



Emerson Afterdark Art Festival Proposal

Devan Brady

Graduate Student IMC

March 3rd, 2018

Table of Contents

Concept & My role 2

Proposal 3

Logo 7

Marketing Samples 8

Budget 12

Appendix A 13

Appendix B 14

Appendix C 15



Afterdark Festival Concepting

The Emerson Afterdark festival came out of a desire to share our final projects with the Boston and Emerson communities. After the loss of the Little Building projection screen the concept of a festival was proposed. This festival is a showcase of the creativity of the student body and Emerson's commitment to the artistic community. As Festival Coordinator I am responsible for putting together the project proposal, organizing the event catering and monitoring the final budget. I am working with our professor, Paul Turano, to coordinate administrative support and grant approval. I have created a proposed logo, sample social media and print advertisements in order to spread awareness on campus. I will be working to ensure that both the installation and display of the festival run smoothly. I am in charge of making sure students are meeting the project's scope and deadlines. At the conclusion of the festival, I will put together festival visual documentation and the final paperwork to present to the administration. A significant part of my role in the Afterdark festival is the opportunity to become an advocate for the student body to ensure that their creative passion is heard by the administration. The most important aspect of my role as Festival Coordinator is to ensure project deliverables are met within budget and to create a wonderful experience for not only the artists, but for the overall Boston community. With the launch of Emerson Afterdark, my goal is that this festival will continue as an annual tradition in which Emerson can share the talent of its students and its commitment to the artistic community with the Boston public.



Emerson Afterdark Festival Proposal

Proposal Letter:

Dear Lee Pelton,

My name is Devan Brady and I am a graduate student at Emerson College. I am writing on behalf of my Partnered Studio: Projection on a Large Scale course. Emerson College has always been a proponent for the arts and communication disciplines. Our participation in this class is an exciting way in which we can contribute to Emerson's advocacy of the arts.

When registering for this class, we were aware of the fluidity of the canvas on the Little Building. However, our payment of tuition for this class was our way of entering into an educational contract with the college. This class allows us to learn new skills through large scale projection art and projection mapping. With the recent reduction of the Little Building canvas, our main concern is our ability to share our artistic pieces with both the public and the Emerson community. The creation of this class was an important step in showing both current and prospective students that Emerson is committed to supporting the innovation and longevity of the arts. This class explores a new and exciting media field and the success of this class will demonstrate the support of the administration towards the artistic field.

We are writing to request a meeting to discuss the ways in which we can work together to ensure the success of this class and in turn share this success with the public. We understand that this course is the first of its kind and that the logistics of the current projection situation may not be available to us throughout the rest of the semester. We would like to meet with you to discuss our proposal of how this class can move forward using Emerson resources and with the support of the administration to showcase the artistic talent of this institution. We look forward to working with you to continue the effort to share Emerson's passion for creativity and art with the public.

Thank you for your time,

Devan Brady

On behalf of Paul Turano's Partnered Studio class

Proposal: **Partnered Studio: Projections on a Large Scale**

Objectives:

1. To learn the process, tools, design strategies, logistics and implementation of multimedia public art works - including working with course partner, Illuminus, and the Emerson administration to secure the necessary resources and support.
2. To be able to present the student work on campus owned property for both the Emerson and Boston communities to view.
3. To create the first ever Emerson Festival of Light and Sound on campus (Tufts Alley) that includes class work specifically designed for this event and space. The event will include large scale projection, Projection Mapping on architectural surfaces and sculptural objects, and other multimedia work TBD.
4. To work cross-functionally between internal and external stakeholders while utilizing campus resources to achieve our project goals.

Resources needed from Illuminus Partnership:

1. Class time workshops on:
 - a. Technology demonstrations and workflow on Laser Projectors
 - b. Design process and tips for projection projects - site specific
 - c. General Projection Mapping techniques and 3-D sculptural forms
 - d. Advising on conceptual and practical festival techniques/execution
 - e. Other workshops recommended by Illuminus
2. Technical Advising on:
 - a. Projecting on Elevator shaft on Little Building
 - b. Angling projectors to Colonial and Piano Row
 - c. Alternative off-campus sites for display of student work such as Downtown Crossing

Modules of Exhibition - Potential Locations and Timeline:

1. Module 2: Text or Text and Image 3/1/18 Deliverables - Exhibition Follows 3/12-3/15
 - a. Resources needed:
 - i. Laser Projectors (some will need to be re-angled and remapped)*
 - b. Preferred display method (See Appendix A for photo samples):
 - i. The little building elevator shaft
 - ii. Colonial Building top facade and floors
 - iii. Existing Screens on Campus
 - c. Budget:
 - i. \$500-\$1,000 (Cost of moving/repositioning laser projectors)

2. Module 3: Figure Movement 3/29/18 Deliverables - Exhibition Follows 4/1-4/5
 - a. Resources needed:
 - b. Preferred display method (See Appendix B for photo samples):
 - i. The little building elevator shaft and Colonial Banner
 - ii. Existing screens on campus
 - iii. Tufte Entrance Projectors on ceiling
 - iv. Dining room/Center Stage
 - v. Hallways, Pillars, Odd-Shaped walls, Large Screens, around campus
 - vi. 171 Tremont - rear Projection on windows on front and sides of building (TBD need to work with Property Management)
 - c. Budget:
 - i. \$500-\$1,000 (cost of temporarily installing projectors inside 171 Tremont, for projection on the windows)

3. Module 4: Projection Mapping & Festival - Deliverables 4/19 - Exhibition Follows 4/19 - 4/22
 - a. Festival of Lights to take place in proposed Tufte Alley on Thursday-April 19th, Friday-April 20th, Saturday-April 21st and Sunday-April 22nd.
 - i. Ideas:
 1. Hang large screen in front of City Place - use laser projectors positioned in the entryway
 2. Make Sculptural Objects to project on and place them in the space, use projection mapping on them.
 3. Projection Mapping on building facades and ground with multiple surfaces

- b. Resources needed:
 - i. Access to adjoining rooms/offices in campus buildings to set up projectors
 - ii. Mad Mapper software on portable laptops and training on Mad Mapper

 - iii. City Place Facade Projection:
 - 1. 5 Laser projectors (housing/scaffolding for projectors, power run to projectors)*
 - 2. Large White screen to hang on City Place Facade (permission to hang sign)
 - iv. Largest Lumen Emerson owned projectors, portable and riggable with media players and audio capability
 - v. Speakers and cable
- c. Budget for Event
 - i. \$6,000-\$8,000 to cover:
 - 1. Cost of building sculptures/art pieces
 - 2. Labor to help set up and breakdown technical aspects of the festival, especially Laser projectors.*
 - 3. Cost of screen rental and mounting for City Place
 - 4. Additional hi-lumen projectors TBD
 - 5. Additional equipment such as hazers, photobooth, practical lights and led light strips, or disco ball
 - 6. Building materials (i.e. lumber, scaffolding, electrical cable)
 - 7. Security for the weekend. During the event and after to secure equipment (either Emerson police/security or outside group)
 - 8. Promotion material - posters, flyers, postcards
 - 9. Cost of acquiring a Snapchat filter for the event

*Illuminus labor and tech support expenses

Emerson Afterdark Working Logo:

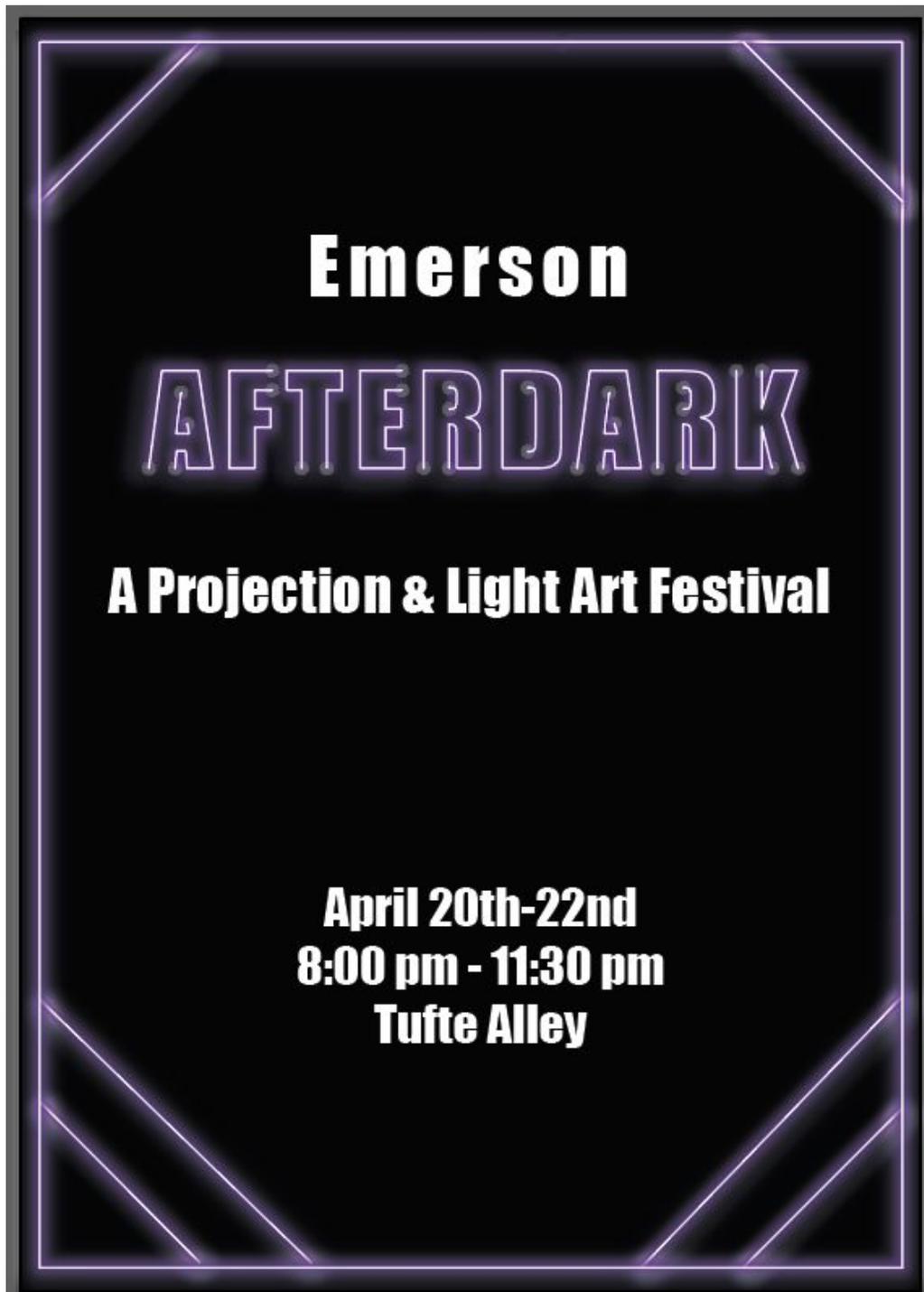


Business cards:



Marketing Samples:

Working Poster:



Social Media Marketing Materials

Facebook:

I will create a Facebook page to serve as a central location for all things as it relates to the Afterdark festival. This page will allow the Afterdark festival to interact with the Emerson and Boston communities. This page will remain active throughout the year and will allow festival attendees, followers, and all other stakeholders to post and interact with each other in regards to the projection art form and artists. Each month the page will highlight one student and one local artist and share their current work with its followers.

Leading up to the festival:

Posts: 4 times a week. Focus on the creation process and promotion of the event

Goals: Gain 100 page followers by festival opening on April 20th.

Gain 100 confirmed event attendees to the event page

The screenshot shows the Facebook interface for the 'Emerson Afterdark' group. The top navigation bar includes the Facebook logo, the group name 'Emerson Afterdark', and navigation links for 'AFD', 'Home', and notification counts. The left sidebar contains navigation options: 'Emerson Afterdark Art Festival', 'Closed Group', 'About', 'Discussion', 'Members', 'Events', 'Videos', 'Photos', 'Files', and 'Recommendations'. Below this is a search bar and a 'Shortcuts' section with links to 'Team Point & S...', 'Alpha Lamb...', 'The Emerson M...', 'Buffalo Ni...', and 'Disney Co...'. The main content area features a large black banner with the word 'AFTERDARK' in glowing purple neon-style letters. Below the banner are buttons for 'Joined', 'Notifications', 'Share', and 'More'. A 'Write Post' section is visible with options for 'Add Photo...', 'Live Video', and 'More'. Below the post area is a 'RECENT ACTIVITY' section showing a post by 'Angelica Bourland' from 40 minutes ago, which is a rental listing for a 2-bedroom apartment in Downtown Boston. To the right, there is an 'ADD MEMBERS' section with a search bar and a list of 'SUGGESTED MEMBERS' including Lisa Pruchniews, Robert Watkins, and Christian Hehr, each with an 'Add Member' button. Below that is a 'DESCRIPTION' section with the text 'Hey Mafia, In the past year, The Emerson Mafia Facebook Group h...' and a 'See More' link.



Instagram:

The festival will post Instagram stories and media leading up to the event utilizing student artist takeovers and behind the scenes content. The page will remain active after the event to showcase student/ local artwork, highlight other festivals in the Boston area, and build a recurring community for future Afterdark festivals.

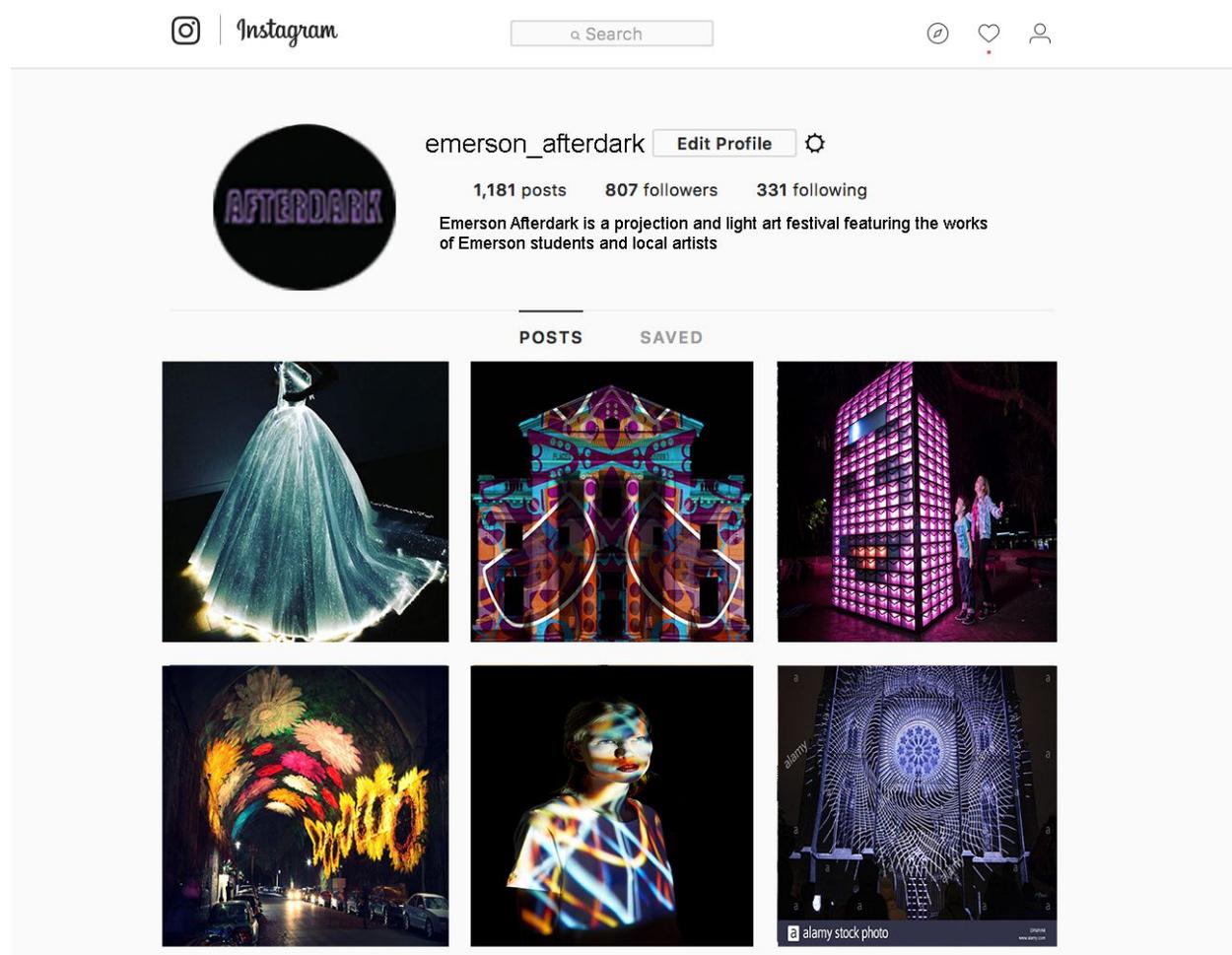
Leading up to the festival:

Posts: 1 story every other day

1 photo every day

4 student takeovers

Goals: To gain 150 followers by opening night on April 20th



Twitter:

The festival Twitter page will feature posts about the projection art field and new technologies. It will also feature student artist takeovers leading up to the festival. These students will post behind the scenes information in regards to their project creation process. After the festival concludes, the page will interact with local artists and the Emerson community to highlight current students, faculty and alumni.

Leading up to the festival:

Posts: 4 Student takeovers

5 Posts a week

2 Interactions a week with other Emerson affiliated social media accounts

Goals: To gain 85 followers by opening night on April 20th

Home Moments Search Twitter Have an account? Log in

AFTERDARK

Tweets 15K Following 4,946 Followers 22.8K Likes 1,799 Lists 6 Follow

Emerson Afterdark @emersonafterdark

Boston, MA
emerson.edu
Joined December 2008
1,890 Photos and videos

Tweets Tweets & replies Media

Emerson Afterdark @emersonafterdark · Mar 30
Join us on April 20th for our opening night at 8 pm! Concessions, live music and great art will make for an awesome night.
#emersoncollege #emersonafterdark #projectionart #food #fridayfun

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

- EmersonAlumni @EmersonAlumni
- ECStudentAffairs @ECStudentLife
- ArtsEmerson @ArtsEmerson
- Boston College @BostonCollege



Appendix A:

Module 2 Text or Text and Image 2/22 deliverables Photo Samples



Tufts Entryway:



Appendix B:

Module 3 Figure Movement 3/22 Deliverables - Exhibition Follows TBD

On Campus: Hallways, Pillars, Odd-Shaped walls, Large Screens, 171 Tremont - rear Projection on windows on front and sides of building (TBD need to work with Property Management)



Appendix C:

Afterdark festival - Deliverables 4/19 - Exhibition Follows 4/20-4/22





How we would transform the alley:





Inspiration from Illuminus Festival 2017:

