

WEST ACRES

Request for Application – Winter 2022 Artist-in-Residency

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

West Acres is accepting applications for its 11th 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 February and April, 2022

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, or in collaboration with, 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 West Acres' electronic signs, social media, and website.
- Optional furniture rental for the space

Review Process: Applications will be reviewed by West Acres' 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 2022 Artist-In Residency, the completed application must be received by West Acres ***no later than Friday, February 11, 2022.***

Decision: Applications will be reviewed, and a decision will be rendered Monday, February 14, 2022. 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 2022 Artist-In-Residency Form no later than **Friday, February 11, 2022.** The form is located on West Acres website or can be found here:

<https://westacres.wufoo.com/forms/winter-2022-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 some 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 February – April 2022.

If you have questions, please contact:

- West Acres' mall office: 701.282.2222
- Alissa Adams, COO, by email at alissaadams@westacres.com or 701.282.2222