

CALL FOR ARTISTS RELEASED SEPT. 2010 **ART INSIDE THE PARK SNOW DAY(S)**

EXHIBITION DECEMBER 18-22, 2010



The arms of the snowflake are composed of typefaces which visually represent their respective elements. Personal: Mrs. Eaves / Historical: Anna / Technical: Eurostile / Critical: Futura / Ethical: Filosofia / Cultural: Helvetica. The numeral 6 in the center reinforces the six perspectives and is set in Porcelain to visually communicate and reinforce the organic and expressive nature of the snowflake and the artistic process we hope artists and students will undertake. All of the point sizes of the type have been chosen to follow a Fibonacci sequence (0, 1, 1, 2, 3, 5, 8, 13, 21, ...). This is a mathematical sequence that occurs frequently in nature (e.g. the arrangement of seeds in a sunflower, the spiral of a snail shell, etc.). The ratio of successive pairs of the Fibonacci sequence converges mathematically to the golden ratio.

Daniel Goscha, director of ART INSIDE THE PARK 2010 is an artist, designer and educator with a widely varied background. Prior to entering the design field, Daniel received his BS in Astronomy at the University of Illinois. While pursuing his PhD in Astrophysics he taught courses in Astronomy and Physics at Parkland College in Champaign Illinois and developed the first on-line Astronomy course for Parkland College at that time. After also working for a number of years as a software developer at the National Center for Supercomputing Applications, Daniel realized his true passion and talent lie in the fine arts and pursued an MFA in Graphic Design from the University of Illinois School of Art and Design. After receiving his MFA in Graphic Design in 2005, he became a tenure-track faculty member at the University of Illinois School of Art and Design where he taught for three years and was an art director for the University's nationally published literary and arts journal Ninth Letter. He currently is an instructor of design, photography and digital media at Nicolet College in northern Wisconsin.

James Martin, Curatorial Advisor of ART INSIDE THE PARK is a consultant, curator, educator and writer based in Merriam, KS. He is currently working on the group show What's so Good about It? that examines interpretive strategies for contemporary art. Previously, he was Curator of the Sprint Art Collection and Assistant Curator of Modern and Contemporary Art at The Nelson-Atkins Museum of Art in Kansas City, MO. Other professional associations have included the University of Missouri-Kansas City; Johnson County (KS) Community College and The Kansas City Star, among others.

CALL for ARTISTS—Art Inside the Park 2010— SNOW DAY(S)

Art Inside the Park (www.atelier-cms.com), now in its seventh year, is an outdoor exhibition/festival ranked second in the state for artistic quality by the Missouri Arts Council. We are looking for artists willing to collaborate using Snow(flakes) as a subject! Visiting Artists will be embedded in K-12 classrooms across several disciplines and age groups in the Blair Oaks school district. Collaborative works of art will be exhibited during the Art Inside the Park festival of art, opening on December 18, 2010.

Why Snow:

Snowflakes are built through a collaborative process of water, air, dust and temperature. Visiting artists will create final works of art that will also be built through a collaborative, cross-discipline, cross-generational process in partnership with the Blair Oaks K-12 public school system.

Visual literacy is as important in the 21st century as written and mathematical literacy.

We learn how to read and write and solve math problems in school, but where do we learn how to see? We live in a culture which is dominated by visual messages from television and movies, signs, corporate identities and brands that crop up everywhere. How do we interpret and make sense of all of these visual messages and images? How do we become visually literate? We learn to analyze visual messages using the six perspectives of visual literacy: the personal perspective, the cultural perspective, the technical perspective, the historical perspective, the ethical perspective and the critical perspective.

Requirements:

Visiting artists (at least one artist from a team) must be willing to spend at least one day embedded in the Blair Oaks public school and work directly and collaboratively with students to visually communicate the process or outcome of snow and to begin the artistic process in the classroom with the students.

- Artists must work collaboratively and iteratively with at least two other artists (artists are free to submit team or individual credentials—individuals who are selected will be assigned to other individual artists to create collaborative teams)
- Form and materials of the final piece or pieces is up to the collaborative teams but must at a minimum capture the primary conceptual basis creatively through the representational form of a snowflake.

Deadlines:

Interested artists or teams of artists must send qualifications to Carla Steck (carlasteck@embarqmail.com) no later than midnight, Friday, September 10. Qualifications should include previous artistic or educational experiences, any previous outdoor exhibition experience and when possible a link to artists' website, work or curriculum vitae. Specific details of project ideas are not required at this time.

- Proposal from selected artists/teams will be due

Friday, October 01.

- At least one artist from each team must visit the classroom no later than
- Friday, October 15.**

- Final pieces must be fabricated and installed for the opening
- Saturday, December 18.**

Support:

Selected artists may be eligible for a small stipend as well as room and board support.

Resources:

Six perspectives of visual literacy <http://webspace.ringling.edu/~lfjones/sd/lester.pdf>

*Crystals grew
inside rock like
arithmetic
flowers. They
lengthened and
spread, added
plane to plane in
an awed and
perfect obedience
to an absolute
geometry that
even stones—
maybe only the
stones—
understood.”*

—Annie Dillard



Art Inside the Park is an annual, four day (semi-permanent) public art experience. It is ranked second in the state by the Missouri Arts Council for its artistic quality. 10,000 visitors and students have attended previous annual exhibitions.