



Downtown Houston+ Presents Call to Entry for the Debut of Snow Glow on the Bayou

The Houston Downtown Management District is excited to present the debut of *Snow Glow on the Bayou*, a spectacular new holiday initiative. Running from **December 19th to December 29th**, this immersive event will project dynamic digital art onto a breathtaking 50-foot water screen in Downtown Houston.

What We're Looking For:

We are seeking digital art pieces, approximately 3 minutes in length, that blend Houston's vibrant culture, the festive holiday spirit, and imaginative, futuristic elements. This is a unique opportunity to showcase your work in an immersive, public holiday installation.

[Here](#) is an example of a festival featuring local artists. [Here](#) is an example of a singular artist. The possibilities are up to you.

Technical Specifications for Content:

The content area of the water screen is determined by the projector's height/width ratio and the physical limits of the water screen. The projection area is approximately **47 feet tall and 70 feet wide**, but fine details near the edges may be lost due to the screen's natural dissipation.

File Specifications:

- **Length:** Approximately 3 minutes.
- **File Format:** MP4 or MOV with H264 compression codec, preferable at the lowest compression setting.
- **File Submission:** No file size limits, but all files must be submitted via our online portal.

- **Playback Speed:** Up to 60 frames per second.
 - **Resolution:** Preferred pixel resolution is 2,560 pixels wide by 1,600 pixels tall; however, 4K files are also acceptable. Files will be converted to DVX hardware codec in the media server.
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Technical Notes:

- **Audio:** Playback will be mono due to environmental factors.
 - **Projection:** The video projection system is laser-based at over 60,000 ANSI Lumens.
 - **Pacing:** Avoid overly fast “pulses” of light or color to prevent triggering epileptic-type reactions in viewers. Such elements may be flagged during the review process.
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Submission Guidelines:

- **Event Dates:** December 19th – December 29th, 2024.
 - **Deadline:** Dec 1, 2024
 - **Compensation:** \$1000
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How to Submit:

Submit your portfolio and concept proposal via the following link:

<https://driveuploader.com/upload/KnGjRkX3kv/>. For questions, contact Scott Justis at scott@oneexperiential.com.