

ZAZ Corner

Your art on Times Square!



A collaboration between ZAZ10TS and MiLa Media

A Digital Art Exhibition on Times Square

Located on the corner of 41st Street and 7th Avenue in New York City, a 67x23.5 feet video billboard will showcase curated artwork on the exterior of the office building at 10 Times Square (1441 Broadway). This digital art exhibition is curated by ZAZ10TS in partnership with Lightbox.

MiLa Media has partnered with ZAZ10TS and will accept submissions from young artists who wish to display their artwork as part of this exhibition. Finalists selected by MiLa Media will be sent to ZAZ10TS for consideration as part of its March lineup.

The Artwork

- Content must be original works of moving-image art.
- Content must be appropriate for programming in a public space and can not include any nudity, sex, drugs, violence, religious iconography, overtly political messaging, expletives, etc.
- Content cannot be construable as an advertisement for anything, and should include no logos or credits of any kind.
- Individual video artwork length from 45 seconds up to 180 seconds with 15 seconds increment from a minimum length of 60 seconds.
- The Artist (and/or the partner organization) must be the owner of the work and is responsible for all licenses.

How to submit?

Send us a proposal, by email, to contact@MiLa-Media.com no later than February 18, 2020. Please read the instructions carefully. The only information needed is described below. Any other information sent will not be reviewed. Please read the technical specifications carefully.

The theme of this month's exhibition is:

Compassion

Please send us the following information:

1. Your full name and affiliation (are you a student? Are you an independent artist or a member of an artist collective / organization).
2. A one paragraph (no more than 500 characters) biography.
3. One link to a previous video work you did. No reels please - this must be a complete work. Please indicate your role in the project.
4. One link to a website of yours or edited example of works, if you have it. Please leave blank if you do not have these.
5. Your proposed art work. Please describe what you will do. Make sure to adhere to the technical specifications below. Please be brief. Most artworks submitted are short versions of longer pieces which already exist. **You will have one week from acceptance to delivery** - please be ready.
6. One paragraph explaining why you think this artwork should be included in the ZAZ10TS digital art exhibit.
7. Confirmation that you are the sole owner of the artwork and that exhibiting it will not infringe any other artist or performer rights.

Technical Specifications

Delivery Resolution:

Cube – 2,048 x 720 pixels (W x H)

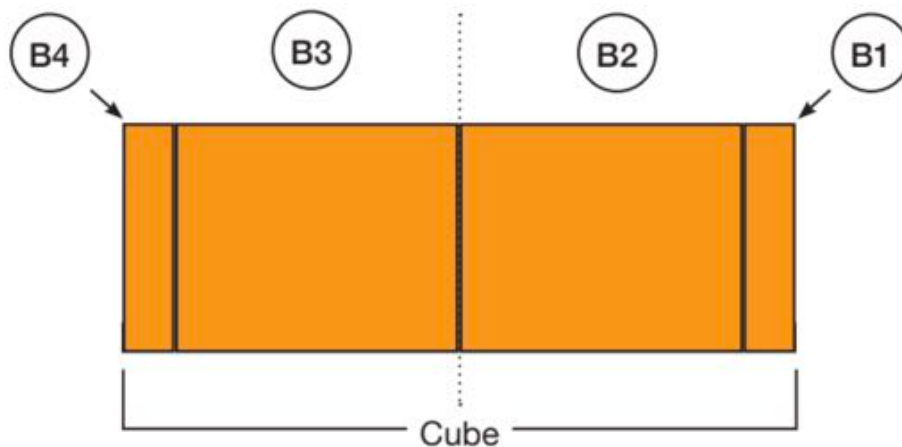
Pixel Resolution Information per Section:

B1 – 160 x 720 pixels (W x H)

B2 – 864 x 720 pixels (W x H)

B3 – 864 x 720 pixels (W x H)

B4 – 160 x 720 pixels (W x H)



File Formatting:

Frame Rate – 60 fps

Motion File Duration – 15-second increments recommended

Motion File Format – H.264 MP4

File Data Rate – 16,000 Kbps, VBR

Audio – None

Static File Format – JPEG or PNG, 72 dpi - Best Quality

Content Considerations:

- Avoid the use of large regions of white or light colors. Deeper richer tones display more effectively than lighter, pastel-oriented tones.
- Avoid large amounts of text. The display is optimized to showcase bold imagery, video and graphics.
- Avoid using thin horizontal or vertical lines.
- Avoid bad tonal contrasts.
- Avoid rapidly-changing, strobing content.
- Avoid letter-boxing video.

Additional delivery specifications will be sent to the selected artists.

These will include file naming convention and title page formatting. Artists should be able to deliver videos according to specifications. Neither MiLa Media nor ZAZ10TS will be able to provide editorial , finishing services or technical support.

Good Luck!