



INTERACTIVE LIGHT ART CONTEST SUBMISSION BRIEF

ABOUT iNYALA

First ever event in which college/university students will be able to contribute fresh, higher level ideas under the guidance of industry professionals. Unlike conventional mediums, innovation will play a key part in conveying the creative aspects to encourage appreciation and value in the arts.

OBJECTIVES

- Promoting emergence of art and technology in Malaysia.
- Nurturing a new generation of artists through unconventional mediums and platforms.
- Connecting people via art pieces that are responsive and engaging with people.

THE BRIEF

We invite students to propose artwork ideas responding to the key theme for a specific site.

Participants can work in their preferred medium, however the elements of light and interaction must be incorporated in the art piece.

Other considerations:-

- The physical art piece is advised to be displayed within the parameters of 2 cubic meters.
- The art piece should be engaging and suitable for general audiences, generating curiosity, discussion and a sense of discovery.
- The participating art piece can be either an individual or group effort; a mix of students from different departments is also encouraged.



ELIGIBILITY

This contest is open to undergraduate and postgraduate in Malaysia only.

KEY THEME

Imagine The Impossible

VENUE

REXKL, Jalan Sultan, Kuala Lumpur, Malaysia.

GRANT FUNDING

Upon idea presentation, selected finalists will be notified and awarded with grant funding of RM1,500 to include the costs of design, materials and fabrication, delivery, installation and removal.

JUDGING CRITERIA

- Concept / Clarity of Theme
- Innovation
- Quality of Interaction
- Originality / Creativity
- Overall Presentation / Quality of Art Piece

TIMESCALES

- Briefing and Site Recce: 13th Jul 2019
- Application Deadline: 19th Jul 2019
- Idea Presentation: 3rd Aug 2019
- Bump-in of Installation: 28th Oct 2019
- Launch of Installation: 1st Nov 2019
- Showcase of Installation: 1st Nov 2019 to 30th Nov 2019
- Awards Giving Ceremony: 1st Dec 2019

AWARDS

- Best of Show: RM8,000
- Best Use of Technology: RM3,000
- Best Visual Appearance: RM3,000
- Best Inspiration: RM3,000
- Crowd Favorite (By Public Voting): Sponsored Prize

WORK QUALITY

- Commitment to good environmental practice by minimising impact and pollution.
- Ability to work within deadlines to deliver solutions within a fast moving design program. Develop and deliver final installation in dialogue with iNYALA committee.
- Attend briefing meetings and iNYALA showcase.
- Keep iNYALA committee updated with progress.
- Work with iNYALA committee to ensure the art piece design works within the setting.
- Produce final report detailing delivery and analysis of the project.



CONTEST PROGRESSION

1. Application and submission of installation idea proposals.
2. Candidates will be filtered by panel of juries to progress to final pitching round.
3. Candidates to pitch their competition idea to a panel of juries.
4. Grant funding of RM1,500 will be awarded to finalists to kick-start project execution.
5. Implementation of final installation ideas. Progress updates is required.
6. The installations will be set-up at REXKL and displayed to the public.
7. Prizes will be awarded based on judging criteria.

HOW TO APPLY

- Participants are required to provide details: full name (as per NRIC), contact number, email address, represented school and faculty.
- A short proposal of no more than 500 words detailing your idea and how it responds to the key theme and context of iNYALA 2019.
- Descriptions of how you would deliver this project including: proposed materials, other collaborators, timetable for delivery, installation method, etc.
- An initial sketch or visual indication of the work.
- An outline budget.
- Images or links to previous work of no more than 10 images (max 4MB, if any).
- A brief CV to include references for similar work undertaken.
- The submission can be in the form of zip format OR in the format of Google slides with all info compiled, send OR share the link to hello@inyala.my.

Please submit your proposals via email by 19th July 2019, 11.59pm to hello@inyala.my. Any queries relating to this brief can be directed to Helios or Cathy at hello@inyala.my.

*iNYALA reserves the right, at its sole discretion and at any time, to change or modify the terms and conditions of the contest.