



# AMSTERDAM LIGHT FESTIVAL - CALL FOR CONCEPTS 2018-2019

## *Instructions for Submission (Round 1)*

Follow these instructions to optimise your chances of being selected.

### Preparation

1. Read the artist briefing carefully.
2. Make sure you are familiar with the vision, the theme and the artistic ambition of Amsterdam Light Festival 2018-2019.

### Text

1. Fill out the text blocks in the next two slides. Be concise and clear about your concept, your connection with the theme and the experience visitors will have when they see your artwork.
2. Describe the technical principle so we can understand the construction of your work. Also, indicate how you will integrate the lighting technology, and how light plays an essential role in your concept. You do not need to specify particular lighting products yet.
3. Fill out the title of your artwork, your name and your unique submission ID on both slides. You should have received your submission ID by e-mail after you requested the artist briefing.

### Budget

Your estimated budget should include your fee, labour costs to build the artwork (from concept to installation on site), all materials, tools, facilities, (light) equipment, installation, construction and testing. The festival will arrange and pay for shipping costs, engineering services, construction calculation, power supply near the artwork, (technical and artistic) advice 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.

### Images

1. You can include a minimum of one and a maximum of three images. Please insert these as indicated by the dummy photos.
2. Your images may include sketches, photos, models, renderings or anything else that will help the curatorial team to understand your concept. Please only add videos as a link through the online submission form.
3. Make sure to integrate the surrounding area (for example, a specific location in the canal) you have in mind for your artwork in your images. This will enable the curatorial team to judge whether your concept meets the briefing and fits in the overall exhibition.

### Submission

1. Delete this first slide with instructions.
2. Save your two slides with the filename <title of your work – your name.pdf>. Make sure to convert it to or save it as a PDF file. The online form will not accept any other file format.
3. Upload your PDF file via the online submission portal. You can find the link to the portal in the e-mail you received after you requested the artist briefing.

### Questions?

Find the answers in the FAQ section on our website, or send an e-mail to [cfc@amsterdamlightfestival.com](mailto:cfc@amsterdamlightfestival.com).

REPLACE THIS TEXT WITH YOUR UNIQUE SUBMISSION ID

# Message in the bottle

Technologia incognita - team 1



## THE CONCEPT

**Replace this text with a detailed description of your concept.**

There are 1000's bottles with fireflies in it that blink to communicate visitors messages. From the canal bridges and the boat tour we could see the messages ripple away from bottle to bottle. Visitors could send them messages. But with this project a message comes back. It also guides the visitors along the path to see the other art pieces.

## THE THEME

**Replace this text with an explanation of the way your artwork relates to the theme.**

Optical mediums are the most ancient way that humans have communicated over long distances and putting messages into bottles is a time honored way to reach out for human contact. Our art piece combines the two of these and allows visitors to see their message communicated over the medium, and to watch other visitors colorful messages ripple and merge with their own.

REPLACE THIS IMAGE WITH ONE IMAGE OF YOUR WORK



REPLACE THIS TEXT WITH A CAPTION FOR YOUR FIRST IMAGE

REPLACE THIS IMAGE WITH ONE IMAGE OF YOUR WORK



REPLACE THIS TEXT WITH A CAPTION FOR YOUR SECOND IMAGE

REPLACE THIS TEXT WITH YOUR UNIQUE SUBMISSION ID

# REPLACE THIS TEXT WITH THE TITLE OF YOUR ARTWORK

REPLACE THIS TEXT WITH YOUR FULL NAME

## THE VISITOR EXPERIENCE

Visitors could send messages by physical interaction as well as control input via their mobile device. From their perspective they are able to watch their message from bottle to bottle, cascading across part or the entire set of bottles in motions that resemble waves of color and motion.

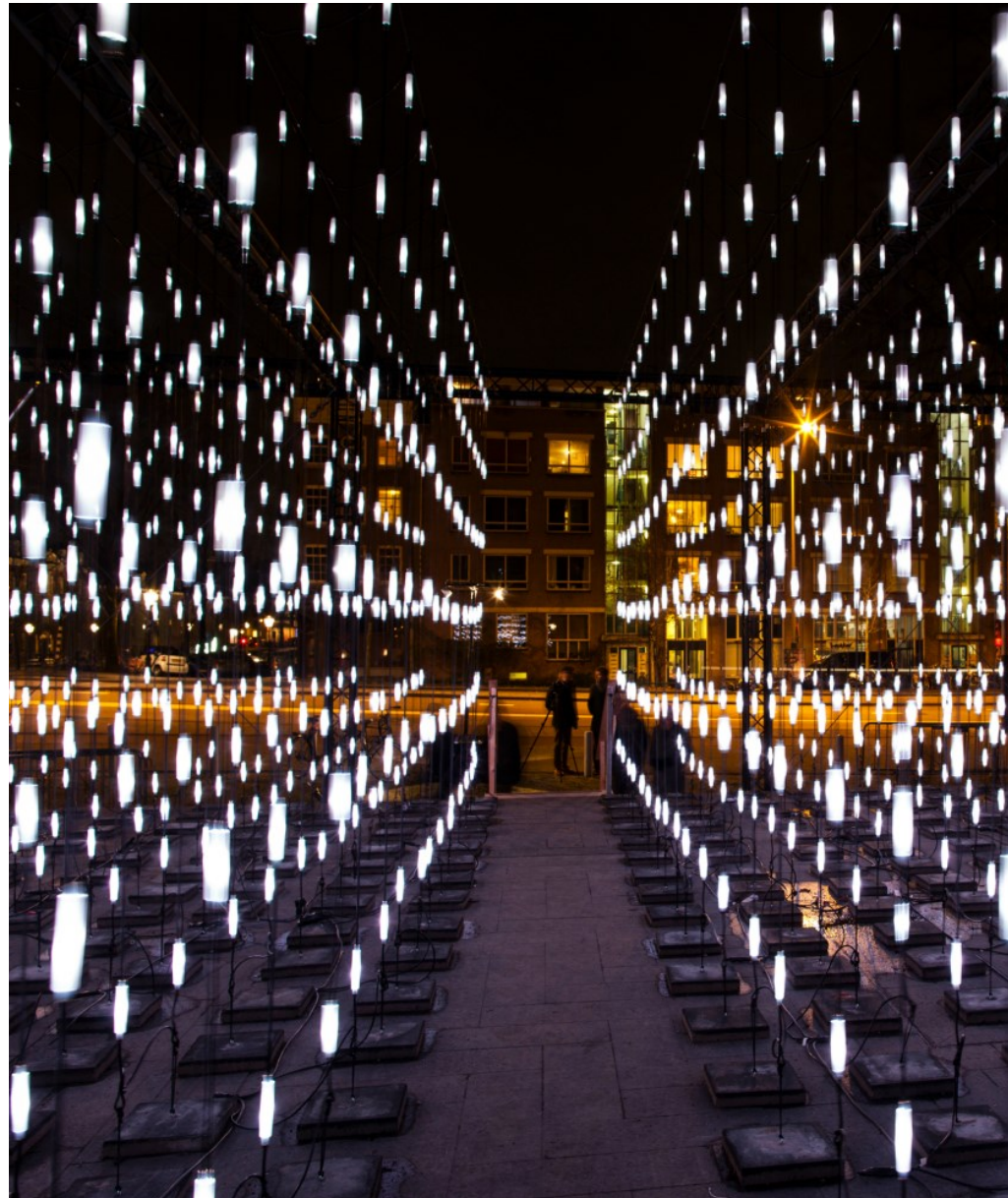
## THE TECHNICAL PRINCIPLE

The bottles next to containing multiple LEDs of different colors are also home to a small microcontroller-enabled board that uses a combination of both wired and wireless technologies to communicate with the public as well as with each other. Visiting a webpage with a smartphone is the method used to send messages from anywhere nearby; a few locations provide info about the installation as well as physical methods to interact. Given the modular nature of the installation, there is opportunity to scale up depending on budget.

## THE BUDGET

**Provide a rough indication of the budget required to realise the artwork (excluding VAT).**

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|---|----------|
| • Artist fee  | € 500    |
| • Materials, lights, tools and equipment            | € 15.000 |
| • Labour (incl. preparation, build-up & break down) | € 7.500  |
| • Testing   | € 2.000  |
| • Total   | € 25.000 |



REPLACE THIS TEXT WITH A CAPTION FOR YOUR THIRD IMAGE