



Artist Application Guidelines

THE EVENT

The Yogen Früz Brain Project is *the* Toronto art installation that has been taking the city by storm every summer since 2016. Brain sculptures designed by a diverse group of artists are placed on display in high-traffic areas such as Nathan Phillips Square, Union Station and Billy Bishop Airport. Now, we're getting ready to begin creating for 2021.

We want to know what's in your brain! So we are calling all artists to submit their concepts for consideration.

The donation of your time and creativity will help Baycrest achieve its fundraising goals, and generate much needed support for care, research and education into Alzheimer's disease and other dementias.

WHAT EVERY ARTIST SHOULD KNOW ABOUT THE BRAIN PROJECT

Artists can choose to use a prefabricated brain (provided by Baycrest) constructed out of expanded polystyrene (EPS) that is coated, sanded and primed, provided by Baycrest, or they can create their own sculpture (including support post and base) at their own cost using the [brain model specifications provided](#).

PLEASE NOTE - We are unable to provide a prefab brain as prototype if you choose to create your own sculpture.

The art will be exhibited during the summer of 2021 in public areas throughout downtown Toronto and beyond. At the end of the installation, select brains will be available for purchase with all proceeds going to support Baycrest, the global leader in brain health and aging.

Artists who contribute a sculpture to the 2021 exhibit will be sent a \$500 CAD honourarium to support in the costs of materials.

HOW TO SUBMIT AN APPLICATION

The Yogen Früz Brain Project invites artists with all levels of experience to apply. Completed works must be original. Prospective artists will submit a rendering of their design to a panel of curators who represent the creative communities of Toronto. Final selection of artists for The Yogen Früz Brain Project will be at the discretion of the curatorial committee.

All submissions must include the following to be eligible for consideration:

- A completed registration form (including registrant details), an outline of intent for the project (including vision and materials) and a short overview of why you would like to be a part of the project.
- A minimum of 3 and maximum of 5 images of representative work completed within the last 5 years.
- A link to either your website (preferable) or a link to the website of your representing gallery



- Artwork **must not include** logos or commercial design, direct advertising, political or religious symbols, sexual content, profanity or offensive/violent content.

A reminder to keep designs within the parameters of the [brain model specifications provided](#). If you choose to build your own sculpture, you will not receive a blank brain sculpture.

Important considerations:

- **Artists are not allowed to paint or decorate the pole or base. It will not appear in its entirety in the display stand. Artists are encouraged to paint and or decorate the sides/perimeter of the sculpture. The backside of the sculpture may also be painted in a complementary colour but should not include any affixed decorations or designs that will impede being hung on the wall.**
- Reminder that artwork must not include logos or commercial design, direct advertising, political or religious symbols, sexual content, profanity or offensive/violent content.
- Artists are required to create finished sculptures that adhere to the size specifications provided (both sculpture and stand clearance). If the finished piece Baycrest receives does not adhere to the strict guidelines outlined in the specifications document, the artist will be held solely responsible for the cost of a custom display casing or risk having the piece not displayed.
- Artists are not allowed to have their medium go beyond 0.5 inch around the diameter of the sculpture and no more than 3 inches off the front face of the sculpture.
- Artists are not allowed to customize any part of the back of the sculpture where the post connects to the brain sculpture.
- Artists must adhere to the strict shipping and receiving timelines of The Yogen Früz Brain Project. Any artist who does not meet timelines will have any incurred expenses from shipping deducted from their honorarium.
- Artists should be aware that if their work is not completed by the outlined timelines in their Memorandum of Understanding, they risk losing eligibility for display.
- Artists should be aware that if their finished piece does not match their original approved design, the sculpture may be returned to them, at their own cost, for repair or adjustments. Alternatively, the artist risks losing eligibility for display.
- **All completed pieces will be placed in a watertight storage display stand, and potentially placed outside, which can significantly increase the artwork's exposure to heat. All artwork needs to be created with materials that can withstand extreme heat over a period of 2-3 months. If the artwork is affected by the heat, it will be up to the artist to assume all labour and materials cost for repairs.**

Please complete the [online application](#) or download the available Application Form PDF and deliver it by mail to the Baycrest Foundation.

Mailing Address:

Baycrest Foundation
Attn: The Yogen Früz Brain Project Submission Committee
3560 Bathurst Street
Toronto, ON M6A 2E1



SUBMISSIONS WILL CLOSE AT 11:59 PM ON JANUARY 29TH, 2021.

ALL APPLICATIONS RECEIVED BY THE DEADLINE WILL BE CONSIDERED EQUALLY. ANY APPLICATIONS RECEIVED AFTER THE DEADLINE WILL BE CONSIDERED ON A CASE-BY-CASE BASIS.

ARTIST BENEFITS

Artists will be given large-scale exposure, including online (website and social media), through an extensive public relations and marketing campaign – in addition to having their works of art displayed in a public Toronto or GTA location as part of the exhibit. Artists' names will appear on the base plaque of their work, as well as in select event materials. Placement of the sculptures is solely at the discretion of The Yogen Früz Brain Project organizing committee.

Artists will be given a \$500 CAD honorarium to help cover the cost of supplies. This will be provided to artists once the piece is received by Baycrest and deemed appropriate for display. Artists have the option to donate this honorarium back to the Baycrest Foundation for a full tax receipt.

IMPORTANT DATES

- **November 16th, 2020:** Open call for artists
- **January 29th, 2021:** Deadline for artist submissions
- **February 2021:** Announcement of selected artists
- **March-April 2021:** Allocated time for artists to work on brain sculpture
- **April 2021:** Pickup of completed brains from artists
- **July 2021:** Honorarium processing
- **July-August 2021:** Brain sculptures on public display throughout Toronto
- **September 2021:** Fall season exhibit launches

TECHNICAL DETAILS

The model is constructed out of expanded polystyrene (EPS) with hard coat finish that has been sanded and primed, and comes attached to a wooden base to support it standing freely.

The brain dimensions are: L= 19" W= 3" H= 13".

PLEASE NOTE: if the artist's sculpture does not match the specifications provided, it will be solely up to the artist to pay for any customized display casing to display their piece, or risk not having their piece participate in The Yogen Früz Brain Project.

[Download Brain Model Specification PDF](#)

The Baycrest Foundation will transport the sculpture to and from the artist's studio or preferred work place at no cost to the artist.

If for any reason the mutually agreed delivery or pick up times are changed by the artist, and this results in a charge to Baycrest, the artist will be responsible for paying the invoice or the



owing amount will be deducted from the artist's honorarium. In addition, it is the artist's responsibility to package the finished piece before the transportation company arrives to ensure no damage will occur. **We strongly recommend keeping the box the sculpture is delivered in.** Baycrest will not provide additional packing materials.

Please make sure your workspace can accommodate the size of the brain. Should your studio space not be on the ground level, elevator access **MUST** be available for the brain delivery. Please note that the Foundation is unable to provide workspace.

MATERIALS

A reminder, that artists may use any medium to create their work; however the artist's final piece must be durable and wherever possible, non-breakable. All completed pieces will be placed in a watertight storage display stand, and potentially placed outside, which will significantly increase the artwork's exposure to heat. Please ensure all materials can withstand extreme heat over a period of 2-3 months.

Artists are required to create finished sculptures that adhere to the size specifications provided (both sculpture and stand clearance). If the finished piece we receive does not adhere to the strict guidelines outlined in the specifications document, you will be held solely responsible for the cost of a custom display casing or risk having your piece withheld from display. Please note that artists are allowed to have their medium go no more than 0.5 inch beyond the diameter of the sculpture and no more than 3 inches beyond the front face of the sculpture. Failure to meet these standards will result in the artist required to adjust the design before exhibit launch or risk not having the piece participate in the exhibit.

The sculptures will be in a public area and may experience vandalism. Baycrest will need a list of the materials the artist used for our records. Artists **MUST** provide a "brain first aid kit" to assist in any on-the-spot repairs if necessary. This kit should consist of small samples of all the materials used in the creation of your piece, including paint, adhesive and additional decorative elements. This "first aid kit" should be delivered to The Yogen Früz Brain Project team when your completed sculpture is picked up from your workspace.

While creating your piece, please keep your health and safety top of mind. Ensure that you have appropriate safety wear, and proper ventilation in your workspace.