

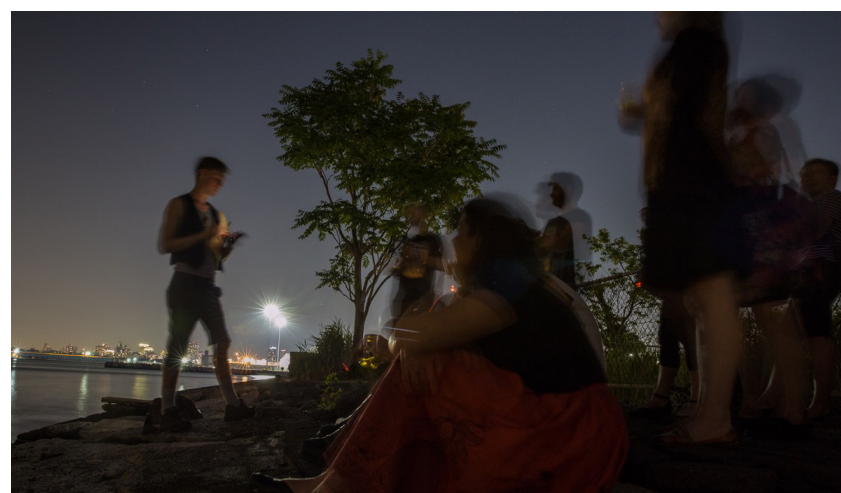
A person in a shiny silver costume, including a beanie and gloves, is playing a large brass instrument, likely a tuba or euphonium. The background is a blurred night scene of a city street with lights and other people.

SHADOW **TRAFFIC**

Call for
Open Platforms
& Spectacles

TIME TO SHINE

5 years in, Shadow Traffic is the proud steward of the **Lost Horizon Night Market** in New York City, and **Competitive Winter Picnicking**. We created a trilogy of ephemeral art happenings in the realms of sky, land and sea that addressed storytelling and the spaces that occupy our memories. We created two editions of a mid-holiday catharsis parade called **Burning of Grievances** and a Viewmaster chain-mail project called **Anticipate-a-Day**. And we honored our Shadow Royalty members every year with a **Royalty Rumpus** at underutilized public spaces around NYC.



WE ARE NOW READY TO **EXPAND** OUR COLLECTIVE.

In order to maintain the commitment to **four free** events a year, we are commencing an outreach effort to you, the community, to propose event ideas to occur in **2023 and beyond**. Shadow Traffic is seeking **two** different types of **events**—one of each per year—**which we can fund 100% of.**



	OPEN PLATFORMS	SPECTACLES
BUDGET	Up to \$500	Up to \$5000
LOCATION	Utilizes public space, whether permitted or select- ed upon significant risk assessment	Utilizes a secure space, whether public or private, that will not be affected by basic weather or land- lord issues
CORE FOCUS	Highlights decentralized model, open call for par- ticipation	Highlights curatorial programming around a central theme, must include participation of some kind, egalitarian distribution of funds to artists
ACCESSIBILITY	Must be reasonably accessible by public transit and/or bicycle. Should be multigenerational in its appeal and kid friendly if the parents are really cool and responsible	Must be reasonably accessible by public transit and/or bicycle. Should be multigenerational in its appeal.
SOURCE	Can easily be replicated by any urban community	Is highly unique and rarely seen before on this scale
CAPACITY	Must be fun for 50-200 participants	Venue must have capacity for over 80 participants
CONCEPT	Silly ideas are probably a good place to start	Explosive joy, elegance, and originality are para- mount
FINANCIAL COMPENSATION	Organizers are not to be compensated. Reimbursements are recommended for materials, transportation and food for the organizers	Organizers are not to be compensated. Organizers may finance purchases to be given away or kept as long as storage is considered. Majority of the bud- get must go toward paying artists.

FAQS

So who's going to get the credit on this?

This will be billed as a Shadow Traffic event, with credit going toward you and your team as you see fit. Announcements are to be primarily issued by Shadow Traffic instagram and newsletter, which you will have access to. Ticketing will be established on Shadow Traffic's Withfriends page.

Can I charge for tickets?

All Shadow Traffic events are free or suggested donation. All funds accrued through ticketing go towards throwing events and paying artists.



Why should I put my event on your platform?

Jaclyn, Jonah and Kate collectively contain over a half century of both successful and failed ideation, event production, creative solutions, permitted and non-permitted shenanigans and the like. And we will be generally available to you for your hot takes, cold feet, dumpster fire ideas, and port-a-potty questions.

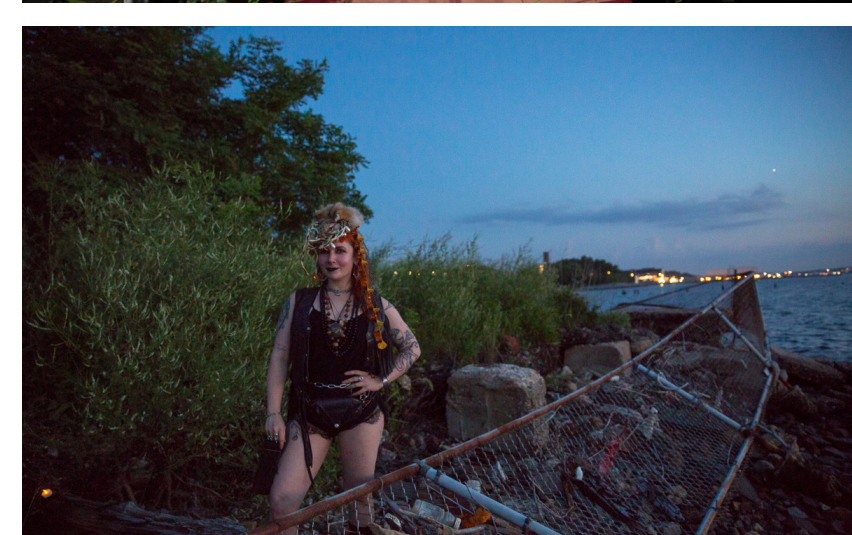
We have a newsletter list of 1.6k people, with an average open rate of 40%. Our community is loyal, highly participatory and great at showing up. In addition to our email list and instagram following (a very modest 1.1k), we rely heavily on word-of-mouth. If someone asks when the next Night Market is and people are talking about your event instead, that's a good thing.



If you decide to fund, help plan and promote my event, can I flake out?

Great question! The answer is “please don’t”. If your collaborators start to bow out and the weather looks iffy and that tree over there starts laughing at you, come to us and we’ll help you figure it out. One thing our art dad taught us to remember is **“This is what we do for fun!”**.

And we’d really like you to prioritize this. Yes, shitty things come up that are absolutely unavoidable, and we would never want an art project to jeopardize your physical or mental health, but by applying for this opportunity we are asking you to Step Up and Stay There. Remember that this is a collective and we lean on each other to help get the job done and make something excellent to give back to the community.



Are you going to help throw my event?

We'll help you make decisions on how you're going to plan your event. We'll introduce you to our contacts, provide wisdom, best practices, cautionary tales and various infrastructure. We'll also help you surround yourself with the people who will help you throw your event, but we'd like to just participate. After 5 years of this, we've settled comfortably into the role of Those Who Choose the Time and Place, and now we're even more interested in Choosing Those Who Choose the Time and Place

