



OPEN CALL for MURALISTS

VISION STATEMENT //

The Collective provides entrepreneurs, innovators, freelancers, creatives and makers with what they crave most: a community of like-minded professionals who give support, mentorship and tools to help grow their businesses - all in an environment where **community rules over competition** and inspiration is abundant.

Members of The Collective will enjoy **four awe-inspiring and all-inclusive days at a retreat-style, tech-free professional conference**. Without access to their phones, attendees will enjoy a heightened sense of connection to their work, to each other and to the surrounding nature.

It doesn't stop there. The community and connection lives on beyond the event through **regular and innovative touchpoints** with members, including podcasts, webinars, and other compelling content, offering further and deeper professional development, skills, and support for The Collective members.

ABOUT THE COLLECTIVE //

COMMUNITY OVER COMPETITION

The Collective is a four day, retreat-style conference to be held between **October 5th to 8th, 2017 in Barcelona, Spain**. Creatives, entrepreneurs, freelancers, and innovative professionals of all kinds come to learn how to take their brand or company to the next level.

The Collective is the first of its kind in Europe, unique and unlike any other professional conference or community you've been a part of before. We **engage and empower professionals** in an interactive environment through collaborative and hands-on sessions from 18+ speakers, innovators and leaders, where knowledge is shared and inspiration is abundant.

We aim to **help attendees find their path and navigate their professional journey** through unique seminars from experts in their field, hands-on creative workshops from artists and makers, and innovative tools to bring professionals to the top of their game. Our members believe in community over competition and provide support to each other.



Armed with innovative best practices and tangible skills for improving their businesses, members of The Collective will leave with full hearts and determined direction, feeling refreshed, empowered, inspired, and reconnected to nature, to themselves and to each other.

A ticket to The Collective allows attendees to spend four days networking, socialising, and expanding both their networks and minds, all while attending interactive and collaborative sessions from

This event is **all-inclusive**, which means seminars, accommodation, meals and daily activities (like yoga, meditation, networking happy hours, stargazing night hikes) are included.

The Collective will be held just above Barcelona, nestled in the lush, forested hills of Natural Park of Collserola. The venue is a gorgeous eco-resort, surrounded by trees and nature.

The Collective strongly believes in **social enterprise**. In alignment with our beliefs, The Collective donates 5% of every conference ticket sold to charity, and the conference venue operates as a non-profit organization whose mission is the integration of people with disabilities into the workforce.

OPEN CALL // TERMS AND CONDITIONS //

Seeking to engage a wide range of professionals and provide a transversal approach to business, The Collective makes an **open call for mural artists to collaborate in the creation of an exterior mural at the venue**. The work could be initiated before the beginning of the conference, and must be finalized before noon on **Sunday 8th, October**. Artists are responsible for managing their own work schedule.

The available wall has an approximate size of 28 mts. by 5.5 mts. If requested, the wall can be painted with a base coat or left as is.¹ Artists are free to use the whole extension of the wall, or a third of it, no less than 9mts. wide. The Collective reserves the right to select more than one artist/proposal to be combined for the mural.

¹ See reference image at the end of this document.

The theme is open, although it is recommended to stand by The Collective's vision statement and the spirit of the conference. Some key words to describe these ideas include: **community, travel, adventure, networking, collaboration, collective, nature and connection**. Please note that violent, nude or offensive proposals of any kind will not be taken into consideration.

Artist(s) selected for this call will obtain full access to The Collective Europe community. Benefits include:

- **FREE Attendance to The Collective conference**² (ticket valued at €1200, including accommodation, meals and speaker's sessions)
- **Paint and production materials**
- **Assistance** with production needs during your stay
- **Direct access to networking** with speakers and attendees to reveal your artwork and creative process
- **Creative freedom** to showcase your artistic talent and use it for professional advancement and reach out to new geographies and markets
- Professional **photos and videos** will be provided in digital version for your free non-commercial use. The Collective reserves the right to use images of your work for promotion in print and digital formats
- **Online display** and exposure of your creative process and your finished production in our media outlets, through the following actions:
 - **Social Media** exposure with tags back to artist's website and/or Social Media Accounts
 - Headshot and BIO featured on The Collective Europe's **website**
 - Name included in **PRE-event email** blast to database
 - Name included in **POST-event follow up email** blast to database

Please note that The Collective will **not be responsible for airfare tickets or transportation fees** in relation to the event. Moreover, participants should provide their own **safety materials and travel and health insurance** valid for the Spanish territory.

In order to apply please send a **single PDF or JPEG file** which does not exceed 10MB containing the following information by **Thursday 31st, August** **Extended deadline: September 4th** to: curator@thecollectiveeurope.com under the caption **MURALISTS OPEN CALL**.

² Please note that the seminar sessions will be held in English, so knowledge of the language will be prime. Daily schedule is [here](#). Artists are free to attend any of the sessions as long as the mural is completed within the allotted time.

- Artist's **CV** and **BIO** with contact information, including references, website and Social Media
- **Artist's Statement**
- **Portfolio** including previous works images and/or links to videos
- A **brief text** explaining the **reason(s) why you would like to collaborate and participate** of this event as well as a **comment on the work presented** including **estimated completion time** (approximately 500 words maximum)
- A **list of materials needed**
- A **sketch/outline/scheme** of the proposed mural

The submission of the application implies the acceptance of the terms and conditions mentioned in this document.

The participant(s) will be elected by a jury composed of specialized members of **The Collective** production team as well as **Visions Realized** consulting team, in conjunction with **ETHER Arts Project**. Pre-selected participants will complete a conference call interview, and the winner(s) will be informed via email and posted on @thecollectiveeurope Instagram feed by **Monday 4th, September. Winners will be announced on September 8th**

For more information, please visit: www.thecollectiveeurope.com



Outside patio mural wall - 28 mts. by 5.5 mts.