

Call for Artist Proposals

DECORATE A GNOME FOR OUR FALL EXHIBITION

Gnomevember at New England Botanic Garden at Tower Hill
November 1 to 30, 2024



OVERVIEW

Be a part of the magic this *Gnomevember*! New England Botanic Garden seeks talented and artistic individuals or groups to submit unique design proposals to bring our concrete garden gnomes to life through artistry and storytelling. These gnomes will be displayed at New England Botanic Garden during the *Gnomevember* exhibition from November 1 to 30, 2024. Each gnome is made from concrete, is 28 inches tall, and weighs 60 pounds. A \$350 stipend will be awarded for each completed gnome.

ABOUT THE EXHIBITION

From November 1 to 30, 2024, New England Botanic Garden at Tower Hill will feature a whimsical, family-oriented exhibition – *Gnomevember*. The exhibition will feature a display of uniquely stylized gnomes designed by local artists. Each gnome will be accompanied by an interpretive sign and will be part of an outdoor display of at least forty other garden gnomes. The exhibition will span accessible locations in our formal gardens to encourage visitors to explore the Garden in search of each unique gnome.

Gnomevember aims to engage visitors of all ages with informal education opportunities that are whimsical and artistically inspired. In keeping with our mission to “create experiences with plants that inspire people and improve the world,” we seek imaginative artists to design and decorate garden gnomes that are inspired by nature, challenge their traditional nature, and celebrate inclusivity and diversity. We hope each artist will offer a unique twist on the traditional garden gnome.

BENEFITS & RECOGNITION

Selected artists or groups will receive the following benefits and recognition:

- A \$350 stipend per completed gnome, which covers all materials and the artist’s time.
- Gnome featured in the 2024 *Gnomevember* exhibition, with the potential to be displayed in future gnome exhibitions at the Garden.
- Recognition on an interpretive sign next to your gnome, on our website, and social media.

TIMELINE

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| • Proposals due: | August 9, 2024 |
| • Proposals chosen & participants notified: | August 16, 2024 |
| • Gnome pick-up at 11 French Drive, Boylston, MA: | August 26 – 30, 2024 |
| • Gnome biography due (e.g., description, name, etc.): | September 16, 2024 |
| • Gnome drop-off at 11 French Drive, Boylston, MA: | October 14 – 18, 2024 |
| • <i>Gnomevember</i> exhibition: | November 1 – 30, 2024 |

GUIDELINES

New England Botanic Garden staff will select ten artists to design and decorate a gnome that will be added to this year's exhibition. To ensure a high-quality exhibition, we seek artists/designers with experience creating high-quality outdoor artwork for a family audience. Successful proposals will be creative and original, have a unique gnome story/persona, and will include a detailed, high-quality sketch of the proposed gnome design. Once chosen, participants will be notified and provided with an undecorated concrete gnome. Artists will be required to pick up and drop off their gnomes at New England Botanic Garden at Tower Hill, 11 French Drive, Boylston, MA, between 10am and 5pm. If participants cannot pick up or drop off their gnomes, an exception for special delivery can be made by request. If you are in need of a special delivery, please note it in your proposal. Completed gnomes are due back to Lea Morgan, Manager of Exhibitions, by 5pm on October 18, 2024. The chosen gnomes will be displayed during the *Gnomevember* exhibition open between November 1 – 30, 2024. After the 2024 exhibition, the gnomes will be a part of the permanent New England Botanic Garden gnome community.

Design Guidelines

Garden gnomes should:

- Be playful, whimsical, and family-friendly
- Have artistic appeal for adults, with high-quality craftsmanship
- Offer once-in-a-lifetime photo opportunities
- Take into consideration the Garden's mission to "*create experiences with plants that inspire people and improve the world.*"
- Reflect the Garden's desire to be an inclusive experience for everyone
- Be able to withstand outdoor weather conditions for multiple months at a time
- Be recognizable as a garden gnome, abstractions are welcome, but visitors must be able to associate an abstract design with its natural counterpart without difficulty
- NOT include extra elements that may break off or go missing. The design should focus only on painting the gnome.

Construction Guidelines

- Use **latex acrylic exterior house paint** (concrete paint is acceptable but not required)
- **Do not** attach extra elements to the gnome; use only paint
- **Do not** use enamel, water-based, or oil paint (they do not bond to concrete)
- **Do not** use sealers; they are not needed with latex acrylic exterior house paint.

Ownership and Usage Rights

New England Botanic Garden owns all decorated and undecorated gnomes. Gnomes will not be returned to artists. New England Botanic Garden reserves the right to use all images, renderings, and models to promote and interpret the exhibition in print or electronic formats.

Gnome Design Options

There are two different garden gnome designs. Please indicate which gnome you would prefer to decorate on your proposal form. You may be asked to switch depending on the variety of proposal submissions.

CURRENT GNOMEVEMBER GNOMES

The pictures below show a sampling of gnomes from past *Gnomevember* exhibitions.



QUESTIONS

Contact Lea Morgan, Manager of Exhibitions, by email or phone at lmogan@nebg.org or 508.869.6111x166.

Briefly describe your artistic experience (If possible, include a link to your website or social media that showcases your artwork.): _____

Which style of gnome do you want to decorate? (*Circle*)



IMPORTANT! Please attach a detailed sketch of your gnome design and briefly describe your gnome proposal for the 2024 *Gnomevember* exhibition. Proposals will only be considered with a detailed sketch.