

CALL FOR APPLICATION
ÉCHO - *Street & Land Art in Velay*
THEME 2024: ROOTS

The **Pays d'art et d'histoire** (PAH) of the Agglomeration of Le Puy-en-Velay (hereinafter "the organizer") is setting up a new artistic event of local and national influence called "ÉCHO", **Street & Land Art in Velay**. This call for application concerns the creation of 6 ephemeral works of art spread over the territory of the Agglomeration of Le Puy-en-Velay. It echoes the **event exhibition at the Crozatier museum in partnership with the Centre Pompidou**.

More information on the role and missions of the organizer can be found at:
<https://www.musee.patrimoine.lepuyenvelay.fr/pays-dart-et-dhistoire/quest-ce-quun-pah/>

The second edition, on the theme of "**Roots**", is scheduled from **06/15/2024 to 09/29/2024**.

Tree ; Heritage ; Memory ; Rhizome; Plant; Word...

The notion of roots appears to be multiple. It integrates the landscape and enters into direct interaction with the visitor, leaving the field open to the interpretations and representations of the artists.

The installations lend themselves to the exploration of this subject, opening up new perspectives on the surrounding world and reinventing space.

This project is built around several objectives:

- . **animate and enhance** the territory and its heritage¹;
- . **appeal to all audiences** and all generations;
- . bring the different audiences to take a **new look at the heritage** (cultural and/or natural) and at **contemporary art**;
- . invite the public to **interact**, to **dialogue**, with the work and its environment;
- . walk to **take the time to immerse** yourself and enhance the discovery of **hidden treasures** of the territory;

¹ Since the role of the Heritage Departement is to animate the territory and enhance the heritage (cultural or natural), other events may be organized in the immediate vicinity of the works: concerts, artistic performances, sporting events, etc.

- . promote a **responsible, sustainable and benevolent approach** (soft mobility, ephemeral works, recyclability of materials);
- . to "**echo**" the temporary exhibitions and/or the collections of the Crozatier museum.

The locations of the works were determined, upstream², by the Heritage Department, according to the following criteria:

- landscape and/or heritage interest;
- environmental diversity;
- site accessibility: parking, access road (PR/GR).

For more information on the sites, refer to the descriptive sheets in the **appendix**.

CONDITIONS AND ELIGIBILITY OF APPLICATIONS

For who ?

- professional artists (Business identification number), registered with the Maison des artistes and/or justifying a professional activity consistent with the project;
- graduate landscapers, architects, visual artists or designers;
- students, in their final year of studies, from schools of architecture, landscaping, art and design.

Applications can be individual or collective. They can be presented in French or in English.

The organizer reserves the right to invite an artist and reserve a site for him.

Excluded are:

- the people taking part in the jury.

SELECTION TERMS

The organizer brings together a jury made up of qualified people. It will evaluate and select the application files. It will be particularly sensitive to achievements promoting landscape integration and respect for the environment (materials, recyclability, etc.); but also the interaction with the visitor. It is also obvious that all the works proposed must take into account the safety of visitors.

The list of selected projects will be communicated in **January 2024**.

² In the event that a venue proves to be unavailable for legal or technical reasons, or in the event of force majeure, the organizer reserves the right to offer a substitute venue. If necessary, the candidates will be informed of this change, without delay, by the organizer.

The works will be produced / installed *in situ* and must take into account the specificities and possible constraints which appear in the descriptive sheets in the appendix. The works being located in the middle of nature, the possible contribution of energy can only be solar.

The works must be consistent with the theme of the edition and have a size adapted and proportionate to the location. They must be dismantled at the end of the event.

CONDITIONS OF PARTICIPATION

The works produced will be ephemeral, i.e. visible on the site for the duration of the event from June 15 to October 01, 2024. They must imperatively be dismantled at the end of this period.

The artist must be present for the assembly and dismantling of his work.

Calendar :

CALL FOR APPLICATION	
Deadline for application	December 1st, 2023 (included)
SELECTION	
Jury vote	January 9, 2024
Announcement of results	January 12, 2024
PRESENCE OF ARTISTS	
Discovery of the sites	February 12 to 23, 2024
Montage des installations	From May 21 to June 10, 2024 (included)
Inauguration and press	June 14, 2024
EXHIBITION	
From June 15 to September 29, 2024	
DISMANTLING	
Until October 15, 2024 (included)	

FINANCIAL ARRANGEMENTS

The budget per work is 5,000 euros including tax. It is broken down as follows:

- **production budget: 3,500 euros maximum including tax** (depending on the actual expenses incurred for the work. This budget is managed by the artist and validated by the organizer who has a right of inspection).

This amount includes:

* the realization of the work: creation, purchase of materials, logistics, transport of elements from the workshop to the site (the artists provide the tools and materials necessary for the realization and assembly of it);

* installation and dismantling of the work;

- * travel;
- * the restoration of the artist on the territory during the visit of the sites and the realization of the installation.
- * the writing by the artist (or any other person chosen by him) of a short text presenting his work and his artistic approach (max. 200 words);
- * during the installation, half a day of mediation with schoolchildren accompanied by the mediator from the cultural heritage service;
- * during the installation, participation in interviews;
- * the use of photos (of the artist and/or his work) in compliance with moral rights and image rights in order to appear on the media relating to the event (promotion, communication, catalog, website, social networks...);
- * the assignment of copyright and exploitation rights for the work for the duration of the event.

- **fees: €1,500 including VAT** (whether the application is individual or collective).

A contract will be established with the artist at the end of the selection.

APPLICATION FILE

The application file can be written in French or in English.

It is composed of :

- a CV ;
- a note of intent of 2 pages maximum (with visuals - simulation, sketches...);
- an updated artistic file of 10 pages maximum including the artistic approach as well as visuals relating to a selection of recent works;
- the completed registration form (see appendix);
- proof of professional status (Business identification number).

This file must be returned no later than **December 1st, 2023** (11:59 p.m.) **exclusively in digital format (PDF) via WeTransfer to the address candidature-echo@lepuyenvelay.fr.**

Any incomplete file will not be considered.

The call for projects can be downloaded from the Organizer's website:
<https://www.musee.patrimoine.lepuyenvelay.fr/>

For all information:

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REGISTRATION FORM

This document is mandatory and must be attached to the application

before

December 1st, 2023 (11:59 p.m.)

Be careful to save the document once filed

Project Title (even provisional) :

Title

Please indicate 3 sites (mandatory) in the order of preference (please refer to the sheets for a detailed description of the places) :

For individual application :

NAME / Surname
Date of Birth
Address
Country
Business identification number
Phone number
Mail
Website
Social Networks

For collective application :

Name of the collective

Names of the members of the collective :

First, please indicate the name of the preferred contact person for any questions.

NAME 1 / Surname 1

Date of Birth

Address

Country

Business identification number

Phone number

Mail

Website

Social Networks

NAME 2 / Surname 2

Date of Birth

Address

Country

Business identification number

Phone number

Mail

Website

Social Networks

NAME 3 / Surname 3

Date of Birth

Address

Country

Business identification number

Phone number

Mail

Website

Social Networks

SHEET N°1 – BONNETERRE WOOD – LE PUY-EN-VELAY

Description : Around one kilometer from the city center of Puy-en-Velay, the Bois de Bonneterre offers a wooded and floral area of more than 4 ha which overlooks the town. Like a botanical garden, there are dozens of different species: maples, willows and chestnut trees mingle with fir trees, cedars, Douglas firs, lime trees and even sequoias. Fruit trees have also been rooted in this wood for many years.

Altitude : around 700m

Accessibility : direct access

Specific constraints:

- the work must be realized in relation and on the « amphitheater » in concrete

Strong points :

- landscaping and floral arrangements
- significant attendance and visibility

Accommodation :

- yes

SHEET N°2 – PEYRAMONT - SAINT-GENEST-PRES-SAINT-PAULIEN

Description : Near the village of Saint-Genest-Près-Saint-Paulien, Peyramont is a Strombolian volcano with wooded slopes and which offers, at the top, a vast panorama over the Velay (Saint-Genest-Près-Saint-Paulien, Saint-Paulien , Puy-en-Velay, Devès mountains). A Calvary was built there at the beginning of the 20th century.

Altitude : 1098 m

Accessibility: non direct – track and few meters by walk

Specific constraints :

- The work must be installed near but not directly on the Calvary. A beautiful tree is located nearby.

Strong points :

- remarkable panorama
- presence of trees
- point of interest
- geological history

Accommodation :

- yes

SHEET N°3 – PUY DES JUSCLES – LE PERTUIS

Description : Located in the Jorance massif, the Puy des Juscles has deep faults of almost 100m. Chasm, scree, underground lake... the site of volcanic origin offers an atypical relief .

Altitude : ca. 900m

Accessibility : non direct access – few meters by walk on a track

Specific constraints :

- sometimes steep terrain
- presence of rock and boulders

Strong points :

- near the Via Ferrata
- forest area
- geological character, atypical relief

Accommodation :

- yes

SHEET N°4 – SUC DE MERCOEUR - MALREVERS

Description : The Suc de Mercoeur is located at the entrance to a landscape of volcanos and bocages south of Emblavez. It overlooks the village of Malrevers. It offers, from its summit, a beautiful view of the surrounding area (and in particular of the Mézenc and the Yssingelais volcanos). Almost no vestige remains of the castle which was here.

Altitude : ca. 1000m

Accessibility : non-direct access via a very steep track with a steep drop

Specific constraints :

- the work must be installed on the blanks or the top of the hill
- the work must be light to be able to be transported at height

Strong points :

- natural and historical heritage
- panorama

Accommodation :

- yes

SHEET N°5 – STONE-PIT OF THE DURANDE – LE VERNET

Description : In the Devès massif, the summit of the Durande offers a 360° panorama that can go as far as the Alps and Mont Blanc in clear weather.

Of volcanic origin, the Durande was once exploited for pozzolana. The stone-pit bears witness to this activity, which ceased several years ago.

Altitude : ca. 1200 m

Accessibility : non direct access – few meters by walk on a track

Specific constraints :

- the work must be installed in the stone-pit
- the work must not encourage the public to approach the void

Strong points :

- natural theater
- atypical landscape
- remarkable viewpoint nearby
- geological origin

Accommodation :

- yes

SHEET N°6 – ETANG DU BREUIL – LA CHAISE-DIEU

Description : The Breuil pond, digged by the monks, on the Sénouire (winding river also called the “golden snake”), is located near La Chaise-Dieu and its abbey. It is a fishing pond surrounded by 2 ha of forest and which presents great biodiversity.

Altitude : ca. 1000m

Accessibility : direct access

Specific constraints :

- the work must be installed near the pond or on the catchment building and on the door of the water treatment building
- the work must not be installed in the water
- the work must not cause a nuisance or disturb fishermen

Strong points :

- quiet forest space
- presence of a pond
- biodiversity
- near La Chaise-Dieu (Abbey / classical music festival)

Accommodation :

- yes