

# **Open Call for Submissions for Projection Mapping Content**

**General Post Office, Dublin**

**as Part of**

**Dublin City Council Dublin Winter Lights 2025**



**Briefing Document for Artists**

**A Two-Stage Open Competition**

**May 2025**



**Dublin City Council**  
**DUBLIN WINTER LIGHTS**



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## **Contents**

<b>1. Introduction and Invitation</b>	<b>3</b>
<b>2. Context of the Commission</b>	<b>3</b>
<b>3. Theme</b>	<b>3</b>
<b>4. Technical Information</b>	<b>3</b>
<b>5. Location</b>	<b>3</b>
<b>6. Finance</b>	<b>3</b>
<b>7. Selection Process</b>	<b>3</b>
<b>8. Briefing</b>	<b>4</b>
<b>9. Selection Criteria</b>	<b>4</b>
<b>10. Selection Panel</b>	<b>4</b>
<b>11. Time Scale</b>	<b>4</b>
<b>12. Queries</b>	<b>4</b>
<b>13. Closing Date for Submissions</b>	<b>5</b>
<b>14. Submissions</b>	<b>5</b>
<b>15. General Conditions</b>	<b>6</b>
<b>16. Terms and Conditions</b>	<b>6</b>
<b>17. GDPR Compliance</b>	<b>7</b>
<b>18. Appendix 1: Wireframe Image</b>	<b>8</b>
<b>19. Appendix 2: Photographs</b>	<b>9</b>
<b>20. Appendix 3: Map</b>	<b>10</b>

## Introduction and Invitation

Dublin Winter Lights is a stunning annual event that lights up the city with an array of beautiful displays and cultural activities during the holiday season. The festival takes place in the heart of Dublin, and the entire city is transformed into a winter wonderland, attracting visitors from around the world to experience its enchanting atmosphere.

Dublin Winter Lights 2025 is produced by Eventco Ireland on behalf of Dublin City Council and as part of this year's festival, we are inviting visual artists to submit their artwork for projection mapping on the iconic General Post Office (GPO) building. This is a unique and exciting opportunity to bring your art to life and share your creative vision with a vast and diverse audience.

Projection mapping is a dynamic medium that projects images and animations onto a three-dimensional surface, creating an immersive visual experience that captivates and engages viewers. By submitting your artwork, you have the chance to showcase your creativity, challenge your skills and produce an awe-inspiring visual display on one of Ireland's most famous landmarks.

Selected artists will have their artwork projected onto the GPO building during the festival, creating a breathtaking and unforgettable experience for all to enjoy. This is an opportunity for artists to push their boundaries, expand their portfolio, and gain recognition for their work.

Join us in illuminating the GPO building and the winter nights of Dublin, and bring your artistic vision to life through projection mapping at the Dublin Winter Lights festival.

Information on our 2023 and 2024 winners and shortlist can be found at <https://dublinwinterlights.ie/>

## Context of the Commission

The General Post Office (GPO) building is a historic landmark located on O'Connell Street in Dublin, Ireland. It was designed by Francis Johnston and opened in 1818 as the headquarters of the Irish postal service. The building continues to function as a post office, where visitors can purchase stamps and send mail from its historic halls. Additionally, it is a popular tourist attraction and houses a museum and exhibition centre that explores its history and significance in the context of Irish political and social life. The GPO remains a symbol of Irish national identity and is a testament to the country's rich cultural heritage. In the neoclassical style typical of the Georgian period, it features a wide portico – or porch – supported by six columns, deriving from classical Greek and Roman architecture.

## Theme

The theme chosen for the GPO as part of Dublin Winter Lights 2024 is **“Liberation”**

## Technical Information

Entries may use of any form of animation which uses the shape and structure of the GPO as a canvas. The animation must interact with the structure of the building. This includes but is not limited to 2D animation, video and 3D animation.

There should also be an audio soundscape to accompany the piece which will be audible in designated viewing areas of O'Connell Street.

The duration of the Stage 2 submission must be a minimum of 60 seconds with a maximum of 120 seconds.

See <https://dublinwinterlights.ie/> for examples of the 2023 and 2024 submissions.

**Location**

The GPO is located on O'Connell Street, Dublin 1. There is a plaza to the front of the building. Note that O'Connell Street is a main thoroughfare for the city's busses and tram system which will be running at all times throughout the event.

**Grants and Finance**

There is no entrance fee attached for Stage 1 submissions.

Artists who are shortlisted and invited to compete in Stage 2 of the competition will be awarded a development fee of €2000 for their work with their work shown on the GPO Dublin for the duration of the event.

The winning artist will be awarded a fee of €15,000.

**Time Scale**

Stage 1 Open Call closes 14:00 GMT 1st August 2025

Shortlist of artists for Stage 2 contacted by 22nd August 2025

Stage 2 artists to submit completed artwork 10th October 2025

Review of Stage 2 submissions completed 16th October 2025

Closing date for alterations 1st November 2025

Projections take place from 1st December 2025

Award of winning artist Dec 15th 2025

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**Selection Process**

This is a two stage open competition. The competition is open to all artists living in the Republic of Ireland and abroad.

**Stage 1**

The first stage invites submissions that outline the concept and intention of the proposed artwork, its design and how it will be created and brought to the public. Artists and teams will also be required to provide biographies of key team members and examples of previous work. Previous experience in large scale architectural projection mapping is a benefit but is not essential if a strong understanding of the process is displayed.

A series of 2D masks of the building are available to download for use in your entry.

However examples of previous work on other projects which illustrate the artists style and ability may also be submitted in lieu of new work.

Applications via the Submittable link attached. Please complete all fields requested.

**Short-listing process**

As this is an open competition, a panel of up to five experts including external expertise will assess all eligible submissions and will make a long-list of up to twenty proposals to be assessed by the short-listing panel.



## Stage 2

Up to eight artists will be shortlisted for Stage 2. These artists will be provided with a detailed pack containing all relevant 2D and 3D modelling of the building as well as detailed information of projector specification and positions. Short listed artists will also have access to technical consultation with the technical team to realise their creations.

Short listed artists will be awarded a fee of €2000 to complete their submissions.

Submissions for this stage must be of minimum 60 seconds and maximum 120 seconds.

A timeline for this is outlined above. Submissions will be subject to review before final use to ensure suitability.

Winning artists will be requested to take part in an online forum to discuss their winning work as part of an educational program in the festival.

Note that travel to Dublin Winter Lights will not be provided for entries.

All suitable Stage 2 entries will be displayed on the GPO as part of Dublin Winter Lights. An international panel of judges will judge the submissions “blind” and award the winning prize of €15,000. The judges for the final prize will be comprised of members of internationally recognised lighting festivals as well as internationally recognised projection mapping artists.

In 2023 and 2024 our judging panel comprised of:

Juliette Bibasse and Joanie Lamercier of Studio Joanie Lamercier FR

Birgit Zander Festival of Lights Berlin DE

Bruce and Shelly Rodgers of Tribe Inc Design Studio USA

## Selection Criteria for Stage 2

Proposals will be assessed using the following criteria:

Quality and originality of the proposed artwork	25%
Concept, relevance to theme and impact of the proposed artwork	25%
Technical ability and understanding of the process	25%
Track record and potential of the artist or team	25%

## Closing Date for Submissions

The closing date for Stage 1 proposals is 14:00 GMT Friday 1st August 2025.

Late submissions will not be accepted.

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## Submissions - Stage 1

Proposals may only be submitted online on the Dublin Winter Lights *Submittable* platform and uploaded to the Dublin Winter Lights platform at [www.dublinwinterlights.ie](http://www.dublinwinterlights.ie)

[Please note that the maximum file size for each PDF is 25 MB.](#)

Artists or teams should complete the online registration form via the Submittable platform.

- **Registration Form**
  - Contact details including: name, postal address, email address and phone number of the artist or team leader.
  - Title of Proposal.
  - Summary of Proposal: One line which describes your proposal for the projection mapping (approx. 50 words).
- **Concept and Relevance:** A short statement on the concept behind the proposed projection mapping piece and relevance to the location.
- **Technical Feasibility:** How the work will be designed, process or technology used to create the content.
- **Images and Video:** Images of the proposed concept in the form of simple renders or mood board. Video examples of similar concept work if applicable.
- **Support Material in PDF and Video format:** Maximum of five examples of relevant work to be uploaded in one PDF. Links to previous animation work of any form.
- **CV(s) or Biographies in PDF format.** Summary biographies of team members and CVs (no longer than 3 pages per CV) to include all key members of the team if applicable. These CVs and Biographies should be uploaded in .doc or .docx format only.

## Conditions

### Submissions

1. Submissions may only be made online on the Dublin Winter Lights *Submittable* platform. Emailed submissions will not be accepted.
2. Late submissions will not be accepted.
3. Feedback will not be provided at Stage 1 due to the nature of the Open Competition.
4. The selection panel, whose decision is final, has the right to clarify any issue which may arise in the course of the selection process.
5. Artists may be asked to supply the names and contact details of referees as part of the selection process.
6. Dublin Winter Lights reserves the right not to award commissions and, in this instance, reserves the right to pursue other selection processes.
7. Attendance at the Stage 2 Briefing Meeting, which is to be filmed, is taken as agreement to be included in the film either intentionally or incidentally.

### Terms and Conditions

1. Stage 2 artists or teams will agree and sign a contract before commencing the commission.
2. Teams who are awarded commissions will have to nominate one person who represents the team and sign the contract.

3. Non-resident artists from EU and non-EU countries must be aware of any tax implications arising from the awarding of grants and prizes.
4. Dublin Winter Lights as part of Dublin City Council is subject to the provisions of the Freedom of Information Act (FOI) 1997, 2003. If you consider that any of the information supplied by you is either commercially sensitive or confidential in nature, this should be highlighted and the reasons for the sensitivity specified. In such cases, the relevant material will, in response to the FOI request, be examined in the light of the exemptions provided for in the Acts.

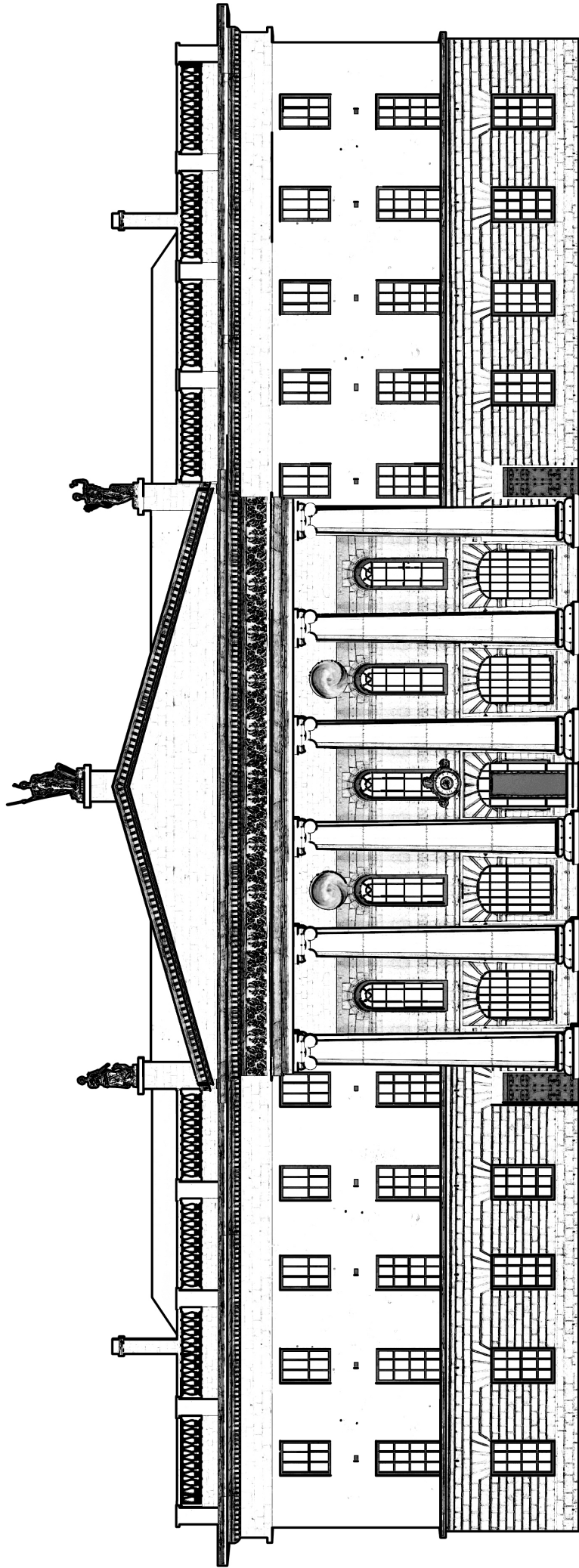
### **GDPR Compliance**

The purpose for processing the data you provide is for the selection of new public art commissions for Dublin Winter Lights as part of Dublin City Council. The information you provide will be accessed by staff of Eventco, Dublin City Council and invited external specialists and may be shared with relevant Dublin City Council staff. Your information will be retained for 6 years if successful and 1 year if unsuccessful with your application. This process is being undertaken in accordance with the Arts Act 2003.

If you do not furnish the personal data requested, Dublin Winter Lights and Dublin City Council will not be able to process your application. You have the following rights, in certain circumstances and subject to applicable exemptions, in relation to your personal data:

- The right to access the personal data that we hold about you, together with other information about our processing of that personal data.
- The right to require us to rectify any inaccuracies in your personal data.
- The right to require us to erase your personal data.
- The right to request that we no longer process your personal data for particular purposes.
- The right to object to our use of your personal data or the way in which we process it.

Please note that to help protect your privacy; we take steps to verify your identity before granting access to personal data. If you would like to exercise any of these rights, please submit a request to our Data Protection Officer outlining the specific details of the request: Email: [dataprotection@dublincity.ie](mailto:dataprotection@dublincity.ie) Tel: 01 2223775. All valid requests will be processed without undue delay and in any event within one month of receipt of the request. This period may be extended by up to two further months where necessary.











James Joyce Statue  
Sculpture of the  
Irish writer James Joyce

