

WEST ACRES

Request for Application - Winter 2020 Artist-in-Residency

Apply for a rewarding, growth experience as an Artist-In Resident at West Acres Regional Shopping Center.

West Acres is accepting applications for its ninth Artist-In-Residency. It is a 4 to 8-week residency dependent upon the artist's needs and the availability of a suitable space in West Acres. The Residency's start and end dates are tentatively scheduled between mid-January and mid-March 2020.

West Acres is interested in regional artists, from all artistic disciplines, who have demonstrated artistic excellence and have achieved demonstrable professional accomplishment; or who, through submitted photos and descriptions, display exceptional promise. The Residency may be filled by a singular artist; a group of artists working together within a body of related work; or an organization/company such as dance, music or theatre.

West Acres Provides:

- Space within a temporarily vacant, in-line tenant (the size and space location are to be determined);
- Utilities
- A stipend of \$350.00 per week of Residency for the requirement of being on-site for 20 hours per week during West Acres' open hours). A group would share the stipend.
- Printing of signs designed by the artist(s), including a store banner, standee and/or 22x28" signs;
- An onsite meeting to:
 - Answer any questions
 - Tour the space
 - Collaborate on ideas
 - Learn more about mall environment
 - Learn about setting up the space to ensure it is an engaging environment.
- Assistance in marketing the Residency, including the electronic signs and West Acres' blog and website.
- Optional furniture rental for the space

Review Process: Applications will be reviewed by West Acres' leadership team based on:

- The quality of the Residency concept;
- Artist experience and excellence demonstrated through a body of work;
- Artist's planned, interactive engagement with West Acres' guests;
- The desire of the artist to learn within the experience.

Application Deadline: To be considered for the West Acres' Winter 2020 Artist-In Residency, the completed application must be received by West Acres ***no later than Friday, January 3, 2020.***

Decision: Applications will be reviewed, and a decision will be rendered by Monday, January 6, 2020. The applicants will be notified of the results, by phone and/or email after the decision is made.

How to apply: Interested parties should submit the online, West Acres' Winter 2020 Artist-In-Residency Form no later than **Friday, January 3, 2020.** The form is located on West Acres blog, or can be found here:

<https://westacres.wufoo.com/forms/winter-2020-artistin-residency/>.

Applicants will receive an email confirming receipt of their Residency proposal.

Use of the Residency: Artist, partnering artists, or companies (such as theatre, music, or dance) should use this residency to:

- Continue to produce a body of work in the space, including new works and work in progress;
- Explore new, creative processes;
- Demonstrate a strong commitment to customer engagement, interaction, experience, and/or education.
- Install your original work in the space for, viewing, performance, listening, and/or sale.

Requirements of Artist(s):

- Maintain a minimum of 20 scheduled hours per week in the space and during a variety of mall hours which can differ from week to week of the Residency. It must include peak traffic times such as Saturdays or Sundays, or after 2 p.m. on week days;
- Regular interaction and planned engagement and/or educational experiences designed for mall guests including, but not limited to, scheduled events, classes, on-going hands-on engagement opportunities, and more;
- Provide a one-of-a-kind art experience for West Acres' guests;
- Work with a positive, open attitude.
- Be a resident of North Dakota, western Minnesota, or northeastern South Dakota;
- Produce a piece to leave a "trace" which will be added to the permanent art collection at West Acres;
- Leverage public or social media opportunities to promote your artist-in-residency and your work while at West Acres;
- Provide feedback to West Acres regarding the program for the benefit of future participants, both during and post residency;
- Provide monthly sales information to West Acres, and a percentage commission to West Acres of 10% on any sales generated through the Residency/the West Acres' space such as fees from classes, sales of art work, or the sale of merchandise related directly to your original artwork (cards, shirts, music downloads, etc.)
- Sign an Artist-In-Residency agreement form.

Your project description in the application should:

- Describe the artistic discipline;
- Describe your artistic process;
- Provide three—five pictures, a short video, or a recording of your original work. If a group is applying, each person may submit three photos, a short video, or a recording.
- Specifically describe your commitment to the experience and learning, your customer engagement initiative that can involve guest interaction, an artistic experience, and/or education in the application. There are many ways to engage the guests such as hosting classes, engaging guests in the artistic process; educating them in the artist processes while working; etc. West Acres welcomes other creative methods of engagement in sharing your knowledge and experience to the West Acres' community
- Describe what you expect to gain from being involved in this Residency program.
- Provide the dates and the length of time you plan on being in residency within the timeframe of January – March 2020.

If you have questions, please contact:

- West Acres' mall office: 701.282.2222
- Alissa Adams, VP of Marketing and Business Development by email at alissaadams@westacres.com or 701.282.2222
- Carol Schlossman, carol@carolschlossmanconsulting.com or 701.866.0329