

NEW ART DEALERS ALLIANCE
NADA

&



NADA and the Big Screen Project
ONE SHOT VIDEO EXPERIMENT
Festival of Ideas for a New City
May 7, 2011
11am - 7pm

Introduction:

The New Art Dealer's Alliance (NADA) and The Big Screen Project present a VIDEO EXPERIMENT, "One Shot" at the Festival of Ideas for a New City. The Festival will take place on Saturday, May 7, 2011, from 11AM-7PM on or around the Bowery between Houston and Spring Street (exact location TBA).

The inspiration for this "experiment" is Ok Go!'s White Knuckles music video:
<http://www.youtube.com/watch?v=nHIJODYBLKs>

This is an open call for submissions from performers: artists, musicians, dancers, etc... who would like to create a video in our booth during the festival. The HD video camera and camera person will be provided, however you are responsible for any props, costumes, lights, music and choreography. Six of the proposed submissions will be selected to shoot during the festival on May 7. One hour will be allotted for each participant. The allotted hour will include set up, shooting and striking the set. You will have the opportunity to shoot as many takes as you need within the hour; the best take will be selected (uncut). The final length of the video should not exceed 5 minutes. A winner will be chosen and posted on NADA's website and premiered at the Big Screen Project, a 30 x 16.5 ft HD format outdoor LED screen on 6th avenue between 29th and 30th street in NYC in a 10,000 sq. ft. public plaza. Deadline for submissions is April 15, 2011.

** www.bigscreenproject.org & www.newartdealers.org

One Shot Video Experiment Guidelines:

- Please take into consideration that this is an all ages event.
- Our booth is 10 x 20 feet: PROPS and Backdrops cannot exceed 10 feet in height.
- Limits to power are 110v and 20 amps total (all devices together cannot exceed 20 amps).
- Please use only simple structures, props that can be easily assembled and disassembled, nothing more than a backdrop can be constructed.
- Suggested items include: costumes, make-up, props, lights, gels, music (boom box).
- Each group will be notified and sent a time slot. Preferred time slots will be considered but no guarantee can be made. (See below)
- Security will be provided, however we recommend that you secure your belongings. NADA & BSP are not responsible for any loss or damaged items.
- There will be a limited amount of production assistance available.
- Please note that the camera will be stationary on tripod.
- Please be very cautious and ensure that any free-standing structures are structurally sound and do not pose a potential threat to yourself or participant in the event there is wind or rain in the area.
- No nudity, violence, open flames or foul language will be allowed.
- It is illegal to have, give or sell any Alcoholic beverages.

Video Shoot Participation Information:

CONTACT NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CELL PHONE: _____ ALT PHONE: _____

EMAIL: _____

WEBSITE: _____

DEADLINE FOR SUBMISSIONS: APRIL 15th 2011, 5PM

Submissions must be sent to projects@newartdealers.org

Please submit along with this completed application a short description of your proposed video performance. Proposal descriptions should not exceed 500 words. Additionally, photos, sketches, etc are welcome and encouraged.

- A panel of five industry experts will select the winning video.
- The panel will be looking for innovation, concept, prop/costume design and choreography.

Please select preferred time slot from list below:

11:00am-12:00pm _____ 12:15pm-1:15pm _____

1:30pm-2:30pm _____ 3:00pm-4:00pm _____

4:15pm-5:15pm _____ 5:30pm-6:30pm _____

Questions about submissions should be sent to Stephanie@bigscreenproject.org

Additional Terms of Participation, Agreement and Signature:

Each participant certifies that all items used are legally acquired, do not contain harmful materials, and are legal for sale in the state of New York. All participants are responsible for cleanup in the booth. Failure to leave area clean will result in a cleaning fine of \$200.

This request to participate constitutes an expressed contractual agreement that I agree to all rules and conditions of the One Shot Project with NADA and the Big Screen Project and that I hereby release The New Art Dealer's Alliance (NADA), the Big Screen Project, and the New Museum from any and all liabilities concerning loss of personal property and/or personal injury that might occur either directly or indirectly from my attending the event. I have read, accept and agree to the rules.

SIGNED: _____

Print Name: _____ DATE: _____