



Introduction

Ambiance Boutique Art Hotel opened its first location in Lahore in October 2020 to much fanfare. The hotel offers its art-savvy and discerning global clientele a wholly unique experience, affording them the opportunity to engage with an eclectic and diverse body of work that showcases the best of Pakistan's thriving contemporary art scene. Envisioned by Kasim Kasuri, Ambiance Boutique Art Hotel aims to showcase exceptional artwork from contemporary early-career artists in an effort to nurture local talent and promote Pakistan's already vibrant art scene.

In May 2022, Ambiance Boutique Art Hotel opened a new hotel in the heart of Clifton in Karachi. Due to the overwhelming response to this new property, we are now adding a new block of rooms and suites, expected to open in early February 2023. For this, we once again call upon young art practitioners across the country to submit original works of art for consideration and become part of the hotel's growing and well-curated body of work. Curators of our previous Calls for Art for Ambiance Lahore and Karachi have included Prof Salima Hashmi, Prof Naazish Atallah, Prof Shehnaz Ismail, and Ms Adeela Suleman, amongst others.

Ambiance presently houses over 400 works of contemporary art - including 210 works collected through its Calls for Art in 2020 and 2021. We now expect to acquire a further 50 works through Call for Art 3.0.

The Ambiance Curatorial Committee for Call for Art 3.0 will offer predetermined amounts for each selected piece (details below).

Submit your work today and be at the forefront of the art movement that is Ambiance!

Ambiance Curatorial Committee for Call for Art 3.0



PROF SALIMA HASHMI
Artist, Curator, Educator, Gallerist
Former Principal, NCA
Founding Dean, SVAD, BNU



ADEEL UZ ZAFAR
Artist, Illustrator, Educator
Associate Professor, IVS, Karachi



SAMEERA RAJA
Curator, Gallerist
Founder, Canvas Gallery
Karachi



KASIM KASURI
Art Advocate, Collector
CEO & Design Curator
Ambiance Hotels

Curatorial Support

Haseeb Ullah Zafar

Curatorial Assistant, Ambiance Hotels
Former Curatorial Assistant &
Production Manager, LBF

Sushma Aamir

Art Logistics & Procurement
Ambiance Hotels

Terms & Conditions

1. Eligibility and Submission

Eligibility:

- You are a **final year student** completing your BFA or equivalent degree from the National College of Arts, Beaconhouse National University, Indus Valley School of Art and Architecture, Punjab University College of Arts and Design, University of Karachi, **or any other** recognised Visual Arts institution in Pakistan or overseas.
- OR
- You have attained a BFA/MFA or equivalent qualification from a recognised Visual Arts institution in the last 5 years (2017 onwards).

Medium & Size:

- The work submitted must be wholly original and should not infringe upon the intellectual property rights of any other party; to the best of your knowledge, your work should be unique.
- Contemporary art styles are preferred.
- The work submitted may be executed in any medium that lends itself to be easily displayed/showcased, **including but not limited to:**
 - oil/acrylic on canvas
 - watercolour/gouache/charcoal/graphite pencil etc on paper/wasli etc
 - works on fabric, leather, wood, metal etc
- Prints that are produced through physical processes such as linocut, woodcut, line etching, aquatint, photo transfer etc are also eligible, provided that the works are unique.
- Prints and/or photography produced via purely digital means may be submitted if the specific print is unique OR part of a limited print run.
- Art that involves CGI/video/animation etc and requires digital media to display will be considered only if the hotel has the right space to showcase it.
- Sculptural works and other types of installations are also eligible for submission.
- The minimum size for two-dimensional artwork is 18 x 24 inches with a maximum size not exceeding 72 x 96 inches. Works smaller than 18 x 24 inches may not be eligible, although the curators may make an exception for works they consider outstanding.
- Two-dimensional artwork should ideally be framed/mounted per the artist's discretion, although unframed works are also eligible. We do, however, ask that the work is preserved against the elements via quality fixatives and other appropriate treatments.
- Please use inches for measuring and describing your work.

Submission Requirements:

If you wish to participate in Call for Art 3.0, please email us the following materials at art@ambiancehotels.net:

- High-resolution images of your artwork (with title, medium, artwork size in inches, size when framed, if applicable, and year of completion) clearly and prominently demarcated outside the parameters of the artwork's visual.
- Artist biography (150-200 words) and/or up to date CV. For sample bios, please visit the Ambiance Hotels Artists' Directory (ambiancehotels.net/our-artists).
- Artist statement of intent concerning submitted artwork-concerned series (150-250 words).
- Artists may submit more than one piece of work; each piece will be independently reviewed.
- Artists whose work was selected as a result of the previous Calls for Art **remain eligible** to apply for this third iteration but are asked to take note that all selections will be based on the strength of their current submission.
- If the Curatorial Committee is unable to evaluate the artwork from the submitted images, they may ask the artist to submit videos of the artwork or, in certain cases, require in-person evaluation before making a final decision. (In such cases, we will discuss logistics with artists individually.)

2. Process, Deadlines, Compensation

- The last date for submission via email is **23 December 2022**.
- The Ambiance Curatorial Committee will make a final selection by **13 January 2023**. Subsequently, all artists will be notified of our decisions via email.
- If selected**, artwork must be completed and delivered to Ambiance Hotel, Karachi by **27 January 2023** (finalists will be notified).
- If a large number of finalists are situated in Lahore and surrounding areas, Ambiance may organise road transportation from Lahore to Karachi and allow artists in the area the option of delivering their work to our head office in Lahore.
- If the selected artwork is situated outside Karachi, and the above option is not available or applicable, reasonable delivery cost to Karachi may be covered by Ambiance. However, the safe packaging of the work is the responsibility of the artist.
- The Curatorial Committee will determine offer prices for shortlisted works that fall within its recommended size and medium (see related clauses under "Medium & Size"). Offer prices for shortlisted pieces will generally range between PKR 35,000 to PKR 50,000 per piece** (based on size, medium, and other intangible factors). This will enable Ambiance to develop a more extensive and diverse body of work while also benefiting a larger pool of young artists.
- In certain cases, the Committee may offer an amount lower than the specified range, particularly if the work is very small OR of a digital nature with a high number of editions.
- The Committee's offers, if any, will be final and non-negotiable.**
- Selected artists will be asked to submit a high-resolution black and white profile photo of themselves via email.
- While the artwork selected as an outcome of Call for Art 3.0 will most likely become a part of the permanent collection of Ambiance Karachi, it is possible that the Committee may decide to retain certain works at Ambiance Lahore or other properties. This decision shall remain at the sole discretion of the Committee depending on the hotel network's requirements.
- Selected artists will be featured on the hotel's social media accounts as well as accounts of other parties/influencers associated with the Ambiance brand. Therefore, content and photos submitted as part of the application may be used per the Committee's discretion (provided the artist is selected).
- Shortlisted artists may be invited to participate in future art-inspired initiatives organised by Ambiance at various locations.
- Please take careful note of all of the above and submit your work for consideration only if you are in agreement with the stated terms and conditions.**

Thank you for your interest in Ambiance Boutique Art Hotels' Call for Art 3.0!