



# CALL FOR ARTISTS!

## Information about the event

Last year, the City of Austin once again produced Austin's New Year, a free, family-friendly, downtown, non-alcohol New Year's Eve event. To ensure that Austin's vibrant arts and culture were a part of the festivities, we put a call out to the Austin Creative Community for participation. We were able to present dynamic and diverse group of performers that brought 20,000+ Austinites together to celebrate the incoming year with Art, Music and Film.

We are continuing that tradition this year with Austin's New Year 2013. The City of Austin extends an invitation to Austin area individual creatives and arts organizations to present succinct proposals for this year's Austin's New Year.

**Theme:** Family-friendly downtown, non-alcohol New Year's Eve event. **Anticipated attendance:** approximately 20,000+

**Where:** Auditorium Shores and adjacent areas.

**When:** December 31<sup>st</sup>, 2012. Program begins at 5pm and ends with Fireworks shortly after 10:00pm

**Who we are looking for:** ANY Austin area creative or arts organization including visual and performing artists, musicians, performers, interactive entertainment, and others.

**What we are looking for:** A variety of creative family-friendly musical and artistic performances, workshops, activities, and visual art installations on the grounds of Auditorium Shores. Possible proposals include, but are not limited to:

- 1) Organizations that can curate an area of the footprint with artistic environments, activities, performances and visual art. This can include a stage with acts.
- 2) Musical individuals and groups
- 3) Performing Artists that include, actors, jugglers, storytellers, dancers, fire dancers, elaborate costumes and other festive performances
- 4) Temporary interactive art installations
- 5) Large scale visual art

[www.austintexas.gov/departments/austins-new-year](http://www.austintexas.gov/departments/austins-new-year)

If you have an idea for a project to share with Austin's community and would like to participate in the celebration, please submit a proposal with the following information to the City: 

- 1) **Contact information** – Please designate a single point of contact within your group or organization and include that person's contact info including name, phone number and email address.
- 2) **A written narrative** - Describe who you are and the project that you or your arts organization would like to present during the New Year's Eve program. Be sure to address the important questions of what will be happening; what visuals, musical elements or performances you will incorporate; how many people will be participating; what will be your technical needs and how your work will engage the community of Austin. Be detailed, be realistic and keep it short and sweet. **(1 page maximum)**
- 3) **A detailed budget** – Include everything that you would need for the project. This year, the City is again working with limited resources and so we encourage you to be conservative in your proposed project scope; **(\$5,000 maximum)**. Projects without financial assistance are also welcome.

Please email all proposals to  
Kevin Shaw, City of Austin Program Coordinator at [kevin.shaw@austintexas.gov](mailto:kevin.shaw@austintexas.gov)

All submissions are due no later than **09/4/2012**.

An artist or arts organization may submit more than one proposal for consideration. City staff will review the proposal submissions, and selection of projects will be based on artistic merit, feasibility, compatibility with other selected projects, and budget. The number of submissions will be determined based on available City funding available for programming. Once selected, artists may seek underwriters for their selected project with the final approval from the City of Austin.

The City of Austin will hold two artist information meetings open to the public to discuss submission details. These two meetings will be held at:

**First Information meeting**

**Date:** Thursday, August 16th, 2012

**Time:** 6:30 – 7:30pm

**Location:**

Cultural Arts Division Training Room  
(201 E 2<sup>nd</sup> Street)

**Second Information Meeting**

**Date:** Tuesday, August 28, 2012

**Time:** 6:30 – 7:30pm

**Location:**

Cultural Arts Division Training Room  
(201 E 2<sup>nd</sup> Street)

We hope that you will consider sharing your artistry and time with us as we welcome in the 2013 New Year where ANYthing is possible.

For questions about the event or the request for proposal, please contact Kevin Shaw at (512) 974-9316 or [kevin.shaw@austintexas.gov](mailto:kevin.shaw@austintexas.gov).

