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FLIPBOOK GALLERY

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Call to **ARTISTS** and **DESIGNERS**

Sneaker ART Exhibition

'a contagious pop-culture virus'
Sneaker Freaker Magazine

Flipbook Gallery is currently seeking expressions of interest and proposals for new works to be included in a group exhibition to be held in early October 2008.

SNEAKER INSPIRED ART AND DESIGN EXHIBITION

'sneaker'

term invented by Keds advertising agency US, January 2, 1917

There is an almost infinite set of circumstances that have attributed to the phenomenal rise in the popularity of the sneaker; from basketballer Chuck Taylor's famous endorsement by Converse in 1923 to Reebok's birth in 1958 or Adolf Dasslers Adidas in 1949. Was it Phil Knights business savvy or graphic design student Carolyn Davidson's now famous 'Swoosh' trademark. Maybe Bruce Kilgore's, Nike Air Force 1 design or the first customised or artist designed shoe is a factor. 1985 saw Reebok spend \$118 million cash, purchasing shoe manufacturer Rockport, that was surely a turning point!

Whatever the reasons, sneakers are here to stay. Their cultural, social and profitable foothold in popular-culture though sport, fashion, music and art has cemented both their cult, and main stream status.

But lets not ask why

This is a celebration of everything sneaker; love them hate them collect them paint them endorse them; or just wear them.

Proposals Ideas and Submissions

Proposed work should primarily fit into one of the following categories, which covers just about everything. Final dates of the submission of work will be discussed with successful artists.

Digital Graphic Art and Design

Posters, postcards, T-shirts, etc.

Painting/Mixed Medium

Canvas, linen, works on board, prints, collage etc. Generally work should be kept to a 'manageable size' to aid the overall curation and feel of the exhibition.

Sculpture and Installation

All proposals, concepts, mediums, size and function will be considered (and strongly encouraged).

Photography

Preferably not digital.

Graffiti, Stencil and Street Artists

We are looking for a number of graffiti, stencil and street artists to work with during the exhibition and discuss possible concepts.

Film and Video Installations and Projections

There are a number of avenues to accommodate film and video artists including a mini cinema viewing room for short or experimental films. There are also external areas suitable to projections and installations.

Skate Decks, Customised Shoes and Other Medium

We encourage artists that propose the use of mediums outside of the usual realm that suit the 'sneaker' concept. Please contact Flipbook if you have ideas that may warrant the sponsored supply of decks, sneakers and other medium.

Performance, Dance and Music

We are looking for DJ's, dancers, performance artists etc. to perform and set the opening night mood.

FLIPBOOK GALLERY

The primary aim of Flipbook Gallery and its group exhibitions is to nurture emerging artistic talent and support mid career artists. Exhibitions seek to introduce all forms of art to a new public that will in turn grow with and support Flipbook and its artists. Please go to www.flipbookgallery.com for more information.

Applications

All information supplied is in the strictest confidence.

Applicants must supply the following personal details.

Name
ABN
Email address
Contact Number

Supporting Information

Short C.V.
Colour images of work representing your current style
The category you are proposing to submit work to including a brief description of the concept.

Applications close on the 14th of July and successful artists will be notified shortly thereafter. This will allow around three months to prepare for the show.

The exhibition will be held in early October. Date to be confirmed.

Contact Details

All applications should be sent to:

Matthew Howland
PO Box 5202
WEST END Q 4101
Australia

email: info@flipbookgallery.com

Please don't hesitate to contact me on 0407154733 or via email if you have any queries