

Bring to Light – Commercial Break

Screening Location of Commercial Break

All of the land-based options would be in an industrial waterfront area with views of the Manhattan skyline [see below]. We intend to create a surrounding seating area and feel this intimate environment provides an unparalleled location for people to view the work for an extended period of time.



Screening options basically come down to size vs. resolution and the additional cost for waterfront installation. The Christie Micro Tiles provide the highest res [new product, insanely high res] while Stage Mounted systems allow for greater size.

1) High Resolution Christie Micro Tiles: In this option, we would present the piece on free-standing LCD display (6 ft. by 4 ft.) that will provide HD quality playback and very fine image detail. We would get an in-kind donation of the screen and would only be required to pay for transportation and assembly: \$2,500

2) Trailer Mounted Mobile Unit: This LED sign used for concerts and other events measures 12 ft by 9 ft and has a 16mm pixel pitch. The optimal viewing distance would be 15 - 160 feet for this display. The cost for delivery, installation and playback: \$8,500

3) Stage Mounted LED sign: The LED sign used for larger events measures 20 ft by 12 ft with a based and truss, it has a similar pixel pitch and viewing distance but is slightly lower resolution. The cost for delivery, installation and playback: \$12,000

*4) Stage Mounted LED sign on a Barge: * Legally and safely anchored off shore at an appropriate viewing distance, would require an additional cost that we estimate to be: \$23,000

We are also waiting to hear back about a slightly smaller version of #3 to see if it can be installed with a less obtrusive support system, as I find the infrastructure for options 2 and 3 a bit invasive. If so, that seems like the best option.

Costs of Bring to Light

\$ 25,000 fiscal contribution that helps support the overall costs of presenting *Commercial Break* in public (the permits, insurance, security, electrical generators, etc) as well provide the "hard costs" for the project specifically.

As for those "hard costs" we are working to get a free or low-cost rental on a large LED sign as well as a donated barge and tugboat, however we anticipate there will be some costs for seating, marine or building permits, on-site installation, a sound system, etc. We believe that those costs would be limited to \$10,000

The total contribution from Garage would not exceed \$35,000 to present *Commercial Break *on the NYC waterfront as part of the festival.

In exchange for your sponsorship we would acknowledge your partnership in press releases, through social media channels, our website and the printed festival guide.

However, sponsorship is not a requirement to participation.

Commercial Break Technical Specifications

In total, there are 134 videos. Each video is between 30 and 90 seconds in length.

The videos are formatted on the hard drives to be played on a random shuffle. However, this can be disabled to have a pre-scheduled arrangement.

Although not all, many of the videos have sound.

All videos are formatted on a hard drive (Mac Mini) to fit on a 5 x 7 meter screen.

All videos were created and formatted for LED, but will work on a plasma screen as well.

The videos should be watched from a distance for optimal viewing. It is best to have at least 15 meters between the viewer and the screen.

The videos are configured in a 16:9 format, and videos that are 4:3 have bars on the sides. Therefore, a 16:9 format is best for optimal viewing.