

2012 aiop MODEL

Fashion. Prototype. Pose. Imitate. Plan. System.

OCTOBER 5–15, 2012 on 14th Street NYC

OPEN CALL FOR ALL CITIZENS

Deadline: April 15, 2012, Midnight EST

Art in Odd Places (AiOP) invites citizens from all walks of life and from anywhere in this world to propose projects for its eighth installment in New York City. Taking place from October 5–15, 2012, along 14th Street from Avenue C to the Hudson River in New York City, AiOP 2012: MODEL will proclaim 14th Street as the largest and longest runway in the world. MODEL intends to take pedestrians off their predictable paths and move them into a new awareness of their everyday landscape. Citizens are encouraged to shape the unnoticed planes of the 14th Street geography, imagining the possibilities of what *could* be.

We are all citizens of the MODEL runway. We live, work, walk, occupy, reminisce, two-step, eat, drink, dance, smell, trip, feel, and dream 14th Street from east to west. 14th Street is our public showroom, free laboratory, open vitrine, inclusive procession, movement mall, evolving plaza, and liberated space. No door will separate us.

Through the festival platform, AiOP recognizes its innovative, community-focused predecessors and contemporaries, including the individuals and collectives who have brought creativity outdoors through block parties, happenings, vendors, DIY, actions, busking, break dancers, street art, live theater, raves, futurism, constructivism, internationalism, soapboxes, architecture, and everyday people. Sharing your ideas, dreams, and energy is what drives this festival. We are open.

We encourage moving models, walking theories, practices, and projects that will sashay, promenade, swagger, roll, prance, play, aspire, duckwalk, run, jump, drop, tap, crawl, and strut. The results will be celebrated, presented, demonstrated, and paraded on 14th Street. They will occur along this corridor in plain view, exposed, transparent, accessible, interactive, tangible, engaged, audible, robust, and colorful.

AiOP explores the rich history, configuration, and heterogeneous communities along this highly trafficked corridor. AiOP aims to stretch the boundaries of communication in the public realm by presenting projects in all disciplines outside the confines of traditional public space regulations. Projects engage passersby, providing them with a new perspective of an otherwise familiar environment through site-specific installations, social and spatial interventions, video and audio projects,

performance, new media, and other inventive, ephemeral, and time-based practices. The festival aims to broaden the public's outlook on art, city dwelling, and social conventions, and acts as a reminder that public spaces function as the epicenter for diverse social interactions and the unfettered exchange of ideas.

AiOP 2012 Guest Lead Curator: Edwin Ramoran

AiOP 2012 Guest Curators: Salley May & Shaun J. Wright

AiOP Founder and Director: Ed Woodham

For guidelines and application please visit
www.artinoddplaces.org

Projects should:

1. Use imaginative approaches to engage public spaces.
2. Move through crowds of pedestrians and vehicles continuously and effortlessly.
3. Consider 14th Street's landmarks, neighborhood, multifaceted industries and communities.
4. Be presented in both anticipated and unpredictable locations.

Projects should not:

1. Allow crowds to gather around the work for an extended period of time.
2. At any time block the sidewalk and/or street.

AiOP offers participants:

1. Press opportunities. For examples, see past year's *Time Out New York* and *The New York Times* on the website.
2. Website with participants' project info, bios and links to their own websites.
3. Program guides with project information distributed throughout Lower Manhattan and beyond.
4. Project consultation.
5. Community & growing network of like-minded citizens.

PLEASE NOTE: AiOP is realized by the volunteer efforts of all involved. We can provide advice and suggestions but participants are responsible for all aspects of production, including installation, de-installation, and maintenance. AiOP does not provide permits for selected projects and encourages works that do not need a permit.

Questions? Email: aiopnyc@gmail.com

Art in Odd Places is a project of GOH Productions,
www.gohproductions.org