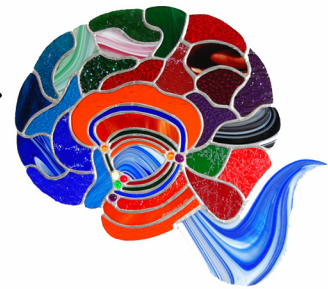


Jill Bolte Taylor BRAINS, Inc.

Brain Resources and Innovative Neurological Solutions



BRAIN EXTRAVAGANZA! Open Call for Artists

About the Brain Extravaganza!

This collaborative community art project provides an opportunity for local stakeholders to network over a fun and exciting undertaking with endless possibilities. It's an opportunity for Bloomington to showcase how we value the brain and its potential through providing a program on brain awareness, education, injury prevention, recovery, and the value of movement on mental and physical health. Bloomington is a unique, active, smart, and creative collection of interesting people—let's put together an amazing event for the world!

We are networking with the City of Bloomington, Indiana University, corporate sponsors and the MCCSC on the public display of 21 fiberglass brains, which will be placed around Bloomington downtown, the B Line and IU campus from late April – October, 2012. These brains will be 5' long, 5' high and 4' wide. The fiberglass brains will be distributed to local artists who will then have the opportunity to create a compelling artistic version of the brain under keyword guidance from the sponsors.

We are seeking artists or artist teams to submit an artwork proposal for the painting/decoration of the fiberglass brains.

Project Specifications

Respondents should submit a proposal by November 7, 2011. The proposal should outline the design for artwork that represents the artist concept. Proposals must focus on the design of the brain.

Honorarium

Artists will receive a total of \$1,000/brain for the completion of the brain and the materials used.

Artist Eligibility

All artists 18 and over who are current residents of Indiana are invited to submit proposals. Everyone is eligible. Jill Bolte Taylor reserves the right to decorate one of the fiberglass brains as a teaching brain.

Artist Selection Criteria

Applicants should demonstrate the following qualifications and qualities:

- Successful creative, innovative and effective approach in comparable projects
- Excellent communication skills
- Have a space large enough to work on the brain
- Understanding of the appropriate use of materials for the project requirements
- Openness to working collaboratively with JBT BRAINS, Inc., staff, and sponsors
- Documented ability to complete a project of this scale successfully and on time

Selection Process

The Selection Panel will consist of 10 local community members who make up the Jill Bolte Taylor Advisory Board. These members are Bloomington citizens who assist Dr. Taylor as confidants and who help with brain awareness and education initiatives. If any of the Advisory Board members choose to submit designs then another trusted colleague of Dr. Taylor's will serve on the Selection Panel.

The Selection Panel will review the proposals and conduct interviews when deemed necessary. Artists/artist teams will be selected no later than December 15, 2011. The selected artists/artist teams will be engaged by contract with Jill Bolte Taylor BRAINS, Inc. Each artist/artist team will be matched to a specific theme based upon the sponsor. Each sponsor has submitted a list of keywords or images they would like the artist to take into consideration when decorating that specific brain. Delivery of the finished brain should be completed no later than April 7, 2012. Full timetable below.

Based on the response to this Call for Artists, Jill Bolte Taylor BRAINS Inc. reserves the right to expand artist eligibility to include outside the state of Indiana. In the event that we do not receive the necessary appropriate proposals from local Bloomington community members, proposals from artists living outside the Bloomington community and perhaps outside of Indiana will be accepted. If deemed appropriate, a single artist may be asked to decorate more than one brain. Also, if deemed appropriate, an artist may be asked to oversee a group(s) of artists for the decoration of one or more brains.

Timetable

- October 9, 2011: Open Call for Artists
- November 7, 2011: Artist Submissions Due (**Proposal Deadline**)
- December 15, 2011: Artists Informed and Matched with Sponsors
- January 16, 2012: Brains Distributed to Artists
- April 7, 2012: Artists Return Brains to JBT BRAINS, Inc
- April 2012: Photoshoot of all the brains together
- April 22-May 3: Brains placed on display
- May-October, 2012: Brains on Display
- Sometime in 2012 or 2013: BE! Gala and Brains sold at Auction (with set reserve)

PROPOSAL SUBMISSION INSTRUCTIONS

All submissions are due by November 7, 2011.

Please submit the original and (4) copies in the following order and paper clip each group together:

1. TYPED Letter of Interest

Please summarize your qualifications and qualities relevant to the project (one page limit).

2. Design Preference

We cannot guarantee artists will receive any of their top choices, but having them provide some choices from the information below will help us in our process of matching artists interests to sponsored brains. The themes and relevant key words below correspond to the sponsors.

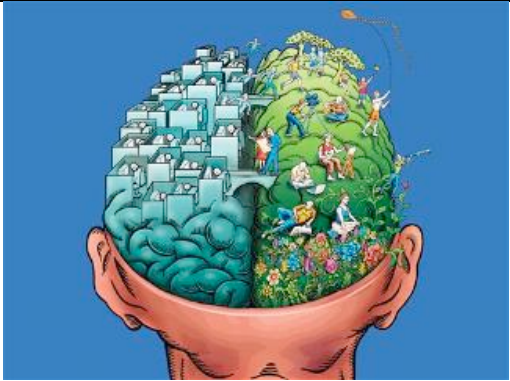
Please tell us your 3 top interests for brain design:

1. one side: comfort, bliss, relaxation, aliveness; the other side: fatigue, sleepiness, stress, pain, danger, tightness

2. Mild Traumatic Brain injury (TBI), concussion, helmet (bike), cranial nerves, balance, motor control, healthy lifestyles, behavior change, endorphins, neuromotor, mind/body, movement education, injury prevention, injury rehabilitation, corrective exercise
3. brain circuitry, different sensory systems, discovery, exploration, learning, memory
4. world music, arts, culture, diversity, world colorful and dynamic fabric patterns, tapestry
5. mental illness, psychosis, altered perception of reality, recovery with medications
6. person-focused, progressive, innovative, evidence-based, recovery, resiliency, hope, healing, mental health and addictions treatment community
7. brain alive, sheer gift of eternal creativeness, religion symbolism
8. Alzheimer's, fear, shame, sad, acceptance, kindness, patience, touch, confused, downward spiral, sweet, validation, help, reach-out.
9. back pain, headache, injuries, healing, balance, spine, neurology, posture, rehab, diet, exercise, caring, optimum health, natural healthcare, vibrant living, self care
10. Indiana history, performing arts, visual arts, math, science, the environment, lifelong learning, striving to "be more"
11. empowerment, strength, independence
12. human evolution, encephalization (brain expansion), cortical "homunculus," tool use
13. organic, grains, fruits, vegetables, omega-3 oils, fresh, local, sweet, ripe, juicy, succulent, mind-body-soul, good, clean, and fair, ethical, healthy mind through peace of mind, earth body-brain, good cholesterol, fresh and raw, feed your head, brain food
14. old plastic records (supplied by WFHB)
15. language intelligence, logical-mathematical intelligence, musical intelligence, bodily-kinesthetic intelligence, spatial intelligence, interpersonal intelligence, intrapersonal intelligence, existential intelligence, naturalist intelligence, moral intelligence, spiritual intelligence
16. health, support, advocacy, commitment, caring, community
17. disposable medical products, laparoscopic , surgical instruments

3. Design Proposal

The brain has two sides that do different things. The right and left designs should be different and yet compatible with one another, based upon what we understand to be true about the left and right halves of the brain and based upon what the theme for that brain should be.

<p><u>Left</u> <i>Serial Processor</i></p> <ul style="list-style-type: none"> ▪ Thinks in language ▪ Details ▪ Linear/Sequential ▪ Past and future ▪ Seeks differences ▪ Critical analysis ▪ Judges Right/Wrong ▪ Competitive ▪ Confrontational ▪ On the clock ▪ Sense of Urgency 		<p><u>Right</u> <i>Parallel Processor</i></p> <ul style="list-style-type: none"> ▪ Nonverbal ▪ Thinks in pictures ▪ Kinesthetic ▪ Present moment ▪ Holistic thinking ▪ Seeks similarities ▪ Perceives energy ▪ Compassionate ▪ Nonconfrontational ▪ Time lost in flow ▪ Joyful
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We would like the brain designs to represent the keywords provided by the sponsors. For example, the brain sponsored by SIRA should reflect brain imaging. When appropriate, we will link artists and business leaders together. Advertising is not permitted in the design of any brain. JBT BRAINS, Inc will have final say over what the design will look like.

The design proposal must include the following:

- A design narrative, tell us your vision (should not exceed one half page)
- A colored example of the proposed design
- A scaled drawing of the proposed design on included right and left images of the brain
- A materials list

The expectation is for artists to be creative, and yet the brain designs must be safe and must take into account safety and public liability issues. Artists may choose to go beyond surface decoration and application but all designs must be approved by JBT BRAINS, Inc.

4. Professional Resume

Please outline your experience as an artist (no longer than two (2) typed pages). In the case of a team application, please include appropriate art related information for each team member.

5. Digital Images

JPEG images (3-6) of past work should be submitted on one Mac-compatible CD or in the form of a PowerPoint presentation. Images within the PowerPoint slide show should have maximum dimensions of 800 x 600 pixels and minimum dimensions of 720 x 480 pixels. Each PowerPoint slide must include (at minimum) the artist's name, title of the work, medium and size. Installations or three-dimensional work may be illustrated by multiple images. Please Note: If total size for the PowerPoint presentation exceeds 2 MB, it will not be viewed. If JPEGs cannot be inserted into a PowerPoint presentation, each image file must each be labeled in desired order of presentation as follows: LastnameFirstname-1.jpg; LastnameFirstname-2.jpg; LastnameFirstname-3.jpg; etc. The CD should be clearly labeled in permanent ink with the artist's name and contact information.

6. Annotated Image List (required for either slide or digital image submission)

The annotated image list must correspond with the order of the images to be shown and must include the following information: artist's name, title of artwork, medium, size, date of artwork completion, location and any project details such as budget, commissioning agency, etc. If sending a CD of digital images, please provide this image list in a Word or PDF file on the CD.

7. Professional References

Please provide the names and contact information of three individuals with whom you have worked or who have commissioned your work in the past. Actual letters of reference are not required.

8. Optional

Up to three (3) selections of support materials such as reviews, news articles, and other related information may be included.

9. Self-Addressed Stamped Envelope (SASE)

Please provide a SASE for the return of slides or CD. No SASE means no return of materials.

Mail packets to:

Michael Shermis
Project Manager, Brain Extravaganza!
P.O. Box 1181
Bloomington, IN 47402

For additional information, please contact Michael Shermis at (812) 340-0479 or michael@mystrokeofinsight.com

Jill Bolte Taylor BRAINS, Inc., is a 501(c)(3) nonprofit.