

# FLORA

## OPEN CALL FLORA PATIO TALENTO

### COMPETITION FOR A FLORAL INSTALLATION WITH BOTANIC MATERIALS FLORA FESTIVAL 2024

FLORA is an international competition of contemporary floral art that takes place in October in Cordoba.

The best floral artists in the world participate in FLORA with site-specific installations set up in some of the most important institutional patios in the city. Each year, these artists compete for one of FLORA's cash prizes: first prize is worth 25,000 euros and second prize is 10,000 euros.

In the five previous editions, 38 artists from 16 countries took part in FLORA, with names as Alfie Lin (China), Herman de Vries (The Netherlands), Hideyuki Niwa (Japan), Inés Urquijo y Nuria Mora (Spain), Loose Leaf (Australia), Mark Colle (Belgium), Mary Lennox (Australia), PHKA (Thailand), Shane Connolly (UK), Soledad Sevilla (Spain), TABLEAU (Denmark), Tadao Cern (Lithuania), Thierry Boutemy (France), Tomas de Bruyne (Belgium), Waterlilly Pond (USA) or Yuji Kobayashi (Japan), among others.

One of the goals of FLORA is to help expand contemporary floral art and to generate talent within this discipline. To this end, we created in the 2021 edition the Patio Talento FLORA open call.

The FLORA Patio Talento call aims to provide an opportunity for artists or groups that have not yet done any major floral installations to create an installation that will be presented at the competition along with the other four installations in the festival designed by some of the world's leading international floral artists.

## 1. Procedure

Any individuals or groups that are interested in participating in this call for proposals should send their CV, a project description and other required information within the deadlines indicated in this document.

When the application deadline has concluded, a qualified panel of experts (henceforth, the "Patio Talento Panel") composed by FLORA team members will assess the applications received. The Patio Talento Panel may ask the applicants for any other detailed information they may require.

From the 21<sup>st</sup> of July 2024, the Patio Talento Panel will announce the winning proposal, which shall, from then on, be subject to the same production procedures as the other installations competing in the festival. The floral installation will be presented to the public in October at FLORA 2024, opting for one of two festival prizes to be awarded by a top-rate panel: a 25,000-euro first prize and 10,000-euro second prize.

## 2. Documents to be submitted

Any natural person or legal entity (groups, associations, etc.) that is registered with the Social Security authorities may participate in this call for proposals. The winner or winners of this call for proposals must meet the necessary requirements for assembly of the proposed installation in terms of workplace health and safety according to the laws in force, and the festival organizers may demand any work certificates required to work on floral installations (occupational hazard prevention, work at heights if necessary, etc.) prior to starting assembly work.

### 2.1. Curriculum Vitae, Project dossier and confidentiality commitment

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The CV must reflect the candidate's professional career and include a selection of artistic work done (and floral work, if any), accompanied by images of the work. Applicants should send to [info@festivalflora.com](mailto:info@festivalflora.com), firstly, their **CV and artistic dossier** to the organization, as well as the **non-disclosure agreement** ([APPENDIX I](#)), which has to be filled and signed. Once these documents have been received, the organisation will share the **technical details** of Palacio de Orive with the candidate.

## 2.2. Project description.

The project description must be no longer than 20 pages and must contain the following:

### 2.2.1. Letter of motivation. Conceptualisation. Idea.

The theme of FLORA 2024 is 'Multispecies'. The proposals must be based on this theme and must develop a concept around it.

### 2.2.2. Material description.

The candidates must submit a description of the proposed materials to be used, bearing in mind that the Patio Talento Panel will assess the financial feasibility and sustainability of these materials. They will also consider the actual likelihood of being able to use those materials at the time of year at which the festival is held.

#### 2.2.2.1. Structural description.

Floral installations are often based on a certain structure (chicken wire, iron, wood, plant materials, etc.). The candidates must draw up a description detailing the type of structure they will use, an approximation of the design and dimensions, and their approach to assembling that structure.

#### 2.2.2.2. Description of flowers and plants used.

The candidates must prepare a description/list of the plants and flowers to be used, bearing in mind the festival dates (October) and the possibility of finding the proposed plants and flowers on the market, as well as the durability of those plants and flowers throughout the 7 days that the installation will remain in place, and taking into account that during the exhibition days the installation will be maintained on a daily basis.

#### 2.2.2.3. Description of tools and other materials

An approximate list of working tools shall also be added, as well as other complementary materials related to the flowers or other elements, which are neither flower nor structure.

### 2.2.3. Budget and work schedule.

The candidates must submit a detailed budget for the creation, assembly and maintenance of the installation based on the technical documentation, which must be requested from the festival organizers ([info@festivalflora.com](mailto:info@festivalflora.com)). To receive this technical documentation, please send a request email to this address ([info@festivalflora.com](mailto:info@festivalflora.com)) along with the documentation specified in point 2.1.

In addition, the candidates must submit a work schedule based on the festival timing, detailed information on which shall be sent to the candidates, bearing in mind that installation assembly will take place over 4 days (from Monday, 14 October to Thursday, 17 October) and that the installation will be presented to the panel early in the day on 18 October.

## 3. Assessment of proposals

The Talent Patio Panel will take the following factors into account when assessing the proposals received:

### 1) Idea

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- 2) Feasibility of execution
- 3) Budget (in accordance with the technical documentation provided by the festival. Low-budget or cost-overrun proposals will not be considered)
- 4) Sustainability of the proposal

The panel will pay close attention not only to how original and brilliant the idea is, but also to the actual possibilities of implementing it within the available budget and timing.

Other aspects will also be assessed, including:

- Durability of the installation: it must remain on display for seven days.
- Proportion of flowers and plants used in relation to the chosen structure: the structure must be strong enough and cannot cost more than the budget amount allocated to plant materials.

## 4. Participation conditions

4.1. The candidates must contact the festival organizers by e-mail at [info@festivalflora.com](mailto:info@festivalflora.com) to request the technical details of the specific patio in Cordoba (Spain) where the project will be implemented, as well as any other details concerning production.

4.2. Each candidate can only submit one proposal.

4.3. The scope of participation for the 2024 call encompasses any country or citizen in the world.

4.4. The theme on which the proposals must be inspired is “Multispecies”, and based on this concept, each candidate must find their specific inspiration for their installation.

4.5. By participating in the Patio Talento FLORA call for proposals, the candidates fully accept all the conditions herein, without exception, and are therefore bound to strictly comply with all conditions at all times.

## 5. Sending applications

Interested applicants must send an e-mail to [info@festivalflora.com](mailto:info@festivalflora.com) with the subject “Patio Talento Call for Proposals” including their CV, projects dossier and signed confidentiality commitment. The festival organizers will send interested applicants all the technical information.

Installation proposals must be sent by e-mail to [info@festivalflora.com](mailto:info@festivalflora.com) before **21<sup>st</sup> July at 11:59 pm**. Applications in hard copy format will not be accepted; only digital format is allowed. The winner will be announced over FLORA’s social media/website after 26<sup>th</sup> July.

The winner of the Patio Talento open call must sign a CONTRACT OF COMMITMENT FOR ARTISTIC INSTALLATION WITH BOTANICAL MATERIALS which regulates the conditions of their participation in the Flora 2024 Festival, including, among others, their legal and fiscal authorisation for the eventual issuing of invoices, should they be the winner of one of the prizes of the FLORA 2024 edition.

No correspondence shall take place with the recipients, nor shall any information about the progress of the award be furnished. Any and all announcements relating to the award shall be published on the [www.festivalflora.com](http://www.festivalflora.com) website and on the festival’s social media after 26<sup>th</sup> July. Only the winner or winners shall be contacted by the organizers.

By participating in this call for proposals, the participants accept these terms and conditions, agreeing to conclude the contract and accept the copyright assignment conditions of the image of the winning

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installation. They shall also be bound to execute the installation during the festival dates in the city of Cordoba (Spain) once they submit their proposals to the competition.

## APPENDIX 1

Download [here](#).