

## ArtsUnion Call to Producers:

# ArtsUnion Winter & Spring 2016 Series Union Square, Somerville

Ever wanted to produce your own cultural event - with funding? Here's your opportunity!

DEADLINE (postmark or e-mail by): Monday, January 11<sup>th</sup>

### About ArtsUnion

Now in its 10th year ArtsUnion has been instrumental in reinvigorating the artistic and business landscape of Union Square. ArtsUnion presents numerous events and markets, and leads cultural tours. In addition, ArtsUnion has commissioned temporary art installations, commissioned artisans to fabricate street furniture and has been instrumental in creating zoning incentives for arts-related development in the square. The Somerville Arts Council and the Mayor's Office of Strategic Planning and Community Development created ArtsUnion, in partnership with numerous other local organizations through funding from the Massachusetts Cultural Council's John and Abigail Adams Program and the City of Somerville.

### Call to Cultural Producers

ArtsUnion is looking for creative individuals and Union Square business owners to create, produce and manage cultural events that will take place indoors (or outdoors!) in Union Square—in businesses, public spaces or other venues—from February through April 2016. Working with the Somerville Arts Council, producers will be responsible for: selecting a theme, lining up talent and/or creating activities, planning and managing the event, and helping promote the event. The Somerville Arts Council will provide a budget, determined by the needs of the event/series and marketing support. Past budgets have ranged from \$400 to \$1,500.

The purpose of the ArtsUnion Winter Event Series is to generate cultural activity in the square and support local businesses during the winter. We are particularly interested in bringing together Union Square businesses and Somerville community members and artists to produce events that would not otherwise take place. However, we can't, for example, fund a band that already has a gig lined up at a music venue.

Independent producers might consider partnering with an organization such as SCATV, Third Life Studios, Somerville Grooves, The Union / Warehouse XI, or other Union Square businesses. Potential events/series include: hosting an independent documentary night with food provided by a local eatery or creating a poetry series at a cafe. Past examples of funded projects include: a spice tasting tour of Union Square restaurants, a beard and moustache contest a community storytelling event, and the screening and discussion of a locally made Brazilian film at SCATV. We are also open to proposals from artists to create new murals for the square or temporary art, light, sound or film installations.

Note to producers: To ensure viable proposal, for indoor events please confer with local businesses, for outdoor events, please contact the Council to discuss ideas prior to completing your application.

**How to Apply:**

Note to individual producers: please talk with Union Square businesses/organizations regarding a venue prior to submitting an application in order to confirm common interests, objectives and availability.

Please provide the following information:

1. Contact info: e-mail and postal addresses, phone, and website (if applicable).
2. If an independent producer, which Union Square businesses/organizations do you plan to partner with?
3. Describe your theme or the objective of your event.
4. List the programmatic content of your event.
5. Tell us what day and time frame would be ideal for your event. Consider a weekday event.
6. Outline schedule for your event.
7. List any technical requirements.
8. Budget: how much would you need? Break down how you'd spend the stipend; this may include producer stipend, talent fees and other fees you foresee.
9. Somerville affiliation (if any).
10. If you have not worked with us previously, please describe your experience in producing cultural events. Include any appropriate websites and, if you like, send support materials; i.e., photos, CDs, press clippings, resume(s).

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

Please send your application to:

**Email:** [NEichner@somervillema.gov](mailto:NEichner@somervillema.gov)    **OR**

**Mail:** ArtsUnion

Somerville Arts Council

50 Evergreen Ave.

Somerville, MA 02145

We encourage you to call or email to discuss any ideas:

Phone: 617-625-6600 x2985 (ask for Nina or Greg)