

Call for Art کال فار آرٹ

Introduction

Ambiance Hotels and Resorts is launching a brand new property in the heart of the nation's capital, Islamabad, and expanding its location in the beautiful Hunza Valley. With its unique and thoughtfully curated body of diverse work, Ambiance currently boasts over 700 contemporary artworks from artists across Pakistan. We are calling upon young art practitioners across the country to submit original works of art for consideration and become part of Ambiance's growing collection.

Ambiance offers a distinctive experience to its global clientele, allowing them to engage with its diverse collection of exceptional artwork that represents the best of Pakistan's thriving contemporary art scene. All artwork at Ambiance is accompanied by a QR code, enabling viewers to immediately access the artist. Ambiance Hotels and Resorts were founded by Kasim Kasuri with the aim of promoting and nurturing local talent, particularly among early-career artists, and highlighting Pakistan's incredibly vibrant art scene.

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

Email: art@ambiancehotels.net

Call For Art 5 Curatorial Committee

CURATORS



Prof Emeritus Salima Hashmi
Former Principal, NCA
Founding Dean, School of
Visual Arts & Design, BNU



Kasim Kasuri
CEO and Chief Design Curator,
Ambiance Hotels & Resorts

GUEST CURATOR

ADVISOR ON IMMERSIVE DIGITAL ART



Imran Qureshi
Visual Artist
Officiating Head,
Miniature Painting Dept, NCA



Rashid Rana
Visual Artist
Dean, School of
Visual Arts & Design, BNU

Curatorial Support

Haseeb Ullah Zafar
Curatorial Assistant,
Ambiance Hotels & Resorts;
Visiting Faculty, NCA

Sushma Aamir
Art Logistics & Procurement,
Ambiance Hotels & Resorts

Terms & Conditions

1. Eligibility and Submission

1.1. Eligibility:

- 1.1.1. You are a **final-year student** completing your BFA or equivalent degree from **any** reputable Visual Arts institution in Pakistan or overseas.
- OR
- 1.1.2. You have attained a BFA or equivalent qualification from a recognised Visual Arts institution in the last 5 years (2019 onwards).
- 1.1.3. If you have graduated from a recognised Visual Arts Institution outside the last 5 year time period (2019 - 2024), you may be eligible to apply for our Call For Art if you have participated in at least one group/solo exhibition at an established art organisation in Pakistan or overseas in the last 2 years (2022 onwards).
- 1.1.4. Artists whose work was acquired in earlier Calls for Art **remain eligible** to apply for this fifth iteration; however, all judgements will be based on the strength of their current submission.

1.2. Medium & Size:

- 1.2.1. The work submitted must be wholly unique and original; it should not infringe upon the intellectual property rights of any other party to the best of your knowledge.
- 1.2.2. The work submitted may be executed in any medium that lends itself to being easily displayed/showcased, **including but not limited to:**
 - (a) Oil/acrylic on canvas
 - (b) Watercolour/gouache/charcoal/graphite pencil etc on paper/wasli etc.
 - (c) Works on fabric, leather, wood, metal, etc.
 - (d) Linocut/woodcut/line etching/aquatint/photo transfer prints on paper/canvas etc. (However these should be part of a limited print run)
 - (e) Digital prints on canvas/paper etc. (However these should be part of a limited print run)
 - (f) Digital animations/videos etc.
 - (g) Sculptures/reliefs/installations etc.
- 1.2.3. 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 select pieces.
- 1.2.4. Two-dimensional artwork should ideally be framed/mounted per the artist's discretion; unframed works are also eligible.
- 1.2.5. The art pieces should be preserved against the elements via quality fixatives and other appropriate treatments prior to framing/submission.

1.3. Submission Requirements:

- In order to participate in Call for Art 5, please email the following materials to art@ambiancehotels.net as **one combined PDF** with all the required information mentioned below:
- 1.3.1. High-resolution images of your artwork, with the details mentioned below
Title:
Medium:
Size:
Size when framed (If applicable):
Year of Make:
(These details should be present next to the concerned artwork without obscuring the artwork visually)
 - 1.3.2. Please use inches for measuring and describing your work.
 - 1.3.3. Artist biography (100-200 words) and/or up-to-date CV. For sample bios, please visit the Ambiance Hotels Artists' Directory (<https://ambiancehotels.net/our-artists/>).
 - 1.3.4. Artist statement of intent concerning submitted artwork/concerned series (100-200 words).
 - 1.3.5. Artists may submit more than one piece of work for consideration as long as information regarding each individual piece is mentioned clearly; each piece will be independently reviewed.
 - 1.3.6. If the Curatorial Committee is unable to evaluate the artwork from the submitted images, the artist might be required to submit videos of the artwork or, in certain cases, require in-person evaluation before making a final decision. (In such instances, we will discuss logistics with artists individually.)
 - 1.3.7. Selected artists will be asked to submit a high-resolution black-and-white profile photo of themselves via email.

2. Process, Deadlines, Compensation:

- 2.1. The last date for submission via email is **15th July 2024**. The Ambiance Curatorial Committee will make a final selection by **27th August 2024**. Subsequently, all selected artists will be notified of our decisions via email.
- 2.2. **If selected**, artwork must be completed and delivered to **Beaconhouse Head Office, Lahore by 2nd September 2024** (finalists will be notified of the exact delivery address).
- 2.3. Finalists who are situated in Lahore and/or surrounding areas will be required to deliver their work to Head Office in Lahore using personal means of transport/delivery for which they may not be reimbursed.
- 2.4. If the selected artwork is situated outside Lahore, and the above option is not available or applicable, a reasonable delivery cost to Lahore may be covered by Ambiance.
- 2.5. The safe packaging of the artwork is the responsibility of the artist. Ambiance Hotels and Resorts will not be responsible for any damage incurred during transport. If damaged significantly, the acquisition may be cancelled or the artist may be asked to pay for any costs incurred in order to rectify the situation out of the payment sum.
- 2.6. **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 60,000 per piece.**
- 2.7. In certain cases, the Committee may offer an amount lower than the specified range, particularly if the work is of a smaller scale OR of a digital nature with a high number of editions.
- 2.8. **The Committee's offer, if any, will be final and non-negotiable.**
- 2.9. While the artwork selected as an outcome of Call for Art 5 will most likely become a part of the permanent collection of Ambiance Boutique Art Hotel Islamabad or Ambiance Resort Hunza, it is possible that the Committee may decide to retain certain works for other Ambiance properties based on the hotel network's requirements.
- 2.10. Selected artists and their artworks might be featured on the hotel's social media accounts as well as accounts of other parties/influencers associated with the Ambiance brand in the future. Therefore, content and photos submitted as part of the application may be used at the Committee's discretion on the hotel website, socials etc.
- 2.11. **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 Hotels and Resorts Call for Art 5!