



NOCTURNE: ART AT NIGHT

c/o Downtown Halifax Business Commission
1546 Barrington Street, Suite 104
Halifax, NS, B3J 3X7



Request for Proposals:

Nocturne Black IPA Label Design

For the past 15 years [Nocturne: Art at Night](#) and [Propeller Brewery](#) have partnered on the release of the official Nocturne Beer which is now known as Nocturne Black IPA. For 2022 and Nocturne's 15th anniversary festival (October 13-16) we have decided to redesign the can artwork offering an opportunity for an emerging artist or collective to see their work displayed on the cans and in the advertising associated with this beloved brew.

We are inviting applications from artists and illustrators for artwork to include in beer labels for our limited-edition of the Nocturne Black IPA in 2022. This paid opportunity for emerging artists recognizes the contributions of local artists and illustrators to Kijipuktuk/Halifax and of course to the history and success of Nocturne as we work to build connections through the arts.

ABOUT NOCTURNE: ART AT NIGHT

Nocturne is an independent, free, contemporary art festival in Kijipuktuk/Halifax presented by the Nocturne: Art at Night Society founded in 2008. The festival brings art and energy to the streets of our city showcasing and celebrating the visual arts scene in Mi'kma'ki/Nova Scotia.

ABOUT PROPELLER BREWING CO.

Since 1997 Propeller Brewing Company has been brewing great beer in the North End of Halifax. A lot has changed since then! Now operating three locations, our lineup is a blend of new and classic styles, with something for everyone. We've even added craft cocktails to the mix. It's all made with the care and curiosity that started Propeller.

ABOUT NOCTURNE BLACK IPA

This Black IPA is dry hopped with Amarillo and Falconer's Flight, producing bright citrus and fresh pine hop aromas. A malty backbone gives this beer it's deep, rich colour and flavours of dark chocolate and hints of coffee. The result is a strong, balanced brew with a dry roasted malt finish. (ABV: 6.7%, IBU: 78)

THE OPPORTUNITY

This label design opportunity hinges on the idea that the label itself is a canvas for the selected illustrator or artist. The art can be related to or inspired by what's inside the bottle but ultimately the concept is yours to define. Nocturne's mission is to use art as a catalyst for connection so that might be a place to start but we are also about spectacular artistic experiences and creating lasting impact through the arts. The specs for the label are available for download [here](#).

The successful applicant to this RFP will have their design featured on the label of the Black IPA can as well as on the social media accounts and websites of Nocturne and Propeller Brewing. The artist's name/collective or company name will be included on the label and a large-scale copy of the design will be displayed in the Propeller Taproom.



WHO CAN APPLY

- Must be 19 years of age or older (including everyone involved in the application)
- This application is open to artists or collectives.
- This is an opportunity for emerging artists, if that sounds like you then you are welcome to apply.
- Nocturne is committed to providing equal opportunities within our organization to those who come from under-represented and equity-seeking communities. We recognize our participation and complicity with the historic barriers to accessing opportunities in the arts. Applicants are welcomed to self-identify as BIPOC, LGBTQ2SIA+, disabled, femme, or any other community that is important to their identity. We are in an ongoing process of making our festival and programs as welcoming and available to all as possible.
- Artists may only submit one application to this open call.

ADDITIONAL REQUIREMENTS

The successful applicant must be willing to:

- Work collaboratively with Nocturne and Propeller on the final artwork design as it may require minor adjustments or edits based on layout.
- Adhere to the project timeline as laid out in this RFP and in the subsequent contract.
- Be willing to participate in social media promotion of the Black IPA
- Tag Nocturne and Propeller Brewing when posting related to the label design following the public announcement, but not before.
- Provide a short bio, an artist photograph or company logo
- Final artwork may also be used in Propeller and Nocturne merchandise, if this happens it would be subject to a separate contract and additional remuneration.

TIMELINE

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| Apr 14, 2022 | - RFP Launches and submissions are open |
| May 15, 2022 | - Deadline for proposals by 11:59pm |
| May 30, 2022 | - Selected applicant informed
- Contracts signed and invoices received
- 50% payment sent to artist |
| Jun 5, 2022 | - All other applicants informed
- All promo material received from selected artist (bio artist statement etc.) |
| Jun 20, 2022 | - First draft of final artwork received from artist
- Requested changes are made over the next few weeks with subsequent drafts prepared as necessary |
| Jul 15, 2022 | - Final artwork approved by Nocturne and Propeller
- 50% payment sent to artist |
| Sep 30, 2022 | - Beer in market and digital marketing campaign launched |



SELECTION CRITERIA

The artist call for beer labels is an open call with a final deadline for applications. Once submitted, applications will be reviewed by Propeller and Nocturne to select the successful applicant.

Successful applicants will be chosen based on their ability to meet the application criteria and for demonstrating an interest and concept for the artist that the committee feels would translate well to the beer can format. While this call is not limited to local artists, a connection to Kijipuktuk/Halifax is important.

All applicants will be notified once the committee has made its selection. The successful applicant will be notified, but their name will not be announced publicly until the contract has been signed, the final artwork has been secured and the promotion of the beer has begun.

COMPENSATION

The successful applicant will receive \$1,000 for their label design split into two 50% deposits (see timeline). This fee gives Propeller and Nocturne the right to use the final artwork in our advertising and merchandising of the Nocturne Black IPA product for the 2022 calendar year.

APPLICATIONS SHOULD INCLUDE

- Letter of intent (500 words or less)
 - Including an explanation of your artistic practice and interest in the project
 - Include a concept for the label design (we are not looking for the final work at this stage so please do not send it).
- Artist statement/bio (250 words or less)
- Website, social media, or portfolio OR attach past work samples to support your application. Attachments should be no larger than 2MB each. Please include a list of support material.

SUBMIT APPLICATIONS TO

communications@nocturnehalifax.ca with the subject line *NOCTURNE BLACK IPA LABEL DESIGN PROPOSAL - [your name]*

If you have any questions feel free to contact Lindsay at director@nocturnehalifax.ca.

DEADLINE TO APPLY

May 15, 2022 11:59pm (AT)