



**Call for artists in the field of C.A.R. Talents to participate in:
contemporary art ruhr (C.A.R.) 2017, The Media Art Fair & Photo Special, May 12-14, 2017,
Zollverein, World Heritage Site, coking plant, mixing plant, Areal C, exhibition hall C 70,
Kokereiallee 71, 45141 Essen, Germany**

- Closing date for participants: March, 31, 2017, post stamp -

I. The Aim

contemporary art ruhr (C.A.R.), the innovative contemporary art fair, takes place within an excellent industrial architecture, **the World Heritage Site Zollverein**, located in Essen. C.A.R. consists of two annual art fairs that have been taking place in several halls at Essen's Zollverein World Cultural Heritage Site since 2006: the media art fair in summer and the fair for contemporary art in autumn. Within the unique atmosphere of the mixing plant innovative exhibitors present at the Media Art Fair video and media art, installations, performances, environmental sculptures, multimedia projects but also **photography as one main theme**.

- **The location:** The World Heritage Site Zollverein, with its unique architecture, located in Essen. Formerly the world's largest coal mine, Zollverein is also known as "the most beautiful coal mine". designed in New Sobriety style, it is regarded as one of the most impressive monuments of the industrial age and is now a centre of the Ruhr metropolis's creative industry.
- **The concept:** With an open exhibition space art and communication will be the focus; communication barriers between participants and visitors are disappearing.
- **The participants:** with a choice of exhibitors that make perceptible blend of innovation and quality within their conception.
- **The support:** with high quality – and the option of individual and uniting all interested galleries of contemporary art, renowned art projects and institutions as well as selected young artists.

II. The Conception

In an open exhibition situation you may present your art work. Every exhibition space has the same size, min. 2,50 m – max. 3 m, every participating artists gets 1 exhibition space *OR!* 1 side of an exhibition wall. Only in case of exhibiting photography or two-dimensional art works we provide you according to availability 1 side of an exhibition wall, 2,15 m high x 2,40 m broad, wooden, one side useable (on the back there is another artist of C.A.R. talents). Every space will be determined by the management. If the contributions differ from these dimensions (e.g. in case of projections or installations), the participants will get equivalent options to expose. All options to expose will be determined by the management according the exhibition concept and availability.

If you like to present video art, it is also possible to use monitors. As an alternative we can present your art work at the C.A.R.-Video-Lounge together with other contributions.

Moreover, it is possible in coordination with the management to exhibit *in the outside area of Zollverein*. If you like to apply, please note it in your application.

a) Exhibition space: the different levels of the mixing plant

- **The between level: daylight, concrete floor: suitable e.g. for photography, video art, installations.**
- **The hopper level: daylight, concrete floor: suitable e.g. for photography, video art, installations // here it is only possible to use exhibition walls (our wall systems)!**
- **The bunker level: without daylight or windows, darkened (emergency light), concrete floor: suitable e.g. for projections, installations, illuminations, light art (there is a mounting system at a height of 4 m!).**
- **The distributor level: daylight, concrete floor: suitable e.g. for video art, installations, Multimedia sculptures.**
- **Staircase: suitable e.g. for video art, installations.**

III. Dates

Setting up: Thursday, May 11, starting at 3 pm to 6 pm; or Friday, May 12, from 10 am to 3 pm

Opening: Friday, May 12, 8 pm

Main fair days: Saturday, May 13, 11 am to 7 pm, and Sunday, May 14, from 11 am - to 7 pm

Dismantling: Sunday, May 14, starting at 7 pm - to 11pm
(alteration reserved)

IV. Your Presentation

Please send us following documents of application completely in time until **March 31, 2017** (post stamp):

* the completely filled out registration

* a short description of your art work including additional information: CV, list of exhibitions, photo-material and the art work which shall be exhibited (title, year, format, number of copies published if applicable)

* a short information about how you want to present yourself, and an additional list of all objects, artefacts and material which are part of your presentation.

You can send these information both per mail or email: mail@contemporaryarttruhr.de. Please use exclusively the standard formats (doc; txt; rtf; pdf; tiff; jpg, 356 dpi). In case of films please send only DVD, CD-ROM with maximal 30 minutes running time. The competitor bears the costs for submission. If you want us to send back your documents, please insert an addressed, stamped envelope or package.

V. Conditions of Participation

The participation in the field of *C.A.R. Talents* during the Media Art Fair of C.A.R. is free of charge to support new talents! In case of participation the artist or a representative has to arrange and organize the presentation by its own, to be present during the own exhibition and to care of all (technical) equipment (e.g. monitors, beamers, laptop, screens etc.) which is needed. Every professional and innovative artist is invited to take part. The number of exhibition-space however is limited and will be determined by the management. There are 15 spaces for artists. It is excluded to take part for artists who are already have a gallery representation! Every participating artist has to settle the art work with the other exhibitors. The organizer reserves the right to change the conditions of participations at any time.

Criteria

- * provable professionalism
- * quality of art work
- * innovative conception
- * be a new talent

At registration the participant acknowledges these conditions and gives permission to publish pictures, photos, information in the internet, publications and other media free of charge. The exhibitor transfers all copyrights of all the transferred motives for publicity and guarantees ownership (copyright, use of names, trademark). The organizer is not liable for any damages or loss of photographs and documents. We of course grant to handle all submissions carefully.

VI. Selection

The application, inclusive the properly filled out, legally binding signed registration and submitted on schedule, does not justify any claim to participation. A jury of independent advisers and curators, being determined by the management, will decide about participation. This decision will not be contestable, there can be no recourse to litigation. On the basis of all applications the management will design the general conception of the art fair and hand out the areas and booths. Exhibitors' claim on a particular area or booth is impossible. The organizer reserves the right of short-term changes concerning exhibition-areas. The contract between management and participants will come into being by confirmation and tendering of account. Products, exhibitors and persons that are not being mentioned in the application documents are not allowed to take part without written permission. All acoustic and visual performances have to be settled between organizers and exhibitors.

VII. Insurance

The organizer will not take out insurance concerning the exhibition area as well as the exhibition in the outside area. Security personnel however will be at disposal. Further on we assure highest care concerning entrance-control of the visitors. Yet control and guarding of exhibition areas as well as the outside area are *not* included! The exhibitors are liable for all damages, that might occur to exhibition-objects by setting up, by operations, by performance, by employees and colleagues of the exhibitor. If wished for, we can deliver you the contact to our insurance agent.

VIII. Acts of god

In case of acts god or any other legitimate and compulsory reason, the organizers are entitled to postpone or cancel the event. In such a case there is no claim for damages for exhibitors. Exhibitors who act in contrary to the fair's regulation may be excluded by the management. Exhibitors bear full liability.

Information, communication

You will receive information about the order of events, organisation and activities concerning PR/communication quite soon via email. Moreover, we will publish information about all participants in the internet: www.contemporaryartruhr.de

Management/ contact for application

Silvia Sonnenschmidt, Thomas Volkmann, galerie/agentur 162, project & exhibition office: contemporary art ruhr (C.A.R.) 2017, Bissenkamp 8, 45257 Essen, Germany, phone.: ++49.201.5646.500; Fax: ++49.201.5646.499; mobile phone: ++(0).160.9626.9437, E-Mail: mail@contemporaryartruhr.de.