

## ABOUT BORDERS

Printed on photographic mesh, BORDERS is a photographic installation which aims to place public art on chain link fences via an outdoor photographic banner.

BORDERS is a proposed collaboration between The Barbaro-Gould Foundation and Cities wishing to beautify fenced areas, joining forces to curate and produce a site-specific exhibition aimed at provoking thought, fostering conversation, and exploring thematic ideas through art and photography.

Steps to Proceed Include:

- Select one or more location site(s) of BORDERS
- Choose banner size (estimated 21 pictures for each 100' of banner)
- Select competition art and photography categories: Home, People, Florida, Creatures.
- Assemble a volunteer jury of a minimum of 5 highly-respected art/photography professionals
- Put out a call to artists requesting their best three image series that captures the essence of “community” and fits into one of the competition categories.
- Ultimately will result in “X” artists participating on the fence with three art pictures/photos across four categories, with their name and titles listed below each print. This number is dependent on how many feet of banner we will have.
- Secure sponsors to offset cost of banners, printing, and installation
- Dependent on length of time the banner will hang in a specific location & wind/weather, banners most likely will be reusable.
- Sponsors will be advertised on banners and publicity materials, as well on official websites of the Collaborators
- Selected artists will be required to submit an artist statement regarding their three piece series, a brief artist bio, and their work in a jpg format, all which will be posted on the Barbaro-Gould website for a specified period of time for public enjoyment and enhancement.
- A local printer has provided a quote with a 50% Discount in exchange for sponsor status

Approximate Costs: \$1500/100 feet

- Banners and printing including grommets & Zip ties for hanging
- Administrative costs

**SAMPLE PHOTO OF A SIMILAR PROJECT:** During a 10 week run in the summer of 2012, of a similar project in Brooklyn, NY, the exhibition drew over 1 million visitors to view a 1000ft photo installation hanging along a walking path in Brooklyn Bridge Park.

