



**REQUEST FOR PROPOSAL:  
Reel Exposure International Teen Film & Photography:  
A PKX Festival**

**Submission Due: December 15, 2022**

Email [destiny@thearteffect.org](mailto:destiny@thearteffect.org) for submission and/or questions

**1. Background / Vision**

The Art Effect empowers young people to develop their creative voices to shape their futures and bring about positive social change. The Art Effect (formerly Mill Street Loft + Spark Media Project) helps youth explore, experience, and excel in the arts, introducing them to visual arts and media, giving them the opportunity to develop real skills in these fields, and guiding them toward achieving their academic and career goals. We believe that the arts have the power to create a more vibrant, caring, and sustainable world led by a generation of youth who value creative thinking, diverse voices, and stronger connections between all people. The Art Effect directly serves over 2,000 young people throughout the Hudson Valley each year. We indirectly reach over 4,000 people through events, exhibitions, and public art installations, and over 1,000 through our extensive online presence.

The Youth Arts Empowerment Zone is a 10-year plan to establish a youth arts district along Main Street in Poughkeepsie, with The Art Effect at the Trolley Barn as the anchor arts institution. It will focus on youth-driven placemaking in and around the Trolley Barn. In its early stages, there will be annual arts festivals around community-inspired artworks, created by local youth and professional artists, all of which will empower the local community.

## 2. Overview

With creative placemaking project support from the National Endowment for the Arts, The Art Effect hosts youth-led arts festivals to engage the community. The May 2023 Festival will be an extension of the existing *Reel Exposure Teen Film & Photography Festival*, adding speaker panels, hands-on activities and a featured artist who will work with youth in our programs to create a permanent or durational public art piece.

## 3. Project Description

We are interested in working with an artist to create a **projection-based** work of art that **allows for youth participation** in the process of its creation. Youth in our programs have worked on several projects ranging from murals, to sculptures, and media-based projects. For the 2023 *Reel Exposure International Teen Film & Photography Festival* our ideal featured artist will propose a media projection installation to be exhibited on two window banks at the front of the Trolley Barn Gallery utilizing a dual projector system that projects using a BrightSign player system. (Images provided below) The projectors currently project a rear-screen projection directly onto the frosted window surface visible to those outside of the building. There is a grid structure on the window banks that allows for play within multiple framing devices or for the pieces to be a composite of a larger whole. The selected featured artist's proposal should be focused on the creation of a projection-based work that touches on ideas of media, community, empowerment, a connection of networks, new ideas, and engagements.

The artist would create the media work prior to the festival in collaboration with students of The Art Effect. The selected artist would be **required to be in attendance on Saturday, May 6th** to unveil and speak about the project, and **Sunday, May 7th** to speak on a panel alongside other film, photo, and media related professionals.

Dates of 2023 *Reel Exposure International Teen Film & Photography Festival*

- Friday 5/5/23 6-8 pm
- Saturday 5/6/23 3-9 pm
- Sunday 5/7/23 12-4 pm

## 4. Proposal Submission Guidelines

- a. Artist Bio
- b. Resume and/or CV
- c. Sample of Work Portfolio (Website or google drive links welcome)
- d. Project Description (1 page)

- i. Description of your projection concept
  - ii. What role do the youth play in the creation and execution of the proposal?
  - iii. How do you imagine your work of art activating the public?
- e. Proposed project budget ( See #6 for Budget details)

## 5. Artist(s) Selection Process

Artist(s) applications will be evaluated on the following criteria:

- Artistic merit as evidenced by the submitted representation of past work.
- Appropriateness of the artist's medium, style, and previous professional experience as they relate to the art goals and opportunities in this project.
- Experience with projects of similar scale and scope
- Experience working with community groups and/or youth
- The ability of the artist(s) to successfully pitch a work of art/ project that youth believe fits the mission, and goals of the Reel Exposure International Teen Film & Photography Festival and the Youth Arts Empowerment Zone.

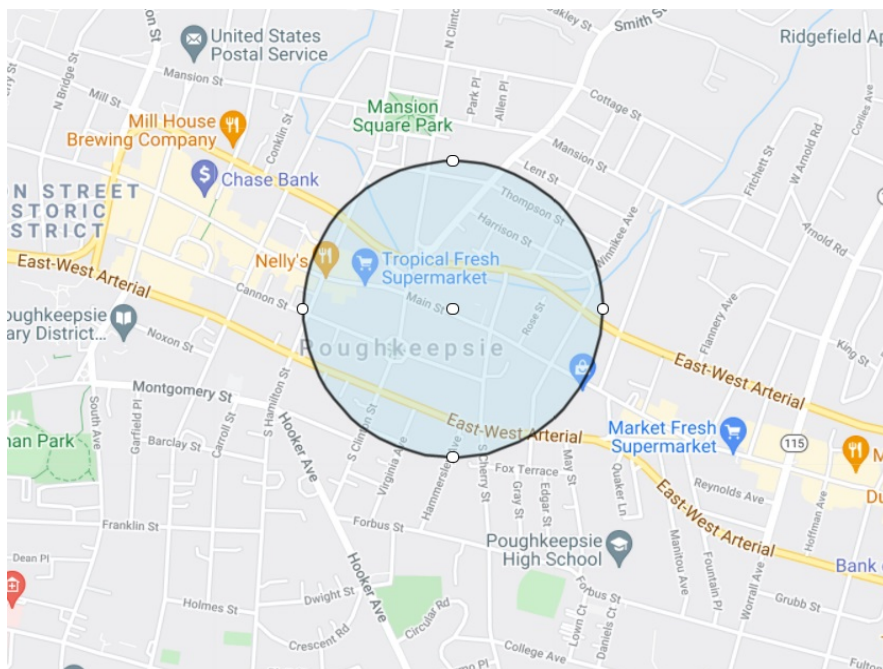
The selected artist(s) will be notified by **December 22nd 2022**

## 6. Range of project cost

The Art Effect will provide the guest artist a fee of \$5,000, and can provide reimbursable support for supplies of up to \$500. Cost proposals should include a breakdown of costs for materials, site visits, collaborative brainstorming sessions with youth, and drawing or maquette creation.

## 7. Photos of Location

The Trolley Barn is located at 489 Main St, Poughkeepsie NY 12601. A map indicating where we are in Poughkeepsie is provided below. *\*We are located at the center white dot of the circle*



Exterior view of projection on glass windows: (The projection screens are the two lower right hand window banks closest to the entrance of the building)

Please click [this link](#) to view a video example of the projections.



If you have any questions about the projections, please feel free to reach out to [destiny@thearteffect.org](mailto:destiny@thearteffect.org)