential elements of light have always provided consolation and comfort to people in distress.

Mankind has long celebrated light as a life-giving force, as the kick-starter of new days, as the giver of clarity and warmth, as the marker of holiness, and as a source of beauty, and even as a transporter of information in today's world. It is so essential that its role seems obvious and we almost regard it as an automatic ingredient. We shape our world with fantastic buildings and infrastructures where light is integrated or 'hidden', which we somehow take for granted.

But since the beginning of time, light has existed in its most existential form. With the big bang, light became a central aspect in building the universe and a crucial factor in the creation of life. Light has a solid physical relation to matter but it travels by itself until it is absorbed somewhere, thereby adding its energy to something. Light is 'just energy' and the funny thing is that it is invisible until there suddenly is a medium to expose it.

In this year's Call for Concepts for Amsterdam Light Festival, we wanted to take a down-to-earth approach and make the EXISTENTIAL qualities of light visible and understandable once again. Since light has the potential to create, to shape, to warm, to vitalize and to connect, it will make people more aware of their positive existential being. Light seems abstract but is in effect highly tangible. By recognizing that (again), we may also see it as an inspiration for life itself.

4.

Theme

2017-2018



We need to be re-energized and find new potential, relate better to those things that are organic and basic, and rediscover our place in nature. The EXISTENTIAL theme is intended to provide our visitors with light

artworks that show a wonderful variety of approaches to essential qualities of light, making people feel that they are in touch with their world, and that they are capable of improving it.

#### **Theme focus Illuminade**

In the Illuminade walking route we hope to see beautiful interpretations and installations that bring the EXISTENTIAL qualities of light back to the basics and provide a stage for natural miracles and occurrences. Light can be moving, devastating and inspirational in its most natural form. We are looking for high quality artworks that you can touch, walk through, connect with and react to.

#### **Theme focus Water Colors**

For the Water Colors boat route we are looking for proposals that connect the essential elements of light and people's EXISTENTIAL needs and dreams, making people more aware of their existential being. Mankind seems to be in need of a more down-to-earth approach, of having both feet on the ground, of finding our place to see more clearly to whom and to what we are related. Are we open for new developments and inspirations or do we build barriers and walls? Can light literally alight us once more for a brighter future? We are looking for monumental proposals on or in the water that connect with the city, its inhabitants, and its visitors.

5.

Selection

& Submission

Procedure

### 5.1 Selection Procedure

#### Round 1

All submitted concepts will be reviewed by the curatorial team according to compliance with the briefing, technical feasibility, relevance and quality. A minimum of 100 artists will be selected in Round 1. They will be asked to further develop their artwork's concept, technical design and financial budget for Round 2. We will not elaborate on the motivation of the decisions made by the curatorial team and the selection will not be made public.

#### Round 2

The selected artists will develop their submission in Round 2, following which the international jury will review all 100 concepts. Our jury will select the artworks that will be exhibited at the festival based on both the artistic impact of the work, the creativity of the concept, and the multi-layered structure of the work to ensure that visitors can connect and generate understanding, meaning and attention. The jury will also consider whether a concept fits into the overall selection of artworks, together forming a meaningful and high-quality exhibition, covering the entire route, with a diverse set of interpretations of the theme.

### 5.2 Deadlines

Tuesday 31 January 2017 (11:00 CET)

#### **Deadline submissions Round 1**

Late entries are not accepted

Friday 17 February 2017

#### **Notification of selection for Round 2**

Friday 17 March 2017 (11:00 CET)

#### **Deadline submissions Round 2**

Tuesday 4 April 2017

#### **Announcement of approximately 30 artists selected by the jury**

Tuesday 18 April - Friday 21 April 2017

#### **Selected artists travel to Amsterdam for a kickoff meeting and site visit (2 days).**

These dates are still subject to change

5.

# Selection & Submission Procedure

## 5.3 Submission Procedure

Only artworks submitted through our online system at [www.amsterdamlightfestival.com/en/cfc](http://www.amsterdamlightfestival.com/en/cfc) will be considered. Please do not request to submit your work in any other way than through the online form.

### Round 1

You have received a unique submission ID by email, which is needed to connect the different parts of your submission, including the payment of the submission fee. Each unique submission needs its own submission ID. For every additional artwork you want to submit, you will need to download this briefing again in order to receive a new submission ID.

Please fill out all of the required information. Your initial submission in Round 1 is limited to a maximum of two Powerpoint pages including visuals, plus the information you enter in the form. The Powerpoint template we have provided is the mandatory format for presenting your concept.

Submissions must be in English.  
This applies also to Dutch artists.

**Eva van der Moer**  
Light Droplets (2015)  
Photo by Frank Karssing

### Round 2

The briefing for Round 2 will only be communicated when you receive notice that you are selected for Round 2. You will be given specific instructions for Round 2 in relation to the concept you have submitted in Round 1. The submission for Round 2 is limited to 4 pages plus a detailed budget specification.

### 5.4 Cost of Submission

There is a registration charge of EU35 including Dutch VAT for all artists, for each submission. The registration fee is used to cover part of the costs of the selection procedure. The registration fee is to be paid via PayPal and is non-refundable. It is possible to make credit card payments via PayPal.

### 5.5 Further Questions

We believe that everyone should receive the same information, and have chosen to communicate all information concerning the Call for Concepts on the website. Please take a look at the FAQ section of the website regularly!

If you require our help, please send your question to [cfc@amsterdamlightfestival.com](mailto:cfc@amsterdamlightfestival.com). Keep your questions generic and do not upload images etc. Please note that we will only answer questions regarding the Call for Concepts, any other questions may be ignored.

# 6.

## Artwork

## Criteria

### 6.1 General Criteria

**New artworks:** We give strong priority to newly created and high quality artworks that premiere at the Amsterdam Light Festival. In very few but exceptional cases, we might consider staging existing artworks.

**Role of light:** Light art is not the easiest form of art, and brings together science, technology, creativity and art. We emphasize the importance of the comprehensive and creative use of light in your artwork. We are not looking for artworks where light is used only to illuminate your work. Light itself in any form could be the actual artwork. We require that the role of light is essential to your concept. We also strongly encourage new technologies and innovative use of light.

**Constructions:** All works at Amsterdam Light Festival are staged in the public space, for a period of either 25 days (Illuminade) or 53 days (Water Colors), and this requires rigid constructions. The weather in Amsterdam during the winter can be stormy, wet and freezing, so the technical feasibility, rigidity and durability of your concept are of utmost importance. Please keep in mind that we should be able to rebuild and transport the artwork in a container to other locations after the festival.

**Theme:** The proposed work must be in line with the theme for either Water Colors or Illuminade. We are looking for artists who interpret the theme in a surprising or unexpected way.

**Durability:** We encourage durability and have the intention to organize the festival in the most energy saving way. In Round 2 you will be asked to indicate the power consumption in Watt for the artwork you have proposed.

**Sound:** The use of sound is (most often) not possible due to the residential area where your artwork will be placed.

**Wouter Brave**  
Floating Light (2013) Photo by  
Janus van den Eijnden



6.

Artwork

Criteria

## 6.2 Specific Criteria Water Colors

**Period:** 30 November 2017 – 21 January 2018.

All artworks that make up the Water Colors must be presented for the full period of 53 days.

**Theme:** For the Water Colors boat route we are looking for proposals that connect the essential elements of light and people's EXISTENTIAL needs and dreams, making people more aware of their existential being. Mankind seems to be in need of a more down-to-earth approach, of having both feet on the ground, of finding our place to see more clearly to whom and to what we are related. Are we open for new developments and inspirations or do we build barriers and walls? Can light literally alight us once more for a brighter future? We are looking for monumental proposals on or in the water that connect with the city, its inhabitants, and its visitors.

**Visitor Experience:** Water Colors can be visited in various ways. Many visitors will view your artwork from a (canal) boat. These boats usually travel at a slower speed and occasionally come to a complete stop. The tour takes about 75 minutes; it is important that your artwork has a striking impact within a short time. It is also possible to experience this route by bicycle or on foot, so it is just as important that artworks along Water Colors can be enjoyed from the land as well.

**Character:** We require that your artwork is monumental and multi-layered and that it engages the festival's visitors. If you are submitting for the Water Colors boat route, your artwork is likely to be larger than those along the Illuminade walking route. Water Colors artworks are often floating on, hanging above, or positioned along the water.

**Setting:** We ask you to be aware of the historical surroundings of Amsterdam Light Festival. It is important that your artwork connects with the specifics of the city and that it offers visitors of the festival a new way to view Amsterdam. For the Water Colors boat route, we would like to ask you to pay special attention to water and how your artwork relates to it. You are free to integrate specific site elements and their context into your artwork.

**Locations on the Water Colors Boat Route:** There are different types of locations on the Water Colors boat route, which we have specified in detail in an enclosure. We have described a number of locations of artworks from previous editions of the festival. You are welcome to propose any location as long as it is on the Water Colors boat route, yet the curatorial team will make the final proposals for locations for all artworks.

**Please note:** There is an area where Water Colors and Illuminade overlap. If your artwork is considered for this area, the curatorial team may decide to also include it in the Illuminade walking route.

6.

Artwork

Criteria

### 6.3 Specific Criteria Illuminade

**Period:** 14 December 2017 – 7 January 2018.

All artworks that make up the Illuminade walking route must be presented for the full period of 25 days.

**Theme:** In the Illuminade walking route we hope to see beautiful interpretations and installations that bring the EXISTENTIAL qualities of light back to the basics and provide a stage for natural miracles and occurrences. Light can be moving, devastating and inspirational in its most natural form. We are looking for high quality artworks that you can touch, walk through, connect with and react to.

**Visitor Experience:** If you submit for Illuminade, please keep in mind that your work will be positioned in a pedestrian zone, or perhaps in a park-like setting. Visitors will be able to experience your artwork from up close, and they will expect to be amazed and perhaps even interact with your artwork. Lots of people will see the artworks, share their experiences with each other, and talk about it. It is important that your artwork fosters such an experience.

**Character:** We require that artworks that are multi-layered, surprising and inspiring, that they raise questions and engage viewers of all ages and of all backgrounds. We encourage you to do research and speak with students, technologists and other professionals in the field of light.

**Locations on the Illuminade Walking Route:** There are different types of locations along the Illuminade walking route. Your work will either be positioned in a pedestrian zone of a residential part of the city, in a park-like setting, or even in a large public garden. Of course you may suggest a location for your artwork upon submission, but the curatorial team will make the final decision in favor of the entire visitor experience of the Illuminade walking route.

**Please note:** There is an area where Water Colors and Illuminade overlap. If your artwork is considered for this area, the curatorial team may decide to also include it in Water Colors.

6.

# Artwork Criteria

## 6.4 Budget

For **Illuminade**, we provide a maximum budget of € 12.500 (excl. VAT) per artwork.

*Approximately 15 artworks will be selected for Illuminade.*

For the **Water Colors** boat route, there are three budget categories (excl. VAT):

Less than € 25.000

between € 25.000 and € 40.000

between € 40.000 and € 60.000

*Approximately 15 artworks will be selected for Water Colors.*

The budget categories include your fee, all labor costs to build the artwork (from concept to installation on site), all materials, (light) equipment, installation, constructions, engineering services and testing needed for your artwork.

The festival will arrange and pay for shipping costs, a power supply near the artwork, (technical and artistic) advise from our experts, security, basic maintenance, (limited) travel and stay during the building period, insurances and publicity during the exhibition period.

Please exclude these costs from your budget estimation.

Please note that once you have been selected for Round 2 by the Curatorial Team, you will not be allowed to increase the budget level. That also applies after having been selected by the jury. The festival will not provide additional budget for unforeseen costs in the development and production phase. For this reason, we ask you to specify your budget wisely and realistically.

If the artwork requires a budget beyond that provided by the festival, the artist is welcome to seek and propose accompanying sponsors. The artist has to indicate the contribution of sponsors in the submission template in Round 1, and specify the secured funds in the budget template in Round 2. In general private sponsors will only be given recognition in our communication if a specific agreement is made, which can be done only if the sponsor does not conflict with one of the festival sponsors.

# 7.

## What happens when you are selected?

Our curatorial team will get in touch with you immediately after positive notification of selection for the 2017-2018 festival. You will receive feedback from the curatorial team, discuss the artistic and technical development of the artwork, and start the artist program with the kickoff meeting. At this point we will also explain the commission agreement.

### **7.1 From Concept to Artwork: Co-creation**

Light art is a relatively new art form that uses the most innovative lighting solutions. That combined with the fact that the artworks must be placed in public domain of Amsterdam (in and under water, on buildings, bridges or on streets) requires that additional curatorial review is needed and specific technical knowledge and solutions are essential to develop and install the artwork. Therefore, Amsterdam Light Festival has chosen to work with the artist in a

co-creation agreement. In this agreement, the artist is responsible for the artistic and technical realization of the artwork, while the festival is responsible for funding, insurance and curatorial, technical and material review of the concept. In some case, a different work approach is chosen, in consultation with the artist.

### **7.2 Artist Program**

Directly after being selected and commissioned, the artist will be part of the (making of) communication and creation program. This program consists of artistic coaching and advisory meetings, individual coaching, site visits and exposure during the making of and the festival. All artists selected for Amsterdam Light Festival 2017-2018 are required to visit Amsterdam for 2 days between 18 and 21 April 2017 (these dates are subject to change). During this visit you will meet the festival team, a tour will be arranged to visit suitable locations for your artwork, and you will meet the other selected artists. To facilitate the site visit, the festival will provide for and arrange travel and accommodation for a single person maximum.

We aim to collaborate with you in the weeks after this kickoff meeting to further develop your concept, to detail and document your budget, to agree on suitable locations, and to prepare permit applications.

### **7.3 Agreement for Commission**

If the jury chooses your concept we will commission you to create an artwork for Amsterdam Light Festival 2017-2018. The commission will be drawn up in a contract in which the relationship between artist and the festival are that of commissionee and principal. The contract describes the festival's work method and the artists rights and obligations during the making-of phase, the festival period 30 November 2017 – 21 January 2018, and future exhibitions.

7.

## What happens when you are selected?

### 7.4 Artwork Ownership

The artistic idea and the concept of the artwork will always belong to the artist. This physical copy of the artwork (created for, and paid for by Amsterdam Light Festival) will belong to Amsterdam Light Festival. When operating software or creative and digital data are essential, they should remain available to the festival in case of re-exhibiting. In some cases a rental construction is considered. This intention needs to be clear in the submitted concept. Please keep in mind that the festival can only consider this option when it results in significant cost savings.

### 7.5 Future Exhibitions

After each edition Amsterdam Light Festival carries out a full revision of the artwork to make sure it is in the best possible condition before being placed in temporary storage. Since we believe storage is the worst place for an artwork we actively strive to give the artwork new platforms all over the world. Through the years Amsterdam Light Festival has built a large network of partners and works from previous editions have been exhibited all over the world. With every placement, the artist is consulted regarding his/her artistic knowledge and often flown in to the exhibition site. Of course a follow-up fee is also paid to the artist each time the work is re-exhibited. Amsterdam

Light Festival takes care of all paperwork, contracts, transport, insurance, carnets etc. To have your artwork suitable for future exhibitions, please take into account the construction criteria.

### 7.6 Copy and Image Rights

All selected artists for Amsterdam Light Festival 2017-2018 will grant the festival full rights to publish images of the artist and the concept, the name and content of the artworks at no cost. These rights are exclusive until the opening of Amsterdam Light Festival 2017-2018 and continue non-exclusively after that for an unlimited period of time. By submitting your artwork, you agree to cooperate as much as you can with our activities in the field of public relations, publicity, social media and other online communications. In order to present your work in the best way possible, you have the sole responsibility to deliver the right content to the festival team. Furthermore, in case you present your work in any media, you are asked to explain that it is commissioned by and staged at the Amsterdam Light Festival.

And now...  
off you go!

We are very much looking forward to receiving your concepts, ideas and designs and we wish you best of luck with your submission. Amsterdam Light Festival is an exciting celebration of art, light, innovation and design, and we sincerely hope you will be a part of it this year!

Best regards,

dr. Lennart Booij  
Curator Amsterdam Light Festival

Supported by:

