

Somerville Arts Council

Call to Market Curators/Producers

ArtsUnion Marketplace Series

Union Square, Somerville, Summer 2007

Deadline: April 23, 2007

About the ArtsUnion Marketplace Series

The Somerville Arts Council's ArtsUnion project is designed to bolster economic activity in Union Square through cultural programming. In past years, we ran weekly ArtsUnion crafts markets held in conjunction with Farmers' Markets, run by Union Square Main Streets. For 2007, we are changing the way the markets are organized. Instead of a weekly craft market, we are organizing 4 signature markets, which collectively will be called the ArtsUnion Marketplace. Goals of the ArtsUnion Market Place series include: increasing the visibility of our strong local artist population; increasing economic activity for participating vendors and the area in general; and cultivating the square's artsy, diverse and unique ambiance.

Curators/Producers Wanted

We are looking for curators/producers who will create, promote and run unique, well-planned markets. **Selected curators/producers will receive a \$1,000 stipend**, which should cover all production, management and curatorial process fees. Markets will take place in Union Square Plaza or potentially other locales, such as Nunziato field by the community garden on Vinal Street. We would like to have the market series fun from July to October with one market per month.

We are looking for markets that are: centered on a theme, are unusual and creative, and will garner good press and attendance. Possible market ideas include: A market featuring books (used books, handmade books and comic books), a market that showcases ethnic wares or a market featuring crafts of a certain aesthetic. We encourage the idea of including low-tech entertainment or performances at these markets. For example, a book fair might include literary readings; a D.I.Y. crafts fair might have jugglers, djs or an interactive craft table. We look forward to your creative ideas. If you have a great idea for a market but haven't produced events like this before, you can partner with someone who has such production experience. We are looking for markets that include at least 25 vendors.

If selected, a curator/producer will hone the theme, select vendors—this will entail putting out a call, creating a jury which must include at least one SAC staff member, and vetting applications—publicize your market via press, flyers, posters, emails, etc., and coordinate and manage the actual market. The staff of the Arts Council will certainly be your guide and will work closely with you, but you will be managing the process.

HOW TO APPLY

Provide the following (typed or computer-generated) information:

1. Contact info: name, e-mail and mailing address, phone.
2. Resume/s. Please demonstrate experience managing such events.
3. Confirm that you are available to create and disseminate the application for vendors, jury the applicants, coordinate marketing efforts and be present the day of your market to manage the entire event.
4. Specify when you'd like to have the market (July, August, September or October). If you have flexibility regarding a date, let us know.
5. Somerville affiliation (if any). Continued on back

6. Describe your proposed market and its theme. Summarize what the marketplace will be like and give specifics about how you plan to make your proposed market a reality. Also describe any entertainment elements in addition to vendors.
7. Include visual material that represents material to be sold by your vendors. If possible, include images from at least five vendors you'd like to include. Acceptable visual material includes: slides, printed material or web site addresses.

Please send your application to:

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

About ArtsUnion

Now in its third year ArtsUnion is a project 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 ARTSomerville, Brickbottom Artists Association, Union Square Main Streets, the Washington Street Art Center, the Somerville Historic Preservation Commission, Somerville Community Access Television, Third Life Studios, the Somerville Chamber of Commerce, and Somerville Open Studios. 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: present a series of cultural events/performances, including the Windows Art Project; conduct 4 "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.

