
ABOUT FESTIVAL OF LIGHT:

Edmonton, the most northern city in North America with a population of over one million, is a world renowned winter metropolis with the proud title of Festival City. People are eager to enjoy activities in their fine city year-round.

This December, the Festival of Light, hosted by the Valley Zoo Development Society, will stage a spectacular exhibition of artistic light installations within the unique setting of the Edmonton Valley Zoo. The festival's vision is to celebrate light, artistry, imagination and the strong spirit of our community in the winter. It will run every Friday, Saturday and Sunday beginning on December 1st and from December 26th to December 31st. We are inviting imaginative people to come and be a part of the festival by creating art in the form of light installations that all of Edmonton can enjoy!

WHAT WE NEED FROM YOU:

Calling all creatives! We are currently seeking organizations or individuals (local artists, architects, designers) with a passion for the arts and the environment to share their vision with the local community. This year we are opening the floor to anyone with an artistic vision, who is interested in designing an exhibit for the up and coming festival.

The theme of the competition is "Canada 150 & Our Energy Future". This theme allows our artists to show their creative side with few restrictions, so individuals or teams are able to work with different light materials, ice sculptures or any other creative ideas to come up with a winter light themed exhibit. Keep in mind, many of these exhibits will also include the stars of the Edmonton Valley Zoo themselves, the animals!

A few things to keep in mind regarding the competition application is:

- ❄ Chosen projects will be provided with a budget of \$3,500.00. Your use of the funds is discretionary as long as the project approved is the project built.
- ❄ Power will be provided by the Edmonton Valley Zoo, you just need to ensure the exhibit is maintained, keep in mind our harsh winter conditions. Your project must include power needs and specifications...keeping mind alternative energy sources are the preferred manner. We require our artists to use timers to minimize the power used during the 31 day festival period
- ❄ Be creative: anything goes here with materials, this can be ice, lights, anything! Just let us know what we can help provide to you!
- ❄ It is a city wide festival, so people from all over Edmonton will be able to view your submission, so it is a great way to gain awareness about your work
- ❄ This is fun! So keep it light hearted and enjoyable! We want energetic people with a love of the arts to share in this experience.

Project submission deadline is August 15th 2017. A map is provided to you in the information package outlining the areas for installations and their sizes. A judging by a panel of industry leaders will take place in August. Winning projects will be notified September 15th and announced shortly after. If your submission is selected, you will receive your funding of \$3500 within a short time limit after the selection is announced. Complete the application by submitting all of the following application materials below through mail, email or fax. Participants must submit a detailed project outline that includes a rendering, material list, required footprint and a description of how their installation either encompasses or sends a message about alternative energy or Canada 150 by August 15th, 2017. Applicants must include a plan for installation and teardown, including timeline to install and maintenance requirements during the 31 day festival. You can mail, fax or email your submissions to the following:

Christina Gagne-Webb
Valley Zoo Development Society
13315 Buena Vista Road Box 2359
Edmonton, AB T5J 2R7
780-944-7529
fol@buildingourzoo.com

An information evening will be planned shortly after successful applicants are selected. At that point in time applicant will be able to select the location of their installations. If you would like to come and see the site please do not hesitate to contact us. Please complete the following application about your project. For more information, please call the Valley Zoo Development Society at 780-496-6924. Or email Christina Gagne-Webb at fol@buildingourzoo.com. Thank you for your support

APPLICATION

Please attach a detailed rendering of your project to the application and provide the following documents with submission

1. A detailed PDF/DOC File containing the project submission (Max 1 page, no font or size restrictions). This file must be named after the submission title followed by the word "statement". For example Installation101_statement.doc. **Please ensure the file includes the following:**

 - * The concept of you installation describing your project and its central ideas. How does this represent Alternative Energy or celebrate Canada's 150th anniversary? **Title this section "Concept"**
 - * Who will make up your team and what is their experience with these types of competition? Are you a community group? Single artist? School group? Organization? **Title this section "Team"**
 - * What do you intend to be your main materials required for the project? How will the use of these materials incorporate the theme of alternative energy? Some example materials we urge you to consider are: LED Lights, recycled metals, timers to minimize your electrical usage, ice, snow and any other materials you can use that are recycled. **Title this section "Materials"**
 - * How will you carry out the project? This may include how you will create the artwork, collaborate with other people or engage specific communities. This will include who will be your primary artist/artists, a general timeline of events, and how you plan to maintain your installation through the festival. **Title this section "Process"**.
 - * A drawing of the general idea behind your installation. What placement do you have in mind? Where would be an appropriate spot for your installation? What will it look like? **Title this section "Placement and Design"**.
2. A rendering PDF file containing the full dimensions of your installations, the materials that will make each portion of the installation and any other information regarding your design. This may also include your preferred three spots (ranked 1, 2, 3) for where your installation should be placed based on the attached map. This PDF file must be named after the submission title and followed by the word rendering. For example installation101_rendering.pdf. On the following page, please see the map, and keep in the mind the area used previously by participants.

Sites

1. The Valley Zoo Entrance Plaza
2. The Meerkat Enclosure
3. Capybara Enclosure
4. North Pond
5. The Amphitheatre
6. Zootique Hillside
7. Makira Outpost (Lemur Station)

8. Common Area by Elephant Viewing Bleachers
9. Lucy the Elephant Enclosure Entrance
10. Tent Area behind Grevy's Zebras
11. Crossroads
12. Grass Area Meeting Place on Wander
13. Hillside on the Way to Beaver Lodge
14. Man Made Wetland
15. Beaver Lodge Area
16. Meltwater Area Hill Path Side
17. Arctic Shores Tall Grass and Dino Bones
18. Reindeer Paddock
19. Train Station
20. Ground Squirrel Enclosure

