

**"SET IN CONCRETE"** **PK**  
URBAN SCREENING IN CHIC ART FAIR-PARIS  
CURATED BY PVONK-BERLIN **von**



# Open Call For Artists



**Chic Art Fair-Paris** (Off FIAC), takes place in a 3000 square meter building (**Cité de la Mode et du Design**) next to the river Seine. The premiere in 2010 presented **60 galleries of art and design** and gathered more than **20 000 VISITORS**.

In 2011(21st-24th of October), Chic Art Fair is opening **A VIDEO SECTION** in collaboration with the creative team **PvonK-Berlin**. PvonK is working on curating a daily **1.5 hour loop of video artworks**. The projection will occur on an outside **CONCRETE WALL**, in agreement with the city of Paris, as an **URBAN SCREENING**.

*\*With the contribution of :  
Myrjam Struppek (Interactionfield.de)-Berlin  
Scale (collective for creation of images in shows)-  
Paris*

## Theme - Set in Concrete

The projection will occur on **a concrete wall WITHOUT ANY WALL COVERINGS**... It will be literally **SET IN CONCRETE**.

Thus, the integration of the video section in Chic Art Fair is rooted in its determination to embrace various ways of expression in contemporary arts. **SET IN CONCRETE** will side with the renewing occurrences in contemporary arts.

This video section will be **SET IN CONCRETE**, as **the projection will dress up a concrete protected wall from the city of Paris**. Moreover, the tangible motives figured in the videos as subjects will give the flat wall take consistence through the lines of action and camera movements.

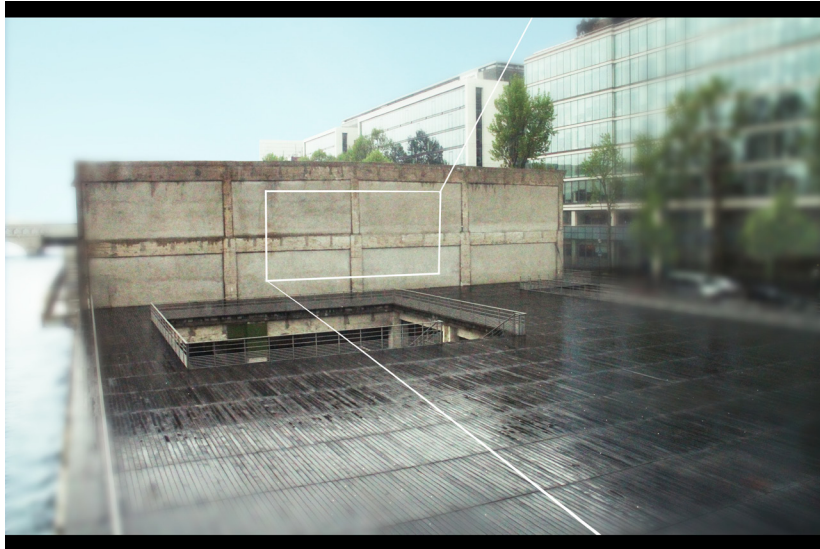
Finally, the **SET IN CONCRETE editorial line is an echo of the creative steps in video art**, the set being considered as an essential part of an idea turned into images.

Open Call has no budget. It is offered to the artists as an opportunity to **EXPERIMENT WITH AN OUTSIDE SHOWING** in the city of Paris on an exceptionally gigantic concrete wall. **Every day** The Urban Screening will reach **a relevant public in a privileged setting of the Cité de la Mode et du design**, where the Chic Art Fair takes places at the same time as the FIAC. It is an experiment in which either **EXISTING OR MANDATORY** videos can be integrated. For mandatory videos, we suggest the optimization of the material environment : the architecture of the wall, as a cross in the middle of the projection area can be used as a structural element for an on-measure video.

# Space - Wall

- The projection area on the wall represents **19,20 x 9,95 m**.
- The **beamer's power** will be set to **1000 Lumens per meter** for optimum quality.
- The **SOUND** will be broadcasted in the **LOUNGE SPACE of the Chic Art Fair**.
- The picture window of the Lounge looks directly onto the concrete wall.

**broadcast from 6:30 pm to 11:00 pm**  
**on October, the 20th (vernissage)**  
**from 6.30 pm to 8:00 pm**  
**on October, the 21st, 22d, 23d**



Concrete Wall facing the Cité de la Mode et du Design



Lounge Space of Chic Art Fair, looking onto the concrete wall

## Time - Duration of the Open Call

**The Open Call for video artworks opens NOW, and ends on Monday, the 5th OF SEPTEMBER, 2011.** All the video artworks submitted within these dates will be watched and appreciated by the curators from PvonK-Berlin.

# Video Submissions - Concrete Requirements

Every **APPLICATION** to Open Call for “Set in Concrete” Urban Screening in Chic Art Fair Paris, curated by PvonK Berlin. should be sent with:

**A. 1 DVD with FULL HD 1080 .Mov video + 3 SCREEN SHOTS** out of the video concerned. Chic Art Fair and PvonK would possibly make use of these screen shots to promote the Urban Screening “Set in Concrete” through several channels (website, newsletter, catalogue).

**B. the PRINTED AND FILLED OUT ATTACHED APPLICATION FORM.**

All the infos concerning the video artwork must be integrated in the loop as a presentation of each video.

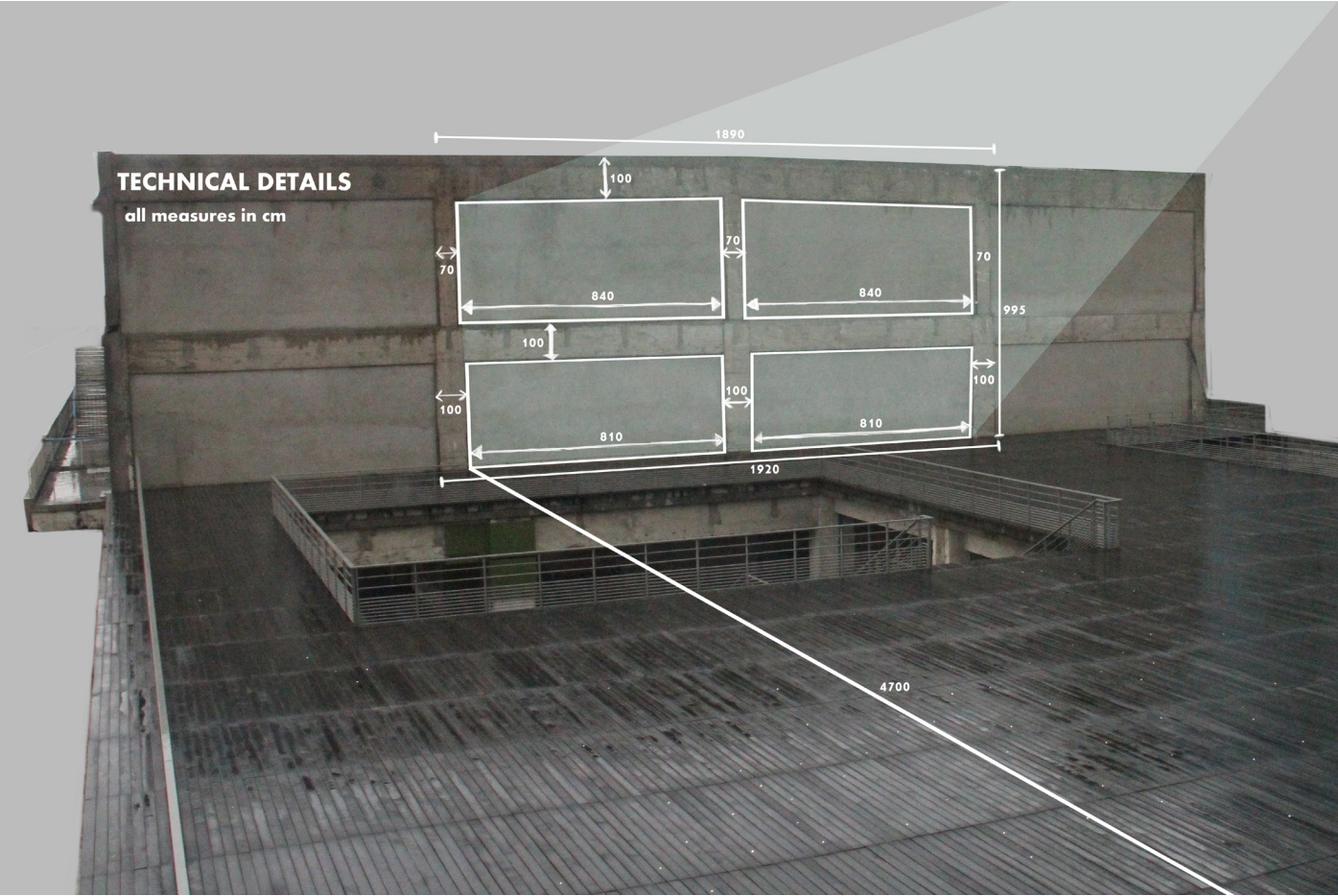
**Duration of the video artworks:**

The selection of videos will be edited as a **ONE AND A HALF HOUR LOOP burnt on Blu Ray**. The selection will be a combination of **20 to 30 selected video artworks**. The **DURATION** of each video artwork presented in the loop should be **FROM 1 min TO 4 MINUTES max.**

Submissions should be sent **BY POST** to the following address. Notification of selection will be sent by PvonK-Berlin via **E-MAIL** within **1 WEEK AFTER THE CLOSING OF THE OPEN CALL.**

*\*pvonk@pvonk.com  
PvonK  
Pauline von Künssberg  
Frankfurter Allee, 43  
10247 Berlin  
GERMANY*

# Technical Details



Concrete Wall with its measures



# Chic Art Fair - Paris

([www.chic-today.com](http://www.chic-today.com))

In 2011, Chic Art Fair pursues its original initiative to offer a complete representation of contemporary arts, widening the visibility around the traditional galleries to fine design and art edition:

## **Contemporary Art:**

AD Eric Corne-artist and curator-founder of the Plateau (35 exhibitors)

## **Innovative Design:**

AD Martin Rinderknecht -design specialist and founder of Preview Berlin (15 exhibitors)

## **Street Art:**

AD Nicolas Laugero-director of Artistik Rezo (8 exhibitors)

**Limited edition** artist's books, prints and other multiples (20 exhibitors)

In 2011, Chic Art Fair pursues its aim to make contemporary art penetrate the city and reach a larger public, through by taking over the environment of the Cité de la Mode et du Design, with street art and urban screening :

## **Live street art:**

in association with *Le Mur-Paris*

## **Urban Screening:**

in collaboration with *PvonK- Berlin*

\*With support of the Ministry for Culture, the Ministry of Industry, and the Water Office of Paris.



**Cité de la Mode et du Design, River Seine, Paris, hosting Chic Art Fair**

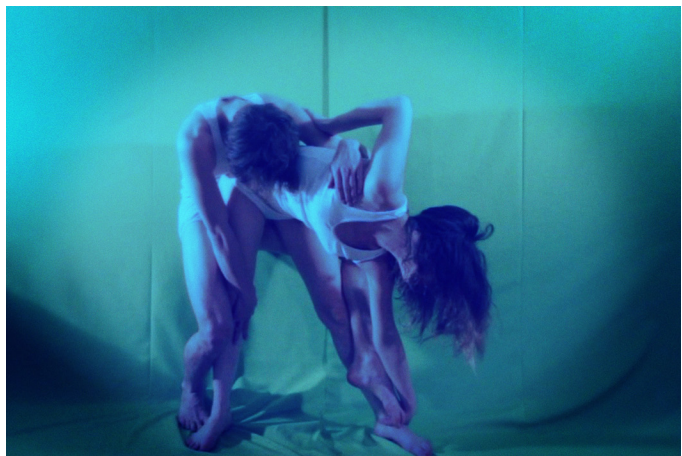
# PvonK - Berlin

(www.pvonk.com)  
(www.vimeo.com/pvonk)

**PvonK-Berlin is a creative label.** Its initiators, **TilGold+PvonK** have been building up a **network of artists** since 2010 and organise **showings** every two months.

PvonK-Berlin also provides artworks for events such as **UTI Mag-#8 Release Party-Paris** (November, 2010) or **Berlin Next in La Gaité Lyrique-Paris**, curated by Claire Cook (March, 2011).

**TilGold** is an animator (trained in Hochschule für Film und Fernsehen in Potsdam-Babelsberg - HFF). His first short feature **Nice Game** was broadcasted in several festivals such as *International Animation Festival* in Hiroshima or *Interfilm Berlin* where it won the **Audience Price**. *Nice Game* was also presented by the channel **Arte**, in a pilot for the programme *Work in Progress* dedicated to TilGold.



TilGold+PvonK videowork «Kamasutralego» screenshot

**TilGold and PvonK** work together and collaborate in their personal projects as well as for common creations, mainly in the field of **videos with music & sound design**. On the 16th of June, 2011, their latest video artwork "**Kamasutralego**" will be presented in **The Nice Institution**, Paris.

**PvonK-Berlin** exhibited in **Chic Art Fair** in 2010. Both its collaboration with the managing team, and its video concerns then led to the organization of the video section for Chic Art Fair 2011.



# Set in Concrete - Application Form

## Artist

Full Name \_\_\_\_\_

Pseudonym \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Country \_\_\_\_\_

Previous Exhibitions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website \_\_\_\_\_

Contact mail \* required for notifications (acknowledgment of receipt+selection)

\_\_\_\_\_

Tick here to receive your Pass for the Chic Art Fair (in case your video artwork is selected)

## Gallery/Agent (if Artist represented)

Full Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Country \_\_\_\_\_

Previous Exhibitions \_\_\_\_\_

Website \_\_\_\_\_

Contact (mobile/mail) \_\_\_\_\_

## Video Artwork

Signature \_\_\_\_\_

Title \_\_\_\_\_

Duration \_\_\_\_\_

Technique \_\_\_\_\_

Courtesy of \_\_\_\_\_

Broadcasts \_\_\_\_\_

Credits \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*I, undersigned, the Artist/Gallerist, guarantee the authenticity of the following video artwork submitted to Open Call for "Set in Concrete" Urban Screening in Chic Art Fair Paris, curated by PvonK Berlin.*

*With this application I submit a DVD with the video FULL HD 1080 .MOV + 3 screen shots out of the concerned video. I allow Chic Art Fair and PvonK to make use of these screen shots to promote the Urban Screening "Set in Concrete" if needed.*

**Date/Place :** \_\_\_\_\_

**Signature :**

*\*If you don't receive an email with "Acknowledgement of Receipt" Object from PvonK (check your spam)*

*Within 3 weeks after sending, please, write an e-mail and please, apply again.*

*pvonk@pvonk.com*