CALL FOR ARTISTS

Push the Button

On Off Gallery was born as a thesis project of Product and Event Design.
 The goal is to create a contemporary online art gallery where artists are invited to express their thoughts on ever-changing themes through the creation of digital works. The Gallery also wants to be physically present through installation or exhibitions where the most significant works will be transformed in to analogue.

The theme of the call is "Push the Button". Today there are endless buttons that you can push and endless consequences that can be triggered: send a message, launch a missile, like a status or a photo, put an end to a life, turn on the light… The analogue phase involves the creation of a work in which the tailoring buttons take the place of digital pixels.
The Turin-based company Fratelli Bonfanti sas (www.fratellibonfanti.com) kindly makes the buttons available.

Partecipants will have at their disposal a 40x40 pixel grid in which they will have to create a digital image with the following characteristics:

• Colors: white (RGB 0 0 0), black (RGB 255, 255, 255) e red (RGB 180 20 20) without nuances or transparencies
• Jpeg format, 300 dpi, max 20 MB and renamed with the name of the work

In addition, they must send their own photo and a pdf file with: their name, surname, nickname (if they have one), year and city of birth, email, personal websites, Facebook and Instagram contacts (if they want), a brief biography and description of the work, both in English and up to 500 characters. The data will be published on the website where each artist will have a personal section. Everything must be sent via WeTransfer (www.wetransfer.com) to onoffgallery@gmail.com.

Works will be visible on the gallery website www.onoffgallery.com, on Facebook and Instagram from the 25 February 2018, when the website will be launched. The temporary exhibition with the work deemed most deserving will be set up in the city of Genoa (Italy) from 8 to 11 March 2018.

Deadline: 18 February 2018 at 11.59 pm

More info: onoffgallery@gmail.com