

## FAQ - FREQUENTLY ASKED QUESTIONS

### DLECTRICITY™ 2020 WILL BE HELD:

FRIDAY, SEPTEMBER 25, 7 PM - 12 AM

SATURDAY, SEPTEMBER 26, 7 PM - 12 AM

### WHAT IS DLECTRICITY™?

DLECTRICITY™ is a nighttime outdoor festival of art + light that showcases extraordinary art by emerging and established artists as well as creative design professionals in Midtown Detroit's public spaces. With temporary, site-specific public art, DLECTRICITY™ transforms the iconic Woodward corridor into a spectacular nighttime environment. The footprint has expanded further this year to include DTE Beacon Park located in downtown Detroit.

For three electrifying weekends in 2012, 2014 and 2017, DLECTRICITY™ brought thousands of people into Midtown Detroit to experience 40 luminous projects by local, national and international artists. Over half of those projects were selected by distinguished art and cultural leaders through an open call process.

In Fall 2020, DLECTRICITY™ will again transform Midtown and Beacon Park with site-specific installations of light, video, performance, sound, interactive engineering and nonconformist architecture. From lasers and 3D mapping to dance performances and puppet shows, we want to see what you create. We challenge you to animate historic buildings, activate the streets, generate engagement—the cityscape is your canvas. Now is the chance to show Detroit— and the world— what you can do!

DLECTRICITY™ is presented by [DTE Foundation](#).

### WHERE WILL THE EVENT TAKE PLACE?

DLECTRICITY™ will take place OUTSIDE along Midtown's Woodward Corridor and will also include installations at DTE Beacon Park, an expansive 1.2 acres green space located on the western edge of downtown Detroit.

The boundaries for this event along Woodward Avenue include:

- Kirby Street to the North (near DIA & Detroit Historical Museum)
- Brush St./John R to the East (near College for Creative Studies, Michigan Science Center & Wright Museum)
- Canfield Street to the South (near MOCAD)
- Cass Ave to the West

[Beacon Park](#) is located at 1901 Grand River Ave, Detroit, MI 48226.

See the DLECTRICITY™ 2020 Map at the end of this PDF for details.

## **WHO PRODUCES THIS EVENT?**

DLECTRICITY™ is produced by Midtown Detroit, Inc. (MDI), a nonprofit planning and development agency charged with the revitalization of Detroit's Woodward Corridor. We are located at 3939 Woodward, Suite 100, Detroit, MI, 48201.

## **WHAT IS THE ARTIST OPEN CALL?**

Up to 30 site-specific, outdoor projects for the Midtown Woodward Corridor and Beacon Park will be selected from our Open Call for Entry. The DLECTRICITY™ Curatorial Committee will select projects and/or performances based on a number of criteria, including artistic merit and how well it uses various media like light, video projection, film, sound, 3D video mapping, and other technology within an urban environment.

## **WHAT EXACTLY ARE WE LOOKING FOR?**

DLECTRICITY™ will present a wide range of outdoor installations, performances, and activities. We are looking for contemporary art projects that transcend traditional understanding of public art to transform the Woodward Corridor and Beacon Park into a luminous and spectacular nighttime landscape. These temporary, site-specific artworks can include:

- Light installations
- Video art
- 3D video mapping projections
- Multimedia installations
- Interactive and community engaging technology
- Artificial intelligence and robotics
- Works that utilize mobile platforms (smartphone, tablets)
- Performance (art, dance, theatre, music)
- Talks and workshops
- Kid-friendly and/or educational
- Creative and/or interactive marketing experiences for the festival
- The unexpected

## **WHO IS ELIGIBLE TO APPLY FOR AN OPEN CALL PROJECT?**

Artists, dancers, musicians, collectives, organizations, design groups, performers, creative techs, light designers and architects are among the many who've applied in the past. All types of creators are welcomed, so give it a shot! But please consider carefully whether you are able to commit to and fully realize this project.

## **HOW DO I APPLY FOR AN OPEN CALL PROJECT?**

The DLECTRICITY™ 2020 Application is hosted on Slideroom at <https://midtowndetroitinc.slideroom.com/>. You must create a Slideroom account and use the online application to apply. DLECTRICITY™ only accepts applications through Slideroom.

### **WHAT IS THE DEADLINE FOR APPLYING FOR DLECTRICITY?**

The submission deadline is FRIDAY, MARCH 3, 11:59 PM EST.  
All documents and files must be submitted via the Slideroom online application by this time.

### **WHAT IS THE MAXIMUM BUDGET ALLOWED FOR MY PROJECT?**

DLECTRICITY™ will cover the cost of generators, fuel, tents and scaffolds for projectors and security.  
You do not need to estimate these costs in your budget.

An artist honorarium of \$1000 is offered to artists selected to exhibit at DLECTRICITY™.  
In addition, production support up to \$4000 based on needs and assessment will be provided.

Receipts are required for proof of expenses, and expenditures must be pre-approved by the Curatorial Committee and MDI.

The maximum budget provided by DLECTRICITY™ for each project is \$5000, including the artist honorarium. Projects will be evaluated based upon their cost in relation to others submitted.

When considering budgets, please take everything into account including travel, lodging (if any), fees, equipment purchase and rental, cabling, insurance, etc. Some expenses for production of these projects may be absorbed by the event upon approval by the Curatorial Committee and MDI. MDI can also provide recommendations for lodging in the city of Detroit.

For international artists, DLECTRICITY™ will cover costs associated with visa applications. Additionally, we can provide guidance through the visa application process as well as legal support with credentialed immigration lawyers. What will be required from international artists is time dedicated to this process.

DLECTRICITY™ will not pay for equipment purchases, such as laptops or brand-new projectors, intended for long-term professional or personal use. If you aren't prepared to make the necessary investments, renting equipment is an option. DLECTRICITY™ may be able to provide support in helping to track down equipment, however, locating your own equipment sources in advance increases your chances of being selected. Shipment of any artwork is a large factor that must also be taken into account—in both its cost and quality. If needed, the DLECTRICITY™ team can assist in navigating shipping companies and prices.

In the case that a project under consideration exceeds expense expectations, in either being unrealistic or beyond the scope of what the event can bare, the artist-in-consideration will be notified and given the opportunity to a) cover those costs themselves; b) revise the project; c) find a sponsor for the project with consultation from the Curatorial Committee and MDI (all sponsors will be recognized in marketing material); or d) withdraw from the Open Call process.

## DLECTRICITY™ TECHNICAL PRODUCTION INFORMATION

There are many factors when deciding on audio or video or lighting equipment. DLECTRICITY™ and Mercury Sound & Lighting will be your best first choice for technical help and your main equipment provider. Each project is a unique installation. Please feel free to reach out if you have any questions on audio, video or lighting.

### Let's Talk about Video Projection—

If your project includes video projection, professional-grade video projectors may be rented by DLECTRICITY on your behalf to ensure they are appropriately bright, insured and properly operated and in great working order. However, the cost of this rental will be deducted from your overall budget. You may only use your own projector if it is professional quality and equivalent to the projectors listed below.

Please reference these standard projector rental costs when estimating your project's budget:

#### Projectors

- Christie LWU701i-D, (HD) 7000 Lumens WUXGA                   \$550/day (\$1100 total)
  - This projector is adequate for outdoor use in a dark location with white walls
- Christie D12HD, (HD) 12,000 Lumens                               \$1000/day (\$2000 total)
  - This projector is adequate for outdoor use in a dark location with darker walls.
- Christie Roadster HD 10k-M, (HD) 10,000 Lumens               \$1100/day (\$2200 total)
  - (Christie Twist Image Warping Incl.) This projector is adequate for outdoor use in a brighter location with darker walls.
- Christie Roadster S Plus 22k-J (SD) 22,000 Lumens             \$1500/day (\$3000 total)
  - This projector is adequate for a larger, more well lit area.
- Christie HD20k-j (HD) 20,000 Lumens                               \$1600/day (\$3200 total)
  - (Christie Twist Image Warping Incl) This projector is adequate for outdoor use in a brighter location with darker walls and a larger surface area.

Most projects will not require more than a 12,000-lumen projector. For projects in darker environments with light-colored walls, a 7000 or 8000 lumen projector may suffice. Please contact the Technical Producer if you have specific questions on projection type, brightness or resolution.

#### A note on *Christie Twist*:

Christie twist allows you to blend two or more projectors together to create a larger image and is typically used in projection installations where a larger image size is required or if there is custom projection mapping. Twist gives you software options for warping and blending.

There are many video playback options available. You can choose to use your own laptop for playback. We have Bright-sign media players as well as PC and MAC laptops available for playback as well. We have appropriate PC or MAC interfaces/adaptors and cables necessary to connect to the video projectors.

**Audio**

Some projects will need light audio support. Here are three package choices that should service most project needs. Qualified technicians are available to set-up and operate these systems if needed.

**Audio:**

- Small size project (Audience of 100-150)
  - 2 JBL PRX Powered speakers w/ stands                   \$150/pair (\$300 total)
  - Soundcraft EPM8, 8 Channel Mixer                         \$40/day (\$80 total)
  
- Small to Mid-Size Project (Audience of 150-200) High Fidelity System
  - 2 EAW RL12 Redline Powered Speakers                   \$175/pair (\$350 total)
  - 2 EAW RL18S Powered Subs                                 \$200/pair (\$400 total)
  - Soundcraft EPM8, 8 Channel Mixer                         \$40/day (\$80 total)
  
- Larger Scale Project (Audience of 200+)
  - 4 JBL VRX 932 LA   \$90/pair (\$360 total)
  - 3 Crown XTI 4202 Amplifier                                 \$75 ea (\$450 total)
  - 4 JBL VRX 918   \$170/pair (\$480 total)
  - Soundcraft EPM8, 8 Channel Mixer                         \$40/day (\$80 total)

Wired and wireless microphones available upon request. Necessary cabling, laptop-audio interfaces and power cables are included in these packages.

**Lighting**

Some projects may need lighting support. We have everything you need from simple up lighting to more complex intelligent lighting solutions. Due to the many variables involved with lighting technology, please contact us directly for any specific lighting needs.

**ARE THERE RESOURCES TO HELP ME PUT MY PROJECT TOGETHER?**

Assistance will be available to projects that propose using public spaces that require permits, electrical sources, and 24/7 security. Our team will also offer help in navigating insurance policies for artworks. Project needs are evaluated on a case-by-case basis. DLECTRICITY™ will cover costs of any city permits that are needed.

**PLEASE NOTE:**

DLECTRICITY™ does not provide any crew to build or enhance your installation. We also do not provide crew to load in or load out art, installations, projects or technology. In general, artists constructing installations are tasked with bringing in materials to create a piece. If you are not prepared to do this on your own or work with those who can, you may want to reconsider your project, or include a line item within your budget to pay for this type of assistance.

### **WHEN WILL I BE NOTIFIED IF MY PROJECT IS SELECTED?**

Due to the detailed technical and site review each project must undergo before final selection is made, each project will have a varied final selection time. However, you should know by May 2020.

### **WHAT HAPPENS IF THERE IS BAD WEATHER DURING THE EVENT?**

The event goes on, rain or shine. Your project should be able to withstand elements expected during September in Michigan. It can be rainy and windy, or warm and calm. Our event is scheduled for 2 days, in the case that weather conditions are prohibitive to the enjoyment of one evening's activities. However, your project still must withstand any outdoor elements.

### **ARE THERE RESOURCES TO HELP ME PUT MY APPLICATION TOGETHER?**

Yes, contact us or attend our DLECTRICITY™ Info Session:

SATURDAY, FEBRUARY 8, 11 AM  
Museum of Contemporary Art Detroit (MOCAD)  
4454 Woodward Ave  
Detroit, MI 48201

The part of the info session will review the open call application process. The second part will provide basic information on how to navigate video projectors, LED lights and other types of technology and tools expected to be used in the event.

The DLECTRICITY™ Curatorial + Production Team can be reached via the contact info below and can answer all questions about the event and the application process.

#### **For Questions about the Application Process:**

Alivia Zivich  
Curatorial + Production Manager  
[production@dlectricity.com](mailto:production@dlectricity.com)

#### **For Questions about the Overall Festival:**

Annamarie Borucki  
Director  
[info@dlectricity.com](mailto:info@dlectricity.com)

#### **For all Technical Questions:**

Peter Kyte c/o Mercury SL  
Technical Producer  
[Peter@mercurysl.com](mailto:Peter@mercurysl.com)

#### **For all other Questions:**

Danielle Bidigare  
Programming and Outreach Coordinator  
[media@midtowndetroitinc.org](mailto:media@midtowndetroitinc.org)

FOR MORE INFORMATION ABOUT DLECTRICITY™ VISIT  
[DLECTRICITY.COM](http://DLECTRICITY.COM)

MIDTOWN



