

Folly Art Norg 2024

JULY 28 TO AUGUST 25

WHAT IS A FOLLY?

An unconventional structure, devoid of rules or functions. These are creations that look distinctive but are primarily illogical or impractical. They can evoke emotions, inspire, make you laugh, intrigue, tell a story, or have a deeper meaning. In other words, a folly falls under the category of art.

FOLLY ART NORGE

Folly Art Norg (abbreviated as FAN) is an annual event in August that takes place around the village of Norg, in the municipality of Noordenveld in Drenthe. It is a walking route of approximately 7 km with a folly every few hundred meters. The FAN organization develops a folly route with an emphasis on variation and diversity, considering factors such as material, form, story, sequence, and, above all, folly. Through an open call, anyone can submit an entry to participate in FAN. In addition to being a beautiful walking route, FAN is a competition for participants with a prize of €5000.

MISSION

Folly Art Norg plays with the concept of folly because they are temporary structures -*unlike real follies in the world*. There is also a thin line between a folly, art (in public space), architecture, and land art. Therefore, the word "Art" is added to Folly. Folly Art Norg provides people with the opportunity to familiarize themselves with the concept of folly and form their own opinions about the structures they encounter on the walking route.

PARTICIPATION

Anyone can participate: artists, architects, hobbyists, families, groups of friends, individuals, and so on. The goal is to make the event as accessible as possible for both visitors and participants, achieved in part by keeping the material budget low. This is intended to encourage creators to think sustainably or creatively source materials.

COMPETITION

From December 15 to February 29, the Open Call for Folly Art Norg 2024 will be open, allowing you to submit a design. Be sure to thoroughly read all submission conditions beforehand, as an incomplete entry significantly affects the selection of your design (see attachment 1).

Participants build their designs on a designated location organized by the FAN. There is a jury that evaluates the follies based on criteria. They unanimously decide the winner who receives the €5000 prize. Additionally, the public can vote for their favorite folly, determining the public's choice winner, who receives a €500 prize.

SELECTION PROCEDURE

The organization - *not the jury* - reads and evaluates each submission. Thirty entrants receive an invitation to explain their design during a joint pitch day in Norg. From these thirty designs, fifteen are chosen for the folly route, and the organization decides where each folly will be placed. Participants can start building their follies immediately after the announcement of their participation. The follies are constructed on-site the week before the opening.

JURY

Each year, the organization looks for four new jury members, each with a different background and expertise but relevant to the phenomenon of follies. The jury members independently walk the folly route, making notes and evaluating the follies based on criteria: Design, theme, material use, originality, execution and finishing, and the alignment with the originally submitted design plan. During the event, the jury members come together, summarizing their findings in the jury report. They unanimously choose the winner and announce it on the last Sunday of the event.

CONDITIONS

- Few restrictions are imposed on the designs of the follies, but they must fall under the category of a 'folly.'
- The design plan must be submitted before March 1, 2024.
- The construction budget is €650.
- Material choice is free, but sustainability, environmental friendliness, circularity, and/or reuse are appreciated.
- The folly must be at least 3 m² and no larger than 25 m².
- The folly may be a maximum of 4 meters high.
- The structure must be safe for visitors, considering that at least 20,000 visitors will enter the folly.
- On-site construction time is one week, preceding July 28, 2024.

ATTACHMENT 1 - Submission Conditions for Design

- Please email your design in PDF format to info@follyartnorg.nl by March 1, 2024.
Kindly avoid sending separate individual documents or folders; consolidate everything into one document.
- Alternatively, you may send it by post to the correspondence address :
Folly Art Norg
Bonhagen 2
9331 TA Norg
- Your design plan should include the following components :
Please refrain from including extensive texts.
 - Title of the folly
 - The story of the folly
max. 400 words
 - Visualization of your design
Drawing, photo, model scale 1:10, and/or 3D animation*
 - Specify the materials of your design
 - Specify the dimensions of the folly
 - Budget
 - Construction plan
 - Justify your participation in Folly Art Norg
max. 250 words
 - Background of the designer(s)
max. 250 words
 - Contact details of the designer(s)
Name, address, place of residence, phone number, and email address
- Please double-check that all the above components are present in your design plan, as an incomplete submission significantly impacts the selection of your design.
- Upon submission, you will receive a confirmation of receipt.

**If chosen as a participant, each entrant is required to create a model for the exhibition at the information point. It is crucial that this model is at a 1:10 scale—neither larger nor smaller. is.*

ATTACHMENT 2 – Participation in Folly Art Norg

MATERIAL

The choice of materials is unrestricted. Builders must organize and collect their materials independently. Considerations should be made for changing weather conditions, such as rain and strong wind, as well as the fact that thousands of visitors will enter the folly. Builders are responsible for bringing their own tools for construction, as well as transporting materials to the folly location. The organization takes into account the ecological footprint that the construction of the folly may cause during the selection process.

SIZE

A folly must be a minimum of 3 m² and a maximum of 25 m², with a maximum height of 4 meters. These are indicative measurements. Deviations can be considered in consultation with the organization if the design requires it.

SAFETY

The construction must be safe, with no sharp protruding parts or loose items. It is not intended for visitors to climb or interfere with the follies, but experience suggests otherwise. In addition to the organization, an official from the municipality of Noordenveld will check the follies for safety and make notes if necessary.

CONSTRUCTION PERIOD / PLACEMENT

Once final participation is confirmed, construction can generally begin. However, this should take place in the builder's own workshop or studio. On-site construction can take place from July 20 to July 27. Builders can find accommodation and catering at Bonhagen camp for a nominal fee. Details will be provided upon final selection.

FOLLY LOCATION

The organization plans a walking route of approximately 7 km, where all folly locations are situated. Some follies will be in the village of Norg, but the majority will be outside Norg, sometimes on private property, in a forest, or on a field. The organization determines the placement of each folly, and negotiations on this matter are not possible.

BUILDING BUDGET

The organization provides a maximum material budget of €650 per folly. Settlement is only made through receipts for the incurred costs. The €650 is intended for materials only, not for travel expenses, fuel, catering, or other expenses. After signing the contract, an advance payment of €250 will be transferred. The remaining amount will be transferred after deducting any dinner, drinks, accommodation costs. Designers may exceed the building budget and cover the additional costs themselves or seek a sponsor, but creating excessively expensive follies is not the organization's desire.

TRAVEL EXPENSES

Norg may not be conveniently located for everyone, and participation in FAN requires participants to be present on multiple occasions. We fund these "mandatory" trips by reimbursing fuel costs. We do not reimburse trips to/from hardware stores or similar trips. Costs are calculated per folly, not per participant. Calculate the distance from the workplace/residence where the folly is prepared. Public transportation costs will also be reimbursed for participants without a car. This involves at least 5 to 6 trips during participation.

CLEANUP

Builders are obliged to dismantle their folly in the first week after the event and dispose of all materials at designated locations, in close consultation with the organization. The folly location must be left as it was found at the start of the placement.

OWNERSHIP

The designer owns the final product, the folly. The designer independently determines the price of the folly, with a minimum amount of €1500. During and after the event, the organization acts as a "gallery owner." In the event of a potential buyer, the purchase price is divided 1/3 - 2/3 between the organization and the designer. Additionally, the organization can assist in the potential relocation of the folly (transportation costs/lease compensation/etc.). The concept of sale remains valid for 1 year after the conclusion of the Folly Art Norg event.

SPONSORSHIP

Everyone is free to seek sponsorship through loans, crowdfunding, material gifts, or donations. Sponsor advertising cannot be realized at the folly location, and the execution of any sponsorship advertising/logos/etc. is reserved for the organization to manage.

CONTRACT

In April, after the announcement of their participation, the final participants in FAN will receive a contract from the organization with all terms and rules.

COMMUNICATION

Communication primarily takes place via email. Additionally, a WhatsApp group will be created for all participants who wish to join.

PR

There is a PR plan outlining all available media. The Amonet Foundation may use all acquired visual material without reservation for its own PR purposes.

ATTACHMENT 3 – Important Dates

All key dates for significant moments of Folly Art Norg in chronological order :

OPEN CALL

December 15 to February 29

ANNOUNCEMENT OF NOMINEES

March 7

PITCH BY NOMINEES

March 22 or 23

ANNOUNCEMENT OF PARTICIPANTS

MARCH 29

JOINT CYCLING OF THE FOLLY ROUTE TO VIEW LOCATIONS PER FOLLY

June 8

FOLLIES CONSTRUCTION WEEK

July 20 to July 27

FOLLY ART NORG OPENING

July 28 at 11:00

FOLLY ART NORG – EVENT

July 28 to August 25

ANNOUNCEMENT OF WINNERS

August 25

FOLLIES DISMANTLING WEEK

August 26 to September 1