



YOU'RE INVITED

*Light*

MARINA BAY

## ABOUT I LIGHT MARINA BAY



The inaugural i Light Marina Bay (the “Festival”), Asia’s first sustainable light art festival, was held from 15 Oct to 7 Nov 2010. The Festival, presented by the Urban Redevelopment Authority (“URA”) and organised in collaboration with Smart Light Singapore, was conceptualised as a key event under the Marina Bay Invitation 2010 series to mark the completion of major developments around Marina Bay.

The Festival celebrated Marina Bay’s nightscape through the showcase of 25 dynamic and innovative light art installations along a 3.5 km waterfront promenade. Curated into two light walks, the installations made use of energy-efficient lighting and created awareness about the use of energy-saving lighting technology in the urban environment. More details of the installations featured in 2010 may be found at <http://www.ilightmarinabay.sg/light>.

As part of the Festival, a series of programmes and fringe activities was planned throughout the three-week period. Some of these events included free guided light walks for the public; night picnics; a lantern-making workshop and candle night parade; a photography competition; a symposium and talks; sustainability initiatives and partner activities.

i Light Marina Bay 2010 was attended by more than 433,000 visitors over a three-week duration, of which approximately 71,000 were international visitors. The Festival received good local and international media coverage with over 48 printed articles, 286 online pieces and 18 broadcast items. It was featured in the International Herald Tribune, on China TV (Taiwan) and China Central Television (China), and on international news websites such as the Washington Post, Reuters and CNN. The total PR value generated for the Event was calculated at more than \$800,000.

Smart Light Singapore Ltd is one of a group of Smart Light entities developing a new 21st century movement of eco-ethical, energy-audited “Smart Light” festivals in cities around the world. For more information about Smart Light Singapore, please visit <http://www.smartlightsingapore.com>. Smart Light is founded by Ms. Mary-Anne Kyriakou.

## About i Light Marina Bay 2012

The second edition of the Festival is planned to be held from 9 March to 1 April 2012 (dates inclusive) from 7.00pm – 11.00pm daily. Themed “Light Meets Asia”, the Festival aims to present up to 30 outdoor, site-specific light art installations designed by artists from Asia in various open spaces around Marina Bay, with the majority of the installations located along the 3.5 km waterfront promenade. A robust programme of entertainment and activities targeted at the public and tourists is also planned to complete the visitor experience.

## ARTIST EXPRESSION-OF-INTEREST (EOI)

*“Cities and places are not only defined by their architecture but also by atmospheres that lead to creating memorable experiences for its inhabitants. Through innovative light art installations we hope to bring about new discoveries of public space after dark.”*

- Mary-Anne Kyriakou, Festival Director

i Light Marina Bay Light 2012 is seeking local, regional and international artists to participate in the Festival. Themed "Light Meets Asia", the Festival provides the opportunity for artists to interpret the creative nature of light in its beauty and myth as part of Asian culture.

Designers and/or artists are encouraged to consider the following in their design proposals:

1. Public interactivity
2. Use of low-energy and/or energy-efficient lighting technology
3. Use of recycled materials

The Expression-of-Interest is open to all artists, including lighting designers, architects, designers, artists, sculptors and multi-media artists. Artists are required to complete the EOI document enclosed at the end of this document and submit it together with their proposals electronically to:-

Mr Ken Lee

i Light Marina Bay 2012

Email: [ken\\_lee@ura.gov.sg](mailto:ken_lee@ura.gov.sg)

## THE EOI PROCESS AND TIMELINE

The Festival Director will review all received proposals with the co-curator and the Festival Organiser, the Urban Redevelopment Authority (URA). Collectively, they will make their recommendations on the selected light art installations to the Marina Bay Art Advisory Panel. Decisions made by the evaluation panel are final.

Proposals will be assessed according to the following criteria (in no particular order):

1. Creativity of light art installation
2. Extent of public interactivity
3. Alignment with the Festival's theme
4. Delivery method and timeline

5. Budget and ability to deliver within the set budget
6. Incorporation of energy-efficient technology in artwork

Successful artists will be required to sign an agreement with the appointed Event Management Company (EMC) for budget disbursement and the timely delivery of light art installations. We regret that only shortlisted artists will be notified.

Artists selected to participate in the Festival will be advised of the location of their installations within Marina Bay at a later stage. For a list of possible locations, please refer to Annex 1.

Relevant deadlines in the EOI process are shown below:

S/N	DESCRIPTION	DEADLINE
1	Release of EOI	29 August 2011
2	Submission of Proposals	10 October 2011
3	Confirmation of Artist Line Up	21 October 2011
4	Signing of Agreement with Selected Artists	26 October 2011
5	Liaison with EMC for Installation Details and Budget Disbursement	7 November 2011
6	Set up of Installation	1 March 2012
7	Start of Festival	9 March 2012

#### **LIGHT ART INSTALLATION BUDGET**

Production budgets of between S\$8,000 and S\$25,000 are available to shortlisted artists to produce and deliver light art installations of varying sizes and/or scales. The production budget is to cover:

1. Design fees;
2. Production of installation;
3. Labour required to produce, set up and dismantle the installation at an agreed location in Marina Bay;
4. Maintenance of the installation and/or its equipment (such works should include programming issues and structural issues that are specific to the installation and its equipment) during the festival period, and
5. Relevant certification to ensure that installation is fit for outdoor display of up to one (1) month. These may include, but are not limited to, electrical certification, structural certification and health and safety work methods.

Venue liaison, approvals, site management, general maintenance of installations (switching on and off of power, cleaning, etc.), freight forwarding, local transportation (of installation), public liability insurance and general security would be provided for by the appointed Event Management Company.

## **OWNERSHIP**

Ownership of the installation shall vest with the respective artists. However, the conditions for the successful applicant require that all images of the artwork are permissible for use by the Organiser. Images and videography of the installations are required to indicate that the installations were commissioned for i Light Marina Bay 2012.

## **Marketing & Publicity**

Selected artists and their respective installations can look forward to a comprehensive marketing and publicity campaign and some of the efforts include:

1. Profiling artists and their installations on the official Festival website;
2. Publicity through local print, radio, outdoor and digital media; and
3. PR campaign locally and internationally.

Artists and sponsors will also be acknowledged on installation signage during the Festival period.

## **ARTISTS' AVAILABILITY**

All installations selected through this EOI shall form part of i Light Marina Bay Light 2012 and selected artists may be invited to participate in other official functions and programmes of the Festival. These may include the Festival's opening ceremony, media and/or press activities, symposium as well as workshops. As such, artists are strongly encouraged to keep the period of 1 March – 15 March 2012 reserved for the Festival's functions and activities.

## **SUBMISSION OF PROPOSALS**

Applications should be sent to [ken\\_lee@ura.gov.sg](mailto:ken_lee@ura.gov.sg) on or before 10 October 2011. The successful applicants will be profiled on the Festival's website in the lead up to the Festival.

## **ENQUIRIES**

For any enquiries, please email:-

Mr Ken Lee  
i Light Marina Bay 2012  
Email: [ken\\_lee@ura.gov.sg](mailto:ken_lee@ura.gov.sg)



**EXPRESSION-OF-INTEREST**

Closing Date: 10 October 2011

Application Form (Page 1 of 3)

*(Only applications submitted electronically to [ken\\_lee@ura.gov.sg](mailto:ken_lee@ura.gov.sg) will be accepted.)*

Installation Title
Participating Artist(s)
<i>Please state full name as per passport.</i>
Citizenship(s)
Representing Country
<i>To be provided <u>only</u> if different from citizenship.</i>
Contact Email
Contact Number
Profile and Experience
<i>Provide details of previous creative and technical experience of all participants (please attach a short resume of no more than 250 words, for each participant listed above).</i>

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**Installation Proposal**

*Please provide a 250 word summary of the installation, describing the aim of the artistic concept and what energy-efficient technology/design the installation will adopt. Please also attach three low-resolution images to show your proposal and an image of any past work (please ensure photos are labelled).*

**Installation Requirements, Components and Delivery Methods**

*Please submit a detailed description of the following in PDF:*

- 1. Technical drawings including dimensions of the installation and weight loading*
- 2. Delivery method and construction timeline*
- 3. Power consumption (Please note voltage supply will be 220 – 240 volts.)*
- 4. Lamp type, quantity and consumption*
- 5. Other components (AV, etc.)*

**Potential Sponsors**

*(Artists may seek additional support through cash or value-in-kind sponsors. However, artists are required to seek sponsorship approval from the Organiser. Please specify the sponsors that are being considered for the installation and the details of the sponsorship, including any acknowledgement and other entitlements to be fulfilled by the Festival.)*

**EXPRESSION-OF-INTEREST**

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Value of Artwork as a Temporary Installation	Sale Value as a Permanent Installation
	<i>(Please indicate 'N.A' if installation is not for sale after Festival.)</i>
Insurance Value	
Other requirements / notes	

## ANNEX 1: POSSIBLE INSTALLATION LOCATIONS

The attached map indicates suggested locations for the installations and is only indicative at this stage. Artists are encouraged to select their own location for their site-specific works. For further reference, please visit the Festival website [www.ilightmarinabay.sg](http://www.ilightmarinabay.sg).

