

# ArtBeat. 2018

## COMMUNITY • OUTREACH APPLICATION

Local arts organizations and social service groups are invited to apply for a booth.  
ArtBeat is a popular venue to increase community awareness of your services!

**SATURDAY JULY 14** 2018 theme: **FLIP**

**Davis Square, Somerville MA**  
**(Rain Date: Sunday July 15)**

**ARTBEAT** is Somerville's annual multi-media arts festival! The festival showcases the city's diverse and vibrant arts communities and attracts over 10,000 thousand people to Davis Square. Presented by the Somerville Arts Council (SAC) and Mayor Joseph A. Curtatone, ArtBeat is now in its 32nd year and features an eclectic mix of music, dance, theatre and art that take place outdoors and in local performance venues. Participatory activities for all ages include hands-on demonstrations, temporary installations, and facepainting.

This year's ArtBeat theme is "flip", a celebration of all things upside down, backwards and sideways. We invite artists and community members to explore how flipping things around can change your point of view. Does flipping things make them better, or worse? How does the idea of flipping things around inform a work of art or concept? "Flip" evokes many things: rapid change; inverting the status quo; changing your mind; flipping a coin; flipping houses; or turning the whole world upside down! Perhaps it's time to flip a switch - literally or figuratively. Are there things that make you want to flip out? Does this winter make you yearn for your flip flops? For ArtBeat, perhaps we need acrobats flipping through the square, or someone flipping giant pancakes? Let's flip this festival on it's head!

### APPLICANT INFO

Applicants will only be accepted from organizations whose primary mandate is in the area of Art or Social Service, as defined below. City agencies can also apply.

"Art" means all those symbolic representations of a people's worldview transmitted through the media of music, drama, dance, visual arts, literature, and craft and combinations thereof. Art includes, but not limited to the activities of musical composing, singing, dancing, acting, drawing, painting, sculpture, graphic, motion pictures and photography, creative writing, weaving, pottery, jewelry-making, embroidering, macrame, and architecture.

"Social Service" is defined as a social programs and activities provided by organizations which serve the City's residents to strengthen personal or community life.

The booth fee is \$75. Each booth space is 10-ft. wide x 10-ft. deep. If you require more space, each additional 10'x10' space is \$75. (Example: If you need 300 square feet, you will need 3 spaces: three 10' x 10' spaces - \$225). The maximum number of booth spaces per applicant is five. Booth fees are not refundable upon acceptance of your application.

The Somerville Arts Council can provide one 6-ft table and two chairs for a fee of \$20. If you would like to rent a table and chairs, make sure to indicate it on the application and add \$20 to your application fee. Vendors are welcome to bring their own table and chairs and forego the \$20 rental fee. We cannot provide electricity. If you request a particular location, we will make every effort to grant it, but we cannot guarantee that your request will be met.

### HOW TO APPLY

Please apply via the Google Form link below. For a hyperlink go to: [www.somervilleartscouncil.org/artbeat/2018](http://www.somervilleartscouncil.org/artbeat/2018)

Google form: <https://goo.gl/forms/REaknxzDM1HprKlw1>

**APPLICATION DEADLINE: FRIDAY, JUNE 1**

Questions? Contact Heather Balchunas: [hbalchunas@somervillema.gov](mailto:hbalchunas@somervillema.gov)