

## Open Call for ProKK's 2017 exhibition project UP!

ProKK hereby invites artists and artisans to submit works for a series of exhibitions in public space in **Aarhus** spanning the period **July-September 2017**.

Application deadline: **April 20<sup>th</sup>**

Artists and artisans are invited to submit their suggestions for the desired location for their works and explain their choices with concerning the desired space and the thematic framework. We envision works to be exhibited within the [circumferential beltline of the inner city](#), but welcome proposals for works outside this area if they are supported by a compelling argument.

### Theme – UP!

UP! can be interpreted in many ways, both literally and figuratively. We would love to see the theme approached from as many angles as possible in the various proposals and wish to see it explored via a wide array of media.

UP! – an uplifting exhibition that can take place in the 'city' in the widest sense of the word. Primarily in public and immediately accessible/visible places, but also in the city's more hidden or closed-off spots, as long as the use of such a location directly relates to the UP! theme. We expect works that call on people to lift their gaze and look up. However, we are open to welcome works or projects that can be uplifting from the street level for instance.

UP! – an upliftment that can be understood literally as a lifting of gaze and/or body, but also conceptually as an upliftment of mind, soul, consciousness or perspective. Other possible approaches to 'up' could involve people's behavior through the city space. Or relate to people's frame of mind, feelings and emotions in their passage through places where personal space is constantly "up" for negotiation. Any form of upliftment can come into consideration, be it aesthetic, political, site-specific, humoristic, spiritual, participatory, etc.

One of the elements that can lift people's gazes upwards while they fare through the city is 'the foreign or disruptive element'. Element in a broad sense: light, sound, performance, concept or object can all reflect on the foreign and the displaced, the alien, the exotic or the other. The foreign element has an impact on us because it is out of place. Out of its usual setting.

### Context

Aarhus is this year's European Capital of Culture and is infused with energy, bubbling with initiatives and the focus of increased international attention. The city's aesthetics, infrastructure and energy have undergone radical changes, contributing to a heightened awareness of the city. We want to address these changes through UP! and wish to see works of art that can uplift and enrich the everyday in 2017.

The current surge in international attention means that Aarhus is being looked at through fresh eyes, while previous perspectives are transformed in light of the 2017 aura. The new perspectives directed at the city carry with them new angles and transformative possibilities which might otherwise easily be overlooked or brushed off as mundane or trivial. This new optic is a resource and we would love to see artists' proposals take this into consideration.

In order to explore the possibilities of the various perspectives on the city we would like to continue developing our collaboration with artists from Hamburg. We are interested in proposals that express a desire to develop works in partnerships between Danish and German artists and encourage them to enter a dialogue, which we believe can be mutually beneficial. In our eyes this cross-cultural

collaboration offers an immense opportunity for the creation of new synergies; we believe the exchange and interaction between local and outside perspectives bears great potential for expansion.

### UP! Project Team

- Carsten Rabe (Fine Arts Photographer, Curator, Westwerk)
- [Jeanett Tagara](#) (Art Historian, Producer, Curator, Coordinator)
- [Adria Florea](#) (MA in Aesthetics & Culture, Producer, Curator, Coordinator)
- Ulrik Lund (Artist, Curator, Project manager, ProKK)

The project team will assist the artists in the development of their concepts and works. The work process will also be supported and enriched by way of workshops, lectures, artist talks, etc. that will be announced in due course.

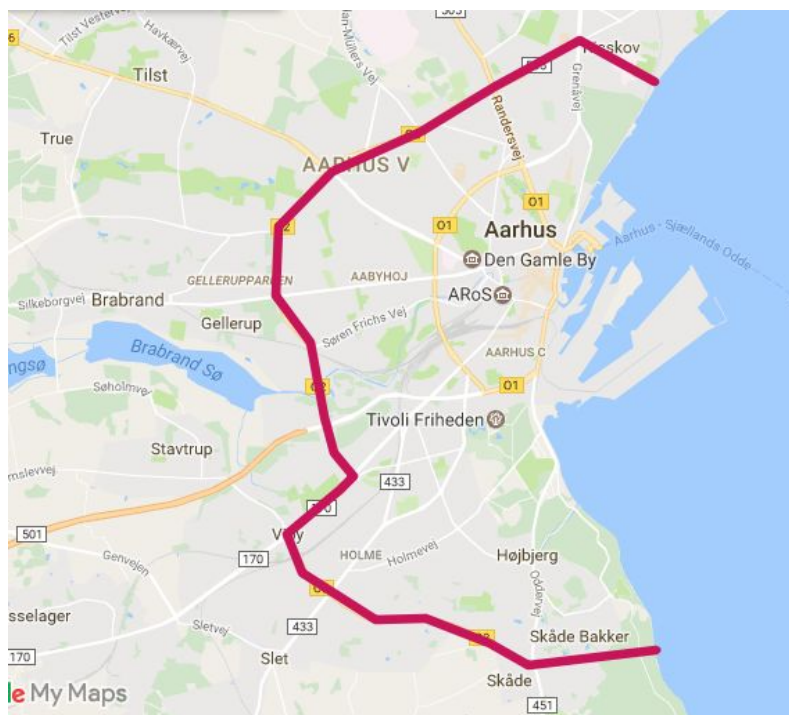
### Practical information

The project's production budget is currently 250,000 Danish Kroner which we wish to apportion to 15-30 projects: small, medium and large. This sum covers material, transportation, installation and accommodation in DK. Artists are welcome to submit several proposals of proposals for works that consist of more than one piece. The project team is continually applying for funding and we hope to be able to accept more works while we also explore other possibilities of extending our network and collaborations with Nordic partners. The artists are welcome to apply individually for funding and sponsorships.

The exhibition project spans from July to September, but the works can be exhibited over any desired length of time and do not have to be exhibited throughout the whole period. The works, pieces or projects can be popup, temporary or permanent throughout the exhibition period. We have scheduled three key opening days: July 1<sup>st</sup>, August 1<sup>st</sup> and September 1<sup>st</sup>.

### Spatial delimitations

The outline of the ring road delimiting the inner city of Aarhus can be accessed on Google Maps via [this link](#).



## How to Apply

Deadline for applications: **April 20<sup>th</sup> 2017**. Applications will be answered within 1-2 weeks.

### The application should contain the following:

- Artist statement and concept including sketches & images
- Desired exhibition space/location (incl. supportive argument)
- Exhibition period
- Budget (materials, transport, accommodation, setting up, meals, other funding, sponsorships, etc.)
- Permits/authorizations (we procure permits for public space, while artists are expected to make agreements about access to private property themselves)
- CV (preferably with portfolio)

Submit your application to [prokkup@gmail.com](mailto:prokkup@gmail.com)

### Eligibility & Terms

- Artists and artisans working in all media are welcome to apply
- Artists can apply for solo, duo or collective exhibitions and the application should express whether there is a desire to develop works in collaborations with Danish artists
- The artists set up, run and take down the exhibitions themselves
- Artists working in new media, film, or video may be required to use their own equipment
- Artists may submit more than one proposal
- Artists participate in 1, 2 or 3 exhibitions (with the possibility of presentation in Hamburg)
- The artworks will NOT be insured
- The project team handles PR and marketing for UP! Promotion for individual projects should be discussed with the project team in advance
- The project team will help with practicalities

Should there be any questions with regards to the theme and criteria, please do not hesitate to contact the project team.

All above-mentioned dates are subject to change.

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### About ProKK

*[ProKK](#) is a union for professional artists and artisans consisting of approximately 200 members. Most members are from Central Jutland, but the union is active in all of Denmark. ProKK is an activity-based community. Each year ProKK organizes an exhibition with a specific theme, dogma and challenges, which all members are equally entitled to participate in. This exhibition is the main reason people choose a ProKK membership. Since 2006 the exhibition has involved about 100 participants every year. We also organize workshops, inspirational talks, seminars, excursions, networking meetings, evaluations, salons, and much more.*

*[UP!](#) is the last in a series of five larger collective exhibitions under the title **OUT OF THE BOX**, which are held in relation to Aarhus European Capital of Culture 2017. From 2014–17 ProKK creates a yearly exhibition that surprises and astonishes the viewer in places in which we usually do not meet art: in the shopping malls, campsites, in the air, in bus stops, on roofs, in the forest, in parking lots, etc.*

For info on our latest exhibition projects, please visit our [Facebook page](#).

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