



<<< CALL & RESPONSE >>>

CHALLENGE EXPECTATIONS AND REGULATIONS:

Overview of ISZAF Challenges:

- ISZAF sponsors and supports artist challenges for all ISZAF members and community enthusiasts. ISZAF Challenges are established by the ISZAF Administration Team to focus and guide the ISZAF members and community in the daily habit of making work. ISZAF believes, the more you do, the more you express yourself, the clearer your message will become.
 - Inevitably, ISZAF desires to promote collaborative artist expression in hopes to build community and strengthen the artistic expression of each participating ISZAF member.
- *The purpose for the ISZAF Challenges is to promote and develop ISZAF’s mission, the 3 C’s: Connect, Converse, Convey.*

CONNECT: Challenges connect people of all ages and artistic backgrounds both amateur and professional, who are willing to “challenge” themselves to make work focused on a single theme.

CONVERSE: Using WeChat as a live discourse platform, individuals who are willing to participate are included in the specific WeChat group for that specific challenge. Group members may critique, push each other, and most importantly, encourage each other on their work. Group members are even encouraged to plan separate in- person meetings to discuss/critique work.

CONVEY: At the end of the challenge, work completed by participating artists may submit their work to be curated and shown in a group show

Fall / Winter Challenge 2017:

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| Fall / Winter Challenge 2017 | |
|------------------------------|---|
| Subject | "Call & Response" |
| Slogan | "My blood singing in my veins, answering his call." ---E.L. James |
| Leading Question | How then shall we proceed? |

Time Frame:

October 1 – December 2, 2017

Number of Pieces to be Submitted at the end of the challenge:

9 finished works or more

What to Expect:

- **The Challenge Process:**
 - This challenge will be conducted in three phases. The phases are based on the direction and theme of the work being made.

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| <ul style="list-style-type: none"> ▪ Phase 1: (October 1 – 21) |
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- On October 1, the administration team will publish a single digital image as a starting point for inspiration for the challenge.
- All participating artists will review the image and then make **three works** that are inspired by the posted image.
- Work can be completed in any medium and in any style.

▪ Phase 2: (October 22 – November 11)

- On October 22, the participating artists must post a single image for each of the **three-works** completed in *Phase 1* in the “Call and Response” WeChat Group.
- Participating artists will then review the images posted by the other artists in the WeChat group and select one piece that is NOT their own to use as inspiration for 3 new pieces.
- Participating artists will then have until November 11 to make 3 new pieces based on the “inspiring” image selected from *Phase 1*.

▪ Phase 3: (November 12 – December 2)

- On November 12, the participating artists must post a single image for each of the **three-works** completed in *Phase 2* in the “Call and Response” WeChat Group.
- Participating artists will then review the images posted by the other artists in the WeChat group and select one piece that is NOT their own to use as inspiration for 3 new pieces.
- Participating artists will then have until December 2 to make 3 new pieces based on the “inspiring” image selected from *Phase 2*.

▪ Challenge Completion & “Call & Response” Exhibition

- On December 3, the “Call and Response” Challenge will be finished.
- Participating artists will then be encouraged to photograph all completed pieces in the challenge (potentially 9 works),
- Images of work must be sent to Brittan Aebischer and the ISZAF Administration team for review (Please see

“sending your work” section below on how to do this)

- All work made in this challenge will be reviewed for the planned ISZAF show “Call & Response: How Shall We Proceed?”
- To guarantee the success of the show in regards to upholding the “Call and Response” theme, it is important to know that the artists who participate in the challenge, are expected to also participate in the show.
- The show is scheduled to be held the latter two weeks of January, 2018. Final details will be announced in November with clear instructions for the submission of work, including the curatorial process.

Submission of Work During Challenge and Upon Completion:

- This challenge is titled “Call and Response”, thus, the work being submitted needs to state which image / work of art that it was inspired by and at which phase.
- When submitting work at the end of each phase and at the completion of the challenge, please include the following:
 - ***Title of Work:***
 - ***Media Used:***
 - ***Size (metric, unframed):***
 - ***“Phase” of completion:***
 - ***Inspired by: (Title of work of the inspired piece and the Artist)***
- Send all images of the work in separate jpg files to Brittan Aebischer (aebischerbd@gmail.com)
- Please attach a word document outlining all the above required information about the work.
- The format (jpg, PSD, PDF, etc) is accepted when submitting images

Things to Consider:

1. If an individual is interested in joining a challenge, please contact: Brittan Aebischer using WeChat or at aebischerbd@gmail.com
2. Brittan Aebischer will add you to the Challenge list and invite you to the WeChat ISZAF “Call & Response” Challenge Group

3. Each participating artist should read and understand what the ISZAF Challenge entails through the ISZAF published digital poster. (Individuals can find the digital poster in the main ISZAF International Shenzhen Artist Forum Social Group on WeChat or on the ISZAF website, iszaf.com. If individuals cannot access the ISZAF digital Challenge poster, please contact Brittan Aebischer through WeChat.
4. On October 1, an ISZAF Admin Team Member will officially begin the challenge on WeChat and include further necessary details. Individuals who signed up on the challenge may begin!
5. Challenge group members are encouraged to work consistently on the challenge and make sure each phase of the . Some challenges require daily uploads to WeChat or only require file submission at the end of the Month. Members are encouraged to update their fellow challenge group members on the progress made or questions they may have.

What happens after the challenge?

1. Upon the last day of the challenge, an ISZAF Administration Team member will declare the official end of the challenge on the specific Challenge WeChat group.
2. Challenge group Members are then expected to finalise all of their work and submit to Brittan Aebischer using the outlined procedures above.
3. The ISZAF Administration Team will then begin the curatorial process for the installation of the show, outlining full details as to how the artists may proceed forward.