CHROMA: APPLICATION OVERVIEW

TO APPLY TO CHROMA, COMPLETE THE FOLLOWING STEPS NO LATER THAN JANUARY 19, 2020:

Complete the online application at mmoca.org/applychroma. On the application, you will be prompted to upload:

- A short bio, statement, resume, CV, or profile.
- Photographs of your past art installations, design projects, or recent artwork.
- Initial sketches or inspirational images of what you would create for this event if invited to participate.

SELECTION PROCESS

A jury of art and design professionals will select up to 14 installations to be featured in Chroma. Jury decisions will be made by January 23, 2020.

If selected for participation, all artists and designers will be required to submit a finalized installation description, art/design sketches or photographs, and a final overview of technical needs for museum staff to review by March 2, 2020.

CHROMA TIMELINE

- Application deadline: Sunday, January 19, 2020
- Jury review: January 20-22, 2020
- Notification of acceptance or wait list: Thursday, January 23, 2020
- Artists/Designers submit mid-process plans for review: Monday, March 2, 2020
- Load in and set up: April 16-17, 2020
- CHROMA: Friday, April 17, 2020, 8 pm–12 midnight (artists and designers should arrive at 7:30 PM)
- Deinstall/loadout: April 18-20, 2020
- Honoraria mailed to participants: by May 31, 2020
THERE IS NO GREY AREA
**CHROMA POLICIES**

1. Chromatic environments will be installed in MMoCA spaces on either Thursday, April 16 or Friday, April 17, and showcased on Friday, April 17, 2020, from 7:30 pm–midnight during the Chroma event.

2. Chroma participants will be assigned a space in one of MMoCA’s galleries, hallways, stair landings, or in the lobby.

3. All participating artists and designers will be creating one chromatic environment within one space:
   (a) 4’ w x 4’ d x 10’ h, (b) 6’ w x 6’ d x 10’ h, (c) 10’ w x 10’ d x 10’ h, 
   or (d) 15’ w x 10’ d x 10’ h.
   • Option: Your chromatic environment could have a focal structure roughly the size of an old school phone booth, using one spectral color as inspiration.

4. You can use more than one color in your design/composition, but one primary spectral color (red, orange, yellow, green, blue, indigo, or violet) will need to serve as your inspiration, and that color should dominate the design/composition.

5. Chroma attendees must be able to either sit in, stand in, peek into, lie in, walk through, or otherwise interact with your environment/installation.

6. Please note that any floor coverings placed in your environment must be temporary, and installed without the use of adhesives or fasteners, and should not jeopardize the museum’s hardwood or other floors. Floor coverings must fit within your assigned space.

7. A reasonable amount of electricity will be available as needed.

8. Use of the ceiling for installations will be limited.

9. In most spaces, walls will be white or grey and cannot be painted.

10. MMoCA will ultimately determine artists’ and designers’ space assignments, and which walls can be painted, if requested.

11. MMoCA reserves the right to limit or bar the use of potentially hazardous or damaging elements, such as open flame, water, or organic materials (including soil and plants), etc.

12. All chromatic environments will be deinstalled by artists and designers April 18-20. Invited artists/designers will be provided with a link to schedule load in/out and de/installation.

QUESTIONS NOT ANSWERED HERE?

Annik Dupaty, annik@mmoca.org • 608.257.0158 x229
ARTISTS & DESIGNERS: ANNOUNCING AN OPEN CALL FOR ENTRIES
Chroma is a biennial creative showcase that will be held at the Madison Museum of Contemporary Art on Friday, April 17, 2020. Chroma is an immersive color experience, a revelation of artist- and designer-created environments, and a spectral party. Chroma is a chance for creative people to dream up and pay homage to the spectral colors and all of the ways that we use color creatively.

CHROMA IS A UNIQUE CHALLENGE
All participating artists and designers will create a chromatic environment using one spectral color as a primary inspiration. Chroma attendees could pass through, sit in, or stand in the environment you create. Let your imagination run wild! How will a young, cool audience interact with your installation?

THE RESULTING WORKS WILL BE SHOWCASED
Chromatic environments will be installed in the stunning architectural spaces of the Madison Museum of Contemporary Art in preparation for the big reveal and showcase on Friday, April 17, 2020, from 7:30 pm–midnight. Some 1,400 people are expected to attend Chroma and experience chromatic environments, including MMoCA members, students, the design community, style influencers, and other young art enthusiasts.

CHROMA WILL BE SATURATED WITH EXPERIENCES
Both a fundraiser for MMoCA and a celebration of the creative use of color, Chroma activities may include:
• Opportunities for attendees to experience chromatic environments and installations
• Group art projects
• Body adornment
• An art pull (a chance to take home original art prints)
• Dance performances, film, and music in different areas of the museum
• Color-rich sweets, savories, and cocktails

INSTALLATION SUPPORT AND MATERIALS
MMoCA will provide participants with dedicated installation/deinstallation support and will be available for general support and inquiries for the duration of the installation.

Artists and designers will be responsible for supplying all materials to create their installations or environments.

PHOTOGRAPHY AND AVAILABILITY
On Friday, April 17, 2020, all chromatic environments will be captured by a photographer engaged by MMoCA. Participating artists and designers agree to let MMoCA use photography of these artworks and designs for future MMoCA publicity and marketing, with credit to the photographer and artist/designer. Attendees will also be encouraged to photograph every installation at Chroma.

Participating artists and designers should plan to be present at Chroma on Friday evening, April 17, beginning at 7:30 pm (in advance of 8 pm general admission).

ARTIST AND DESIGNER BENEFITS
Participating artists and designers will benefit from the display of their work in Madison’s most sophisticated exhibition space, and exposure to a large audience of art and design enthusiasts. Artists and designers will be recognized in print and digital platforms both before and during the event. Some of these materials can also be used to acknowledge collaborators/team members, suppliers, employers, artists’ galleries, or designers’ personal businesses. Artists and designers will be collectively featured in pre-event publicity, including an event press release, and on the museum’s website. Each artist/designer/team will be provided with four (4) complimentary general admission tickets to Chroma. Artists and designers will also be provided with digital files of one or more photographs documenting their environment/installation.

Additionally, artists and designers will receive a $100 honorarium per installation following the event.

MMoCA looks forward to working with artists, the design community, and a variety of performers to present the unique, immersive color experience that is Chroma!

Cover: Installation by OPN Architects • Photo by Sharon Vanorny