The Brief

BACKGROUND
The Red Bull Amaphiko Academy is a launch pad for grassroots social entrepreneurs who are making a positive difference in their community: to give them the inspiration, mentorship and practical skills and tools they need to take themselves and their projects to the next level.

Beginning with the 10-day residential program, participants will get to connect and collaborate with some of the world’s leading innovators, entrepreneurs and storytellers. Afterwards, they will team up with a one-on-one mentor and together they will develop a business, personal and strategic development plan that they will bring to life over the following 18 months.
In 2017, the Red Bull Amaphiko Academy will be launched for the very first time in the United States and hosted at the Eubie Blake Cultural Center in Baltimore, MD.

The center was selected as the host venue as it’s mission and purpose aligns with so many common aspects at the heart of Red Bull Amaphiko:

• Promotion of the Arts
• Celebration of African-American Culture in the City of Baltimore
• Community
• Innovation
• Performance
• Creativity
• Youth Education
• Social Change
“Transformation of Mindsets” is being utilized as the overall creative theme of all things Red Bull Amaphiko and is being woven into as many various elements as possible.

With the main mission being that every aspect of the Academy looks to support the building of positive narratives around the people and ideas that are shaping the future of social innovation in Baltimore and around the country.
We are seeking an artist or artist collective to build out a multi-media art exhibition to be on display at the Eubie Blake Center during the Red Bull Amaphiko Academy taking place August 11 to 20, 2017.
1) Choose a social topic or issue that is relevant to your community and you have a passion for addressing.

2) Utilize your creative talents to bring awareness to this topic/issue and transform the mindsets of how people currently think about or perceive this particular topic.

3) Design and build out a multi-media art exhibit at the Eubie Blake Cultural Art Center.
1) An artist or artist collective that is passionate about building community and addressing social issues using creativity.
   • Strong consideration will be given to artist collaborations between artists or groups working together for very first time. Ex. More established with emerging artists.

2) An exhibit that utilizes multiple mediums in their presentation. Ex. Video/projections, photography, paintings/murals, sculptures, interactive installations, performance art, etc.
1) Organizers will provide a $7500 cash grant to assist artist in bringing gallery exhibit to life.

2) Use of an approximately 800 sq. feet of indoor gallery space.

3) Creative and logistical support as necessary and mutually agreed.

4) Promotion of artist and gallery exhibit via owned media channels.

5) NOTE: Organizers to have no ownership over exhibit or intellectual property, but organizers will have rights to film and photograph exhibit and use such content for promotional purposes.
As part of your submission & proposal, please include the following information:

1) A brief description of the topic you are addressing and the concept behind the exhibition.

2) Any visual references to support your concept and the build out of your exhibit.

3) A list of key artists involved in exhibit.

4) A brief breakdown of how you see the $7500 grant being allocated, including artist fees, materials, technical equipment, etc.

5) Any additional information you feel is relevant to the review of your proposal.
• **April 26** - Distribute Brief

• **May 7** – Designer to submit concepts by 11:59 pm EST

• **May 8 to 14** – Review of submissions by organizers and panel of local artists

• **May 15** – Select artist for exhibit and award grant

• **May 16 to June 15** – Finalize details of exhibit

• **June 16 to August 6** – Build out of exhibit

• **August 7 to 9** – On-site install of exhibit
• **August 11** – Red Bull Amaphiko Academy begins

• **August 14** – Gallery Exhibit Opening Night

• **August 15 to 20** – Public Exhibition Hours (11am to 7pm)

• **August 20** – Red Bull Amaphiko Academy ends
• First floor gallery space at Eubie Blake Cultural Center.
• Approximately 800 sq. feet of usable space with 12’ high ceilings.
• Hardwood floors
• Wall space x 3
Red Bull Amaphiko Organizer

AJ White
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*NOTE: All information submitted for this RFP is voluntary and there is no expressed intent of a binding agreement or business relationship. All information submitted will be used for the purpose of evaluating the selection of a partner, but should not be considered proprietary or confidential by either party.