



entirelyunexpected

**For Immediate Release**

**Contact:** Barbara Briggie-Smith

Tel: 515.271.0343

E-mail: [bbsmith@desmoinesartcenter.org](mailto:bbsmith@desmoinesartcenter.org)

## **Des Moines Art Center Big Hair Ball 2017 Salon Call for Entry**

**DES MOINES, IOWA (September 2016)** – The Art Center and its member affiliate group, Art Noir, are proud to announce the 8th installment of the Des Moines Art Center’s Big Hair Ball. The 2017 theme will be **Alchemy**, inspired by the upcoming exhibition *Alchemy: Transformations in Gold*, on view February 11 – May 5, 2017.

Big Hair Ball is an unforgettable evening of avant garde fashion and entertainment that celebrates hair as a form of contemporary self-expression. In 2017, the event will once again include a salon runway show, featuring modeled hair of all shapes and styles. Approximately 650 people attended the event in 2015. The 2017 Big Hair Ball will be held on **Saturday, May 13, 2017** at the Des Moines Art Center, 4700 Grand Avenue, Des Moines, Iowa.

In preparation for the Ball, Iowa-based salons and independent stylists are invited to submit a proposal for an individual runway program. Runway programs should be choreographed and include video, music, and design elements to last from 2-5 minutes. Up to eight salons will be selected to participate, and approximately 2-3 independent stylists will be featured in the independent showcase.

**Theme: Alchemy**

al-che-my:

A seemingly magical process of transformation, creation, or combination. Revealing something precious from the ordinary.

The Medieval forerunner of chemistry, based on the supposed transformation of matter. It was concerned particularly with attempts to convert base metals into gold or to find a universal elixir. Synonyms: chemistry; magic; “immortality through alchemy.” The term is often limited to descriptions of European alchemy, but similar practices existed in the Far East, on the Indian subcontinent, and in the Muslim world.

Think:

- Transforming the ordinary into something precious
- Gold, metallics, metals, stone
- Art, ornamentation, luxury, rarity
- Jagged, harsh, craggy, smooth, shiny, fluid
- Magic, mythology
- Fascination, illusion
- Technology, science, philosophy, history, culture



## entirelyunexpected

This event will focus on both hair and fashion. Participants are asked to consider using non-traditional elements when creating looks.

Participants are also asked to use the theme and inspirational Pinterest board(s) as a brainstorming tool and starting point when designing their individual salon runway show. We are seeking and welcome any and all unexpected and creative ideas.

### Eligibility

Entries shall be original by the salon and/or stylists submitting. No reproductions or plagiarized work will be accepted. All entries will be considered and judged on merit if they meet the following requirements:

- 1) Salon/stylist must be located in Iowa
- 2) Salon theme/idea must be original in nature and comply with the Big Hair Ball theme of 2017
- 3) Salon representatives must be available to tape "bumper videos" at a yet-to-be-determined date in 2017; salons and all models must be available for rehearsal the evening of May 12, 2017 for approximately 2-3 hours as well as most of the afternoon and evening the day of the event, May 13, 2017
- 4) Night of event, all participants must be 21+

### Rules and guidelines

- 1) Hairpieces should not exceed ten pounds or cause extreme discomfort to the model
- 2) Dimensions of costume, props, and hair cannot exceed 38" in width and 78" in height when worn by the model on the runway
- 3) All props must be cleared by the show director in advance or they will NOT be permitted on the runway
- 4) Models must be able to see and move down the runway in a safe manner. Eyes cannot be covered; high heels should not be excessively high. Skateboards, roller skates, scooters, etc. will not be permitted
- 5) No nudity. Obscene objects, movements, or language will not be permitted on the runway or in video and/or music submissions
- 6) No loose glitter
- 7) No live animals

**PLEASE NOTE: PRIOR ACCEPTANCE DOES NOT GUARANTEE A SPOT!**

### Entry Documentation Requirements

- 1) Completed Entry Form (including salon bio) Available on the website:  
<http://www.desmoinesartcenter.org/join-give/member-groups/art-noir-bhb>
- 2) Complete project statement and/or letter of intent
- 3) Digital visual proposal (sketches, photos, models, idea boards, etc.)
- 4) Signed release form
- 5) One piece of music and one video of inspiration (if selected, all music and video will need to be approved by January 31, 2017)



entirelyunexpected

The project statement and/or letter of intent must be between 150-200 words in a Word or PDF file. The visual proposal should represent participant's idea or theme and can include examples of the salon/stylist work on a mannequin head, a photo collage and/or sketches, or a Pinterest board. The application will not be returned to sender and will be the property of the Des Moines Art Center.

### **Entry Deadlines and Application Fee**

Entries must be submitted via email or delivered by post to the Des Moines Art Center by **midnight October 14, 2016**. Entries will not be accepted after the due date. Incomplete entries will not be accepted or reviewed.

Salons selected to participate will be notified by **November 1, 2016**. All salons will be notified by late November 2016.

Entries should be submitted via email to: [artnoir@desmoinesartcenter.org](mailto:artnoir@desmoinesartcenter.org).

Entries should be submitted via post to: Julia Mason Gray  
Des Moines Art Center  
4700 Grand Ave.  
Des Moines, IA 50312

Participants are asked to contact the Des Moines Art Center with questions regarding the call for entry at 515.271.0327 or [artnoir@desmoinesartcenter.org](mailto:artnoir@desmoinesartcenter.org).

### **Salons will be chosen based on:**

- Creative use of theme
- Demonstration of effective use of resources to execute an idea
- Quality of visual proposal

### **Tickets will be given in-kind to the following for each salon:**

- A maximum of 8 models (21+) participating in the show
- Independent stylists: a maximum of 3 models (21+) participating in the show
- A maximum of 5 salon/stylist representatives

*All other tickets needed for the salon, models, or staff must be purchased.*

The purpose of the Big Hair Ball is to support the Des Moines Art Center. While we encourage salons/stylists to promote their businesses and services by participating in this signature evening, the primary focus of participation should be to build awareness of the Des Moines Art Center.



entirelyunexpected

### Des Moines Art Center

Recognized by international art critics as a world-class museum in the heart of the Midwest, the Des Moines Art Center has amassed an important collection with a major emphasis on contemporary art. The collection's overriding principle is a representation of artists from the 19th century to the present, each through a seminal work. This accounts for an impressive collection that ranges from Edward Hopper's *Automat* to Jasper Johns' *Tennyson*, Henri Matisse's *Woman in White*, Georgia O'Keeffe's *From the Lake No. 1*, Francis Bacon's *Study after Velásquez's Portrait of Pope Innocent X*, Bill Viola's *Ascension*, and Cecily Brown's *Half-Bind*.

The Art Center's physical complex marries with the collection for a totally integrated experience. The collection is housed in three major buildings, each designed by a world-renowned architect – Eliel Saarinen, I. M. Pei, and Richard Meier. With the exception of special events, admission to the museum is free.

In September 2009, the John and Mary Pappajohn Sculpture Park opened in Des Moines' Western Gateway Park. Philanthropists John and Mary Pappajohn have provided funding for and donated 28 sculptures by internationally acclaimed contemporary artists to the Des Moines Art Center. The collection of sculptures by such artists as Louise Bourgeois, Deborah Butterfield, Willem de Kooning, Olafur Eliasson, Keith Haring, Ellsworth Kelly, Jaume Plensa, Richard Serra, Joel Shapiro, and Mark di Suvero, is the most significant donation of artwork to the Art Center in a single gift in the museum's history. The Pappajohn Sculpture Park is a collaboration of the Pappajohns, the City of Des Moines, the Des Moines Art Center, and numerous corporate and private donors.

# # #