



## DEN EXHIBITIONS PROGRAM PROCESS AND POLICY

### DEN ARTS PROGRAM MISSION

The mission of DEN Arts is to engage, entertain and educate the public through permanent public artworks, rotating exhibitions and pop-up displays. The Exhibitions Program strives to be a platform for local artists and cultural organizations to display artwork, artifacts, ephemera, and reproductions that highlight the growing arts and culture scene in and around Denver.

### OVERVIEW

The DEN Arts program curates exhibitions and accepts proposals for temporary displays featuring local and regional artists and cultural themes that create a sense of place for travelers, staff, and the greater DEN community. Artists and organizations are welcome to submit proposals via an online platform for 3-6 month rotations in a variety of locations throughout the airport. The content of exhibitions and displays is intended to be wide and varied and adhere to the highest standards. Only the highest quality objects and materials, suited to the theme of the exhibition or display, are selected for presentation.

Applications will be reviewed by DEN Arts for consideration in the exhibitions calendar up to two years in advance. Approved proposals will include an honorarium inclusive of all travel, installation, and removal of artwork and display materials. DEN may provide or negotiate printing for exhibition specific materials, graphic design services, and installation assistance.

### PROGRAM GOALS

- Create a memorable first impression and sense of place for travelers
- Present an informative or enlightening subject of cultural interest that will be a captivating occasion for our passengers and visitors
- Adhere to the highest standards of craftsmanship, authenticity, presentation, scholarly interpretation, and design
- Elevate the customer experience, a principle of Vision 100, by offering surprise and delight moments through noteworthy art installations
- Speak to the audiences of our local community, passengers and aviation partners through creative placemaking and storytelling

### SUITABLE THEMES

The subject matter of the exhibitions and displays must be appropriate for viewing in an airport venue. In keeping with the airport's mission statement, DEN does not accept for display:

- Messaging that is intolerant to racial, ethnic, gender or sexual identities;
- Nudity, lewd or pornographic depictions;
- Violent or menacing images;
- Weaponry of any kind;
- Political or religious messaging;
- Controversial messaging that could make airline passengers apprehensive about flying



## **CURATORIAL DISCRETION**

DEN Arts reserves the right to refuse to exhibit or to remove from exhibition any work or group of works that the DEN Arts team deem unacceptable for any reason and at any time. Cause for removal may include (but is not limited to):

- Poor craftsmanship;
- Significant departure from proposal or design;
- Misleading information or factual error;
- Safety and operational concerns;
- Conflict with, or violation of, any contracts between DEN and its vendors, suppliers, concessions and airline partners;
- Violation of any Department of Aviation policy or City and County of Denver policy.

## **ADVERTISING PROGRAM DEFINITION**

As it pertains to the DEN ARTS Program, any proposal for exhibition or promotional display that falls under the following criteria will be considered advertising and will not be accepted by DEN ARTS. Advertising is described as material that contains:

- Messaging in direct promotion of a for-profit company or corporation;
- Material that is identical or similar to that used elsewhere in direct advertising;
- Material that violates any of the above standards for exhibitions or promotional displays.

## **TIMELINE**

Selected proposals will be designated a location and slot on the exhibitions calendar. Proposers will work with DEN Arts on graphics, text, printing and installation plans. Following display, DEN will not store, purchase or accession any artwork into the permanent collection.

## **APPLYING FOR EXHIBITION OPPORTUNITIES**

DEN Arts will post a general interest application form on [flydenver.com](http://flydenver.com) on an ongoing basis.

Application materials may include:

1. Resume and/or website
2. Sample artwork/object inventory
3. Statement of interest on participating in the DEN Exhibitions Program
4. Digital Images
5. Installation and maintenance requirements

## **ELIGIBILITY**

The DEN Exhibitions Program seeks to promote local artists, therefore artists residing within the state of Colorado are strongly encouraged to apply. Applicants may be individuals, non-profits, or organizations.



## EXHIBITION OPPORTUNITIES

DEN Arts hosts exhibitions throughout the DEN campus. All locations are subject to change at any time.

- Airport Office Building Lobby (3 month rotation)
  - For: local artists
  - 6-8 original 2D artworks (paintings, drawings, prints)
- A Concourse, Y Juncture (6 month rotation)
  - For: artists and organizations with a larger inventory of work. Submissions with ability to print on metal, acrylic face-mounted photos, and sturdy plaque materials encouraged.
  - 25-30 2D reproduction photographs, artworks, drawings, etc.
- Ansbacher Hall/C Concourse Mezzanine (3-6 month rotations)
  - For: arts and culture displays featuring a variety of 2D and 3D objects with educational text and labels
  - Display assets may include:
    - 6 – 10 display cases (42”L X 24”D X 84”H)
    - various pedestals/risers
- General Interest (3-6 month rotations)
  - For: unique opportunities that may not fit within parameters of regular exhibition spaces.
  - Display assets may include:
    - groups of 2-10 display cases (42”L X 24”D X 84”H)
    - various pedestals/risers
  - Locations may include:
    - Concourses A and C mezzanine
    - Ansbacher Hall
    - A West and B West expansion zones
    - Opportunistic spaces based on content

## BUDGET

Budget Range: Participants may receive \$250 - \$2500 based on location, number of works, and duration of exhibition.

The budget for each selection will be determined based on the complexity, scale and installation needs of the specific exhibition. Each site and set of display assets is unique and budget will be negotiated accordingly.

This project may involve services that are covered pursuant to Article IV of Chapter 20, D.R.M.C., which is designed to address the issue of wage equity and cost of living affordability in the City & County of Denver. Proposer agrees that any work with DEN shall include a requirement that Proposer will comply with the provisions of D.R.M.C. relating to living, minimum and prevailing wages, including, but not limited to, paying all covered workers no less than the City Minimum Wage for all covered services rendered in connection with the resulting contract. Additionally, Proposer agrees that this work shall comply with all current and future federal and state laws and City ordinances.



## **PROCUREMENT METHOD**

All exhibitions honorariums will be paid through a Purchase Order with modified terms. Special conditions will address insurance, loan agreement, scope of work and timeline requirements. Invoices will be submitted for payment upon installation with net 30 day payment terms.

## **INSTALLATION REQUIREMENTS**

Artists and organizations are required to deliver artwork and exhibition materials to DEN. Two people maximum per exhibition are allowed to assist with installation. No additional guests will be allowed during installation and deinstallation. Installation dates and plans will be coordinated with DEN Arts team and may include night hours based on location and complexity of installation.

Participants must provide an inventory list, short biography, personal/group photograph and label copy prior to installation. DEN Arts team will print an introductory poster and labels for all displays. All graphics must be created in coordination with and approved by DEN.

## **MAINTENANCE AND DURABILITY**

All display materials including original artwork, reproductions, and artifacts, must be relatively maintenance free and able to withstand the fast-paced and high traffic environment of the airport.

## **RISK AND INSURANCE**

Under this program, selected artists must provide a Certificate of Insurance (COI) in compliance with Part 230 DEN Rules and Regulations: [Part 230 Insurance and Risk Requirements](#). COIs will be reviewed by DEN Risk Department for compliance.

Artworks will be covered by DEN's Fine Art Insurance Policy once installed at the designated site and inspected. Artist must provide DEN an inventory list and associated values. Artist must review *Conditions Governing Exhibition Loans To The City And County Of Denver* (Loan Agreement).

## **EXHIBITION TOUR POLICY**

Post-security exhibition tours are limited to one tour for exhibition participants and related community. Tour date and time must be coordinated with DEN Arts at least one month prior. Dates and times will typically be limited to Monday-Friday 8:30 AM to 5:00 PM.