

SOUNDS OF ART PRIZE



ABSTRACT

This international competition challenges artists to interpret the beauty and importance of sound in our world by using a variety of visual mediums, such as painting, drawing, photography, sculpture, videos and experiential multi-media.

Artists from around the world will use their creative talents to submit artwork that moves and inspires individuals, communities, and societies to appreciate the many ways that sound enriches our world and our lives.

The subtext of this overarching message will be the importance of protecting one's hearing and the value of regular hearing checks and modern hearing solutions.

To engage the general public and unite them in building awareness of the importance of sound, the first prize winner and 30 top entries will travel to cities around the world. At each stop, people touring the exhibition will cast their votes for a "People's Choice" winner.

An associated "children's art show competition" would allow children worldwide to join the fun and create artwork and compete for awards. Regional schools and teachers could be mobilized and engaged with teaching materials to bring students to the show as well join the competition.

The traveling exhibit will create numerous opportunities for sponsorship by local, national, and international groups. It can be used not only to raise awareness of sound, hearing, and hearing loss, but also help to raise funds and support for charitable groups that provide hearing care to in-need populations.

RATIONALE

On average, prominent art shows can attract 500 to 1,000 visitors per day. In 2011, “Alexander McQueen: Savage Beauty,” a posthumous tribute by the Costume Institute of the Metropolitan Museum of Art, New York, hosted more than 8,000 people a day (in total approximately 660,000 visitors). The 6th Asia Pacific Triennial attracted some 4,400 people a day, The Magical World of Escher Centro Cultural Banco do Brasil Rio captured an audience of 573,691 and “Art in the Streets,” staged at the Los Angeles Museum of Modern Art, drew a daily average attendance of 2,495.

Central to the success of this sound-inspired initiative is the power of visual art to “speak” to people in a universal language and cut across socioeconomic and cultural differences. To secure museums and attract visitors, the project will need to enlist the participation and support of recognized artists from around the world.

To maximize appeal to the broadest audience, the competition will be inclusive, inviting a wide range of talents from professional artists and large-scale, multi-media producers to local folk artists and craft artisans. A special “children’s art festival of sound” will be launched in each participating market to engage young people. The festivals will provide a showcase for students from local schools and art classes and serve as an incentive for even wider attendance.

The diversity represented in the artwork also creates opportunities for displays at public venues of all types, ranging from gala exhibitions at national art galleries and major public institutions to street fairs and sidewalk art shows.

GOAL(S)

- Provide a powerful and creative platform to communicate the value of sound in our lives
- Create multiple opportunities to discuss sound, hearing health and hearing loss and motivate action via media, public events, and other communication mediums
- Give individual communities, cities, and countries an entertaining vehicle to increase awareness of hearing and hearing health in a way that is most appropriate for their respective cultures and perspectives

AUDIENCES

Children through adults - everyone!

Print, broadcast and social media

Charitable organizations

Public institutions and health care organizations

EXECUTION

Phase 1 - PREPARATION (6 -8 months)

Program development - select staff/agency for implementation, develop criteria, and guidelines for entry

Website - create dedicated web portal for submission including capability to upload high resolution photos of artwork as well as videos and multi-media interpretations

Advisory/Judging Panel - recruit leading art critics, museum directors, art school representatives, etc. to serve on an advisory/judging panel

Preparation of materials - including logo development, posters, communication materials (press releases, brochures, etc.), Q&As, talking points, and more

Special educational advisory panel to prepare criteria and guidelines for a children's art extension to the competition; development of teacher guides and teaching manuals for use in elementary through high schools

Phase 2 - IMPLEMENTATION

Two Parts

Sound of Art Contest 1 year (to allow time for creation of artwork for submissions)

Announce a national call for entries in major markets around the world

Promote contest with editorial, pro-bono advertising, social websites and poster/billboard displays in major markets

Open "Art of Sound" website for entries

Post free, downloadable teacher guides/teaching manuals on website

Enlist art schools/universities, art leagues and art museums to support the effort with communication to their students/members

Where possible, schedule media interviews and appearances for advisory/judging panel members

Publicize entries at mid-point in contest to continue momentum

Select number-one winner and 30 best entries for traveling tour

Stage major press event “unveiling” of best-of-the-best Art of Sound submissions

People’s Choice Tour 1 - 2 years (to allow time for creation of artwork for submissions)

Obtain artwork and book venues for tour

Mount artwork and develop traveling “exhibit” pop-up displays

Post artwork online and encourage review and votes

Arrange for sponsoring groups in each market to handle logistics and costs associated with local tours

Solicit schools districts in participating markets to support the “children’s festival of art” extension to the major exhibition

Gather votes from each tour stop and online art show to determine People’s Choice Winner

Announce People’s Choice Winner

Option: Produce book/documentary on Sound of Art contest, People’s Choice tour and the various children’s “art festival of sound” extensions

Phase 3 – EVALUATION

Evaluate quality and quantity of entries

Measure media coverage

Analyze delivery of key initiative message (contribution of sound to quality of life; hearing health awareness; hearing loss awareness and action)

In select markets, measure awareness of sound in our lives, hearing health and hearing loss via independent surveys

DELIVERABLES

100-150 entries representing a range of art forms

10 exhibitions in 10 markets in US, Europe, Asia/Australia over a 2-year period

10-15 school districts participate in children's art festivals to complement major exhibitions

750,000 tour exhibit

150,000 votes cast for "People's Choice Award"