

# Call to Market Producers/Curators

## ArtsUnion 2008 Marketplace Series

### Union Square, Somerville, 2008

Postmark Deadline: March 15, 2008

#### **About ArtsUnion**

Now in its fourth 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 2008 ArtsUnion will: present a series of cultural events/performances; conduct "signature" markets; host cultural tours; produce an ArtsUnion TV show; kick-off the ArtSpace initiative designed to cultivate indoor cultural programming; commission local artisans to design lightscape projects; and continue the work surrounding a zoning/regulation review to further support the arts and distinct character of the square.

#### **About the ArtsUnion Marketplace Series**

In past years, we ran weekly ArtsUnion crafts markets held in conjunction with Farmers' Markets, run by Union Square Main Streets. In 2007, we changed the way the markets were organized. Instead of a weekly craft market, we held 4 signature markets, collectively called the ArtsUnion Marketplace. This year we are continuing with this model. Goals of the ArtsUnion Marketplace 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 artistic, 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. The markets will run May-September, 2008. 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 entire 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. Please let us know what your first, second and third choice for dates are, from the following list:

Saturday, May 17, raindate Sunday, May 18  
Saturday, May 31, raindate Sunday, June 1  
Saturday, June 14, raindate Sunday, June 15  
Saturday, June 28, raindate Sunday, June 29  
Saturday, July 26, raindate Sunday, July 27  
Saturday, August 2, raindate Sunday, August 3  
Saturday, August 9, raindate Sunday, August 10  
Saturday, August 23, raindate Sunday, August 24  
Saturday, September 6, raindate Sunday, September 7  
Saturday, September 20, raindate Sunday, September 21

5. Somerville affiliation (if any).
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.

Note: Include a self-addressed stamped envelope if you'd like your support materials returned.

Please send your application to:

**ArtsUnion Markets  
Somerville Arts Council  
50 Evergreen Ave.  
Somerville, MA 02145**

**Questions:  
Contact ArtsUnion Coordinator, Bess Paupeck  
Phone: 617-625-6600, x2985  
Email: artsunionsomerville@yahoo.com**

**Postmark Deadline: March 15, 2008**