

# ArtsUnion Call for Producers

**Ever wish to produce your own cultural event? Here's your chance!**

## About ArtsUnion

Now in its third year ArtsUnion is an initiative designed to boost the cultural economic development of Union Square, Somerville. The Somerville Arts Council and the Mayor's Office of Strategic Planning and Community Development created ArtsUnion, in partnership with numerous partners, including ARTSomerville, Union Square Main Streets, and many others. Through funding from the Massachusetts Cultural Council's John and Abigail Adams Program and the City of Somerville, ArtsUnion cultivates and promotes the square's diverse artist and business community. During 2007 ArtsUnion will: produce an event series, conduct four "signature" markets; continue with cultural tours; launch an ArtsUnion TV show; launch an ArtSpace initiative designed to cultivate indoor cultural programming, commission local artisans to design lightscape projects; and begin to implement the work surrounding a zoning/regulation review to further support the arts and distinct character of the square.

## About the Call to Producers

ArtsUnion is looking for creative individuals to create, produce and manage cultural events that will take place from mid-June to mid-October. We seek producers who will develop 2-4 hour cultural events/performances or public art initiatives around a certain theme. Working with the Somerville Arts Council, producers will be responsible for: selecting a theme, lining up talent, creating a budget, planning and managing the event, and helping promote the event. Themes can be broad or specific, ranging from dance and performance art to film and multimedia work. Past ArtsUnion events have included a Marshmallow Fluff festival, a mini-golf festival, Project MUM—a dance party under the McGrath Highway, a "Bhangra Bash" that celebrated the arts of India, and a KNOWMovement event in which a band provided a live score for the film *Battleship Potemkin*. Events that reflect and include the diverse Union Square community are particularly encouraged. Film events have been very popular in the past and we welcome film-related proposals, for a single event or a series. Most events will take place within the Union Square Plaza, but we are open to other ideas. ArtsUnion will provide a budget of up to \$2000 per event and provide technical support/equipment, marketing, and permitting. If a proposed film series is selected, we can offer up to \$2,000 per event. We encourage you to call and discuss any ideas.

## **How to Apply:**

Please provide the following information on no more than two pages:

1. Contact info: e-mail and snail mail addresses, phone, fax and Web site (if applicable)
2. Describe your theme.
3. List some or all of acts/talent you would like to include; describe talent and how it supports your theme.
4. Tell us what day and time frame would be ideal for your event.
5. Outline schedule for your event (which act goes one first, second, etc.).
6. List technical requirements (stage, sound, lighting, etc.).
7. Give budget: Break down how you would spend \$2,000; this may include a producer stipend, talent fees and other fees you foresee.
8. Somerville affiliation (if any)
9. Please describe your experience in producing previous cultural events. Also, include support materials; i.e., photos, CDs, press clippings, resume(s), etc. Include a self-addressed stamped envelope if you'd like your support materials returned to you.

### **Mail or drop off proposals:**

Somerville Arts Council/ArtsUnion  
50 Evergreen Ave.  
Somerville, MA 02145

### **Questions:**

Call 617/625-6600, x2985  
gjenkins@ci.somerville.ma.us

**Postmark Deadline: May 7**

