



CALL FOR SUBMISSIONS

DEADLINE: October 9, 2018, 5pm

ABOUT THE NEW DAY CAMPAIGN

The New Day Campaign uses art-based programming and public engagement to challenge stigma and discrimination associated with mental illness and substance use, making the world a more healing place. Founded by Peter Bruun in 2015, the New Day Campaign began as a personal healing path for Peter following death of his daughter, Elisif, from a heroin overdose on February 11, 2014. Peter's vision is a world where those affected by mental illness and substance use are met with compassion and understanding rather than fear and judgment. Programming in 2015 included 16 art exhibitions and 63 events in the Baltimore region, all over a period of 92 days – thousands of people attended events, dozens of organizations became involved, and a new idea was born. In 2016 an Advisory Board was formed to explore paths for the New Day Campaign to become a permanent presence in Baltimore and beyond. From spring 2016 through fall 2017, the Advisory Board spearheaded fundraising with its Founders' Circle Campaign, led strategic planning, and guided programming; the New Day Campaign's value to the community became further cemented as a result. In November 2017, the Advisory Board elected not to pursue the course of the New Day Campaign becoming a 501(c)3 organization, instead opting to house the initiative exactly where it began: under the auspices of Bruun Studios, with the Campaign's Founder, Peter Bruun, as its leader. Visit www.newdaycampaign.org to learn more.

ABOUT DUSK & DAWN: AWAKENING HOPE AND HEALING

The 2018-2019 season takes the New Day Campaign statewide to all parts of Maryland. In partnership with numerous public and private art and behavioral health agencies, the New Day Campaign brings arts programming and public engagement to challenge stigma and discrimination associated with mental illness and substance use, making the world a more healing place. Bringing people together through art, performance, and words, we share our stories, connect with one another, and learn of the many behavioral health resources available to us—we together build a new day, where those with addiction and mental illness are met with compassion and understanding rather than fear and judgment.

In anticipation of curating artists into exhibitions, asking performers and writers to share at events, and inviting many to share their stories, we are soliciting submissions from the creative community to be considered for Dusk & Dawn programming.

2018-2019 PUBLIC PROGRAMS

While a handful of exhibitions and events have already been determined and planned, a number of opportunities to involve Maryland artists, performers, and writers remain. On this page we list the exhibition and event opportunities from this submissions process:

Dusk & Dawn: Awakening Hope and Healing

The branding of our 2018-2019 season, and also the major exhibition opportunity. While the first of these exhibitions is yet to be confirmed, we anticipate an early December short-term exhibition in the Baltimore area, followed by all or some of the works and artists from that show becoming part of a traveling exhibition, available for display in jurisdictions throughout Maryland in 2019. Our goal is to select one to several pieces by a total of 15-20 Maryland artists who in their art and/or lives bring public awareness, advocacy, and/or healing to challenges related to mental illness and/or substance use. Public programming will further animate stories and issues through performances, readings, and/or other forms of sharing by those invited to participate.

Wellness in the Storm

A project in partnership with the Dorchester County Arts Council and Dorchester County's Opioid Intervention Team (OIT), *Wellness in the Storm* takes place in Dorchester County in April 2019. Artists, writers, and performers—with a preference for those who live in Dorchester County—whose works convey, cultivate, and/or inform on “wellness in the storm” in the face of the current opioid epidemic will be invited to participate in an exhibition and/or events in Cambridge, MD, and other Dorchester County locales.

General Programs

The New Day Campaign tends to be quick to jump at short-notice to exhibition and event opportunities, drawing upon a stable of artists, performers, and writers prepared to participate at a moment's notice. By submitting works to this “call for participation,” you stand the chance of joining those already tapped by the New Day Campaign on a somewhat regular basis to offer your works and stories. Additionally, the New Day Campaign may in the future carry out a social media effort highlighting artists' works and experiences, and/or create an online gallery to virtually share the important art and stories relevant to challenging stigma associated with mental illness and substance use. In short, by applying to this opportunity, you make yourself and your work known to us, and we are positioned to follow-up in any number of situations.

In addition to the New Day Campaign's Dusk & Dawn series, Peter Bruun and Bruun Studios are presenting the exhibition “Beyond Beautiful: One Thousand Love Letters” at Baltimore's Maryland Art Place and Area 405 galleries in early 2019. Peter is also soliciting submissions from Maryland artists and beyond to participate in that project—information on applying to become a part of that project is found at the end of this form in “Appendix A: 1000 Love Letters.”

SUBMISSIONS INFORMATION

Key Dates

- **September 12, 2018**—Submissions Process Opens
- **October 9, 2018**—Submissions Deadline
- **October 11, 2018**—Submissions Results Announced

Qualifications

All artists, writers, and/or performers must:

- reside in the State of Maryland
- be 18 years-old or older as of 10/9/2018

Those who take part in this submissions process need not be nor consider themselves to be “professional” artists, writers, or performers—we accept involvement from all sorts of artists and individuals so long as their participation supports the goals and purposes of New Day Campaign programming effectively.

Selection Criteria

This single submissions process qualifies all applicants for consideration for *any* New Day Campaign program. Therefore, no single kind of narrative or art is privileged over another. We welcome and consider all forms, styles, media that convey, illuminate, and/or express stories of behavioral health and healing, and we look favorably upon:

- works that carry with them a strong, compelling, informative narrative or backstory—explicitly in the art or implicitly in its making—related to hurting or experiences with or information about mental illness and/or substance use and/or underlying trauma, and/or supports, informs about, and/or offers anecdotes of healing in the face of behavioral health challenges;
- works that carry a powerful punch—we define “artistic quality” here not so much on the basis of formal or schooled qualities of accomplishment (though that may help the power of a piece), but rather the efficacy of the piece in *meeting* the weight of the subject at hand: mental illness, addiction, trauma, and/or healing.
- works by those affected—either themselves or in loved ones—by behavioral health matters: the personal anecdote and personal share is an important aspect of New Day Campaign programs.
- works that support the New Day Campaign mission—using arts programming to challenge stigma and discrimination associated with mental illness and substance use, making the world a more healing place—and works that support the New Day Campaign vision: a world where those with mental illness and substance use are met with compassion and understanding rather than fear and judgment.

INSTRUCTIONS

We have tried to keep the application process simple and minimal, regardless of the genre or form of artistic expression submitted for consideration. However, your process is slightly different if you are a visual artist from if you are a writer or performance artist. Please follow the below instructions:

ALL Applicants:

Complete the one-page application on the next page—**please follow instructions carefully!** Once complete, submit as either a PDF or Word document as an attachment along with other support material (see below) to: peter@newdaycampaign.org. Upon receipt, Peter will confirm he has received your material and alert you if he has any immediate questions.

Support Material:

Visual Artists: you may submit a TOTAL of 5 images. These 5 images may document anywhere from as few as one piece (e.g. detail shots, different angles, etc...) to as many as five pieces (one image per piece). Image files should not exceed 1MB in size (5MB total) and should be submitted as JPEGs. Name each image with your last name and a number (1-5) corresponding to the piece's number in the "Visual: Support Material Information" sheet (see below), which you are also to complete and submit.

Writers: you may submit up to 5 pages as a PDF of any writing samples you wish to share. There are no particular limits on how you choose to format, excerpt, or illustrate your submission—bear in mind legibility is important, and you want to consider submitting just enough to make your point, not overwhelm with content. Please complete the "Writers & Performers: Support Material Information" sheet to orient the reader to the contents of the PDF.

Performers: you may submit video and/or audio files and/or PDFs up to 5-pages in total length and/or JPEGs of any size so long as the TOTAL size of any support material attachment does *not* exceed 5MBs in total memory size. In the "Writers & Performers: Support Material Information" sheet, please clearly identify all submitted support material, and note you may include up to three links to other samples, such as YouTube videos or the like.

ALL submissions are to be sent to peter@newdaycampaign.org by 5pm. October 9, 2018

QUESTIONS? You may email Peter at any time with any questions you may have:
peter@newdaycampaign.org.

PLEASE NOTE: the confluence of art and healing has become an increasingly popular topic of exploration for artists, writers, and performers. As a consequence, we anticipate far more submissions than we will be able to honor with participation in exhibitions and/or events—by default, this is a competitive application process.

APPLICATION

Name:

Email Address:

Phone (cell):

Phone (other—if applicable):

Home address:

County of residence:

Please answer the below questions—do not exceeding a total of 150 words per answer:

1. Please describe overall how your creative work and/or specific submissions serves the New Day Campaign mission to “challenge stigma and discrimination associated with mental illness and substance use, making the world a more healing place”? How does it encourage compassion and understanding over fear and judgment toward those affected by behavioral health matters?

2. Please describe however you wish how you have been affected by mental illness and/or substance use, and how that personal experience is relevant (or not) to your submitted work?

VISUAL: SUPPORT MATERIAL INFORMATION:

Your Name:

Image #1

Title:

Media:

Size:

Year made:

Image #2

Title:

Media:

Size:

Year made:

Image #3

Title:

Media:

Size:

Year made:

Image #4

Title:

Media:

Size:

Year made:

Image #5

Title:

Media:

Size:

Year made:

On a separate sheet of paper, without exceeding one-page of 12-point type, please provide whatever narrative information you want for me or an audience to know about your specific individual pieces submitted with this application so we might better understand its relevance to the New Day Campaign mission and vision: what is it about, and why should we care? You may write about anywhere from one piece to all five pieces or something in between—your choice.

WRITERS & PERFORMERS: SUPPORT MATERIAL INFORMATION:

Your Name:

In the space below, please:

- 1) Provide a guide or index through your submission material to help us navigate it, identifying the different pieces, elements, or submissions so we know what we are looking at;
 - 2) Provide contextual information for me or an audience to know about your specific individual pieces submitted with this application so we might better understand its relevance to the New Day Campaign mission and vision: what is it about, and why should we care?
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APPENDIX A: 1000 LOVE LETTERS

*In addition to the New Day Campaign opportunity offered by this call for submissions, Bruun Studios is also seeking submissions for another separate project. In early 2019, at Maryland Art Place and Area 405 in Baltimore, the exhibition “Beyond Beautiful: One Thousand Love Letters” will take place. It features hundreds of drawings by Peter Bruun inspired by actual love letters, displayed in eight different thematic sections (described in “Appendix B: Love Letter Themes”). The exhibition will also include works of art by other artists that specifically and explicitly invoke the themes for the eight exhibition sections. **You are invited to submit alongside any New Day Campaign up to three images for us to consider for inclusion in “Beyond Beautiful: One Thousand Love Letters.”** You may submit works for consideration for anywhere from one to all eight themes. Each submission for a theme requires its own complete submission form:*

Name:

Email Address:

Phone (cell):

Which theme are you applying for (see Appendix B)?

Image #1

Title:

Media:

Size:

Image #2

Title:

Media:

Size:

Image #3

Title:

Media:

Size:

In the space below, please explain how your work is relevant to the theme:

APPENDIX B: LOVE LETTER THEMES

Wild Horses

Love's tenacious hold through addiction's ride

Forever Family

Love as the foundation through thick and thin

Cupid's Arrow

The power of romantic love and its sway

The Thousand Things

Love in all its surprise, its beauty, its infinite colors

Love Thy Self

Where the healing power of love begins

Such Sweet Sorrow

The ache of loss and lingering aroma of deathless love

Drive All Night

love abides despite barriers or physical distance

Honeysuckle Words

Words of love from writers and poets in all their nuance