



CONTRACT PRODUCTION AND HOSPITALITY RIDER

The following will be needed for each performance day:

1. STAGING, INSTALLATION DIMENSIONS AND OPTIONAL ENHANCEMENTS

PURCHASER to provide and pay for the following:

- All staging components for the painted installation, including props, whether brought in by the artist or sourced locally.
- If event is outdoors, staging should be positioned in a shaded area.
- The installation must be a minimum of at least 12' wide, 8' tall and 4' deep in order to film the entire frame of a video at a 16:9 aspect ratio. Smaller installations can be made; however, they won't be as compelling for video.
- The staging should include signage with Alexa Meade's ("Artist") name and social media handle "@alexameadeart, prominently displayed.
- Stagehands are responsible for load-in, set-up, breakdown and load-out. If stage is outdoors, special arrangements must be made to accommodate inclement weather, cold, heat, etc.
- A utility cart (such as this one: <http://www.ikea.com/us/en/catalog/products/70303720/>) with a top and bottom shelf to hold art supplies on the bottom, and fliers on the top. Several clients have created branded flyers (typically 5" x 7") with their logos that include a large picture of Artist's art on the logo side, and a short bio/explanation of how the illusion works together with Artist's contact details/social media handles. Clients can also work into this flyer their event related social media platforms/hashtags/organizational info.
- Preferred (optional) features and suggestions:
 - **Staging:** Where possible, Artist prefers a three-walled, open trapezoid shaped installation. By having the two side walls belled outwards (this shape invites people in as well as maximizes the installation's ability to be photographed from many angles). See attached stage schematic. For most programs, ideal stage dimensions are 16' wide x 10' high x 8' deep, with the back wall being 12' wide and the side walls being a little bigger than 6' wide, and angled out at 22.5 degrees. Ideally, the stage would be elevated with a 12" rise off the floor; however, please note that if the stage is elevated with a 12" rise off the floor the back wall must be 10' high instead of 8' high. Ideally, there would be a window cut out of the back wall that's either horizontal or vertical between 16" x 20" - 20" x 30". The walls and floors should be treated with flat (no gloss) white primer, and be dry before Artist arrives.
 - **TV Monitor:** On a truss above the stage, include a large TV monitor with a live video feed that allows attendees from far away to see what the crowd forming immediately in front of the stage was viewing, and enticing them to join. Note: in shows where there is a live video feed, the cameraman should use a 4K camera and Artist shall have the option to record video, and all raw footage captured shall be transferred to Artist at the end of the recording day, and such video footage shall be solely owned by Artist.
 - **Photo Prints:** Select pieces of Artist's artwork would be printed and mounted on the outside of the installation. This helps the audience to understand the artistic process taking place on stage, and how it evolves into the finished product.

2. STAGE LIGHTING

- Light on the installation should always be even and diffused. Direct sunlight/harsh shadows within the installation space are to be avoided. If outdoors, the installation should be oriented to be facing away from the sun, or feature a sun-blocking element such as an overhang or awning.
- Photographer must be provided with two (2) photographic strobe lights and stands and two (2) white umbrellas for the official photo shoot (Example: http://www.dhresource.com/albu_730875395_00-1.0x0/high-cri-bi-color-900-led-video-light-broadcast.jpg). Lighting should also include two (2) panels of LED video lights, with diffusion to soften the shadows. Lighting is to be set up, operational and ready prior to painting session. (Video Light Example: http://www.dhresource.com/albu_730875395_00-1.0x0/high-cri-bi-color-900-led-video-light-broadcast.jpg)

3. MODELS

PURCHASER to provide and pay for the following:

- Models must meet with and be approved by Artist at least 24 hours in advance of event. English speaking models preferred.
- For events with a large number of attendees, it is wise to have tall models. Any chairs or other furniture should be extra tall like stools or a bar counter so that attendees can still view the seated model while she is resting.
- PURCHASER is responsible for the model after the painting/photography session, including cleanup. It is highly recommended that shower facilities are available on site.
- Models must sign and deliver a model release at least 24 hours in advance of the applicable performance. Artist will not be held liable for any claims by the model.

4. PHOTOGRAPHY

PURCHASER to provide and pay for the following:

- Experienced work-for-hire photographer to be responsible for all event photography. Photographer must meet with Artist prior to the painting session and during the photo session to review lighting, camera settings, and vantage points for capturing her art. Photographer must speak English.
- If applicable, experienced work-for-hire videographer and/or sound recorder to be responsible for all event videography and other capture. Videographer and sound recorder (as applicable) must call or SKYPE with Artist prior to the painting session and during the performance to review the proposed plan for capturing her art. Videographer and sound recorder must speak English.
- The photographer is responsible for the post processing of the photos. Artist must approve of the photo editing decisions and final image selection.
- All cameras (photography and videography) must shoot in 4K.
- A copy of all footage in high-resolution shall be provided to Artist no later than two (2) weeks following the performance. In addition, at the end of each day, all raw footage of all photos, videos, and/or sound recordings taken on-site of Artist and/or Artist's artwork shall be electronically transferred directly to Artist by the photographer/videographer/sound recorder. Such photo, video, and/or audio files shall be transferred to Artist unedited, un-color corrected, and without any revision or modification whatsoever. Photographer, videographer, and soundperson shall be prepared with any and all necessary equipment (e.g., card readers, cables, hard drives, etc.) in order to successfully transfer all data on-site on the date of capture. It is recommended that the footage be backed up throughout the day, rather than once at the end of the day. Purchaser represents and warrants that Purchaser shall notify the photographer(s), videographer(s), and sound recorder(s) of this obligation and shall obtain each of their written acknowledgement and consent thereto prior to commencement of performance by Artist. Failure to obtain written acknowledgement and consent shall constitute a material breach of the agreement and Artist shall have no

further obligation to commence performance until such written acknowledgement and consent of each of the photographer, videographer, and sound recorder has been obtained.

- Artist retains all rights in all video and photography footage and copies of all high resolution files of Artist's performance and artwork, and shall expressly be permitted to use such footage and images in any manner or means Artist chooses, including without limitation any commercial or noncommercial use in any and all media. Furthermore, Artist shall have the right to make any fine artwork of the artwork, including but not limited to limited edition photo prints, for any commercial or noncommercial use. Purchaser represents and warrants that Purchaser shall notify the photographer(s), videographer(s), and sound recorder(s) of Artist's retention of all rights as set forth herein and shall obtain each of their written acknowledgement and consent thereto prior to commencement of performance by Artist. Failure to obtain written acknowledgement and consent shall constitute a material breach of the agreement and Artist shall have no further obligation to commence performance until such written acknowledgement and consent of each of the photographer, videographer, and sound recorder has been obtained.

5. ARTIST ASSISTANTS

- Artist must be able to have her assistants with her at all times. The assistants must receive the same access to and benefits of the facilities, staging, activities, and events as Artist.

6. TRAVEL + HOTEL

- Artist's airfares shall provide for window seating.
- Artist's hotel room must have a bathtub, a high speed internet connection and a desk space for work.

7. DRESSING ROOM

- One (1) comfortable, private dressing room, located within reasonable distance from stage. The following to be in the dressing room one hour before show time: Two (2) chairs and one (1) table. Six (6) Diet Cokes, Six (6) bottles of non-carbonated spring water (Evian, etc.)

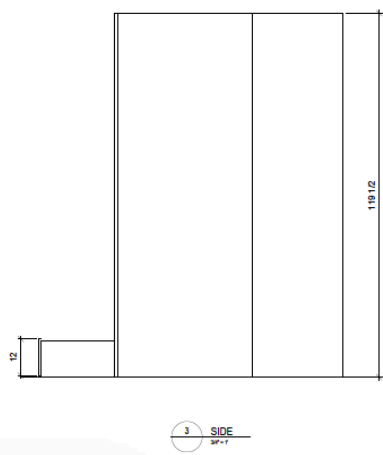
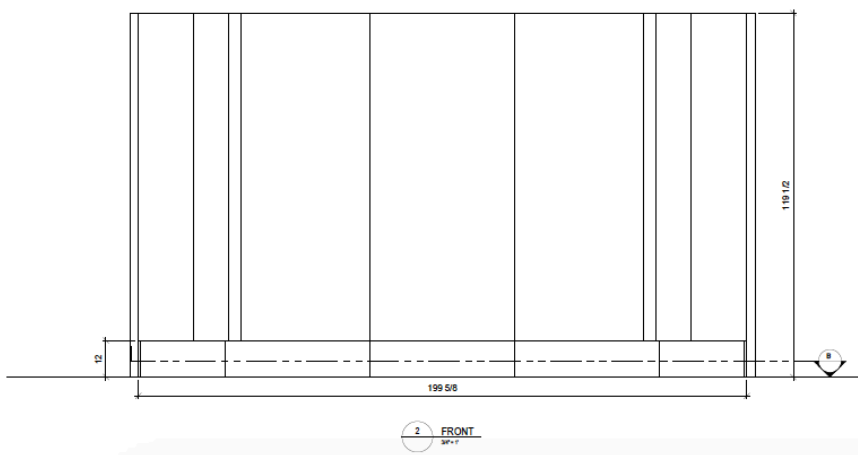
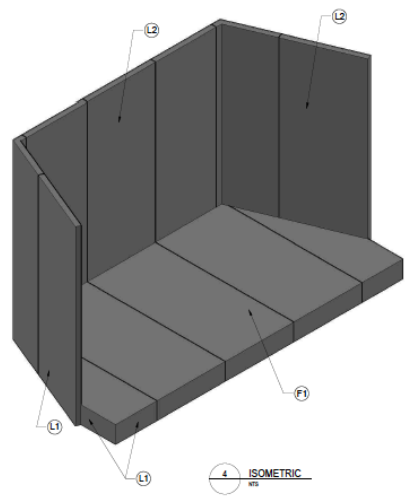
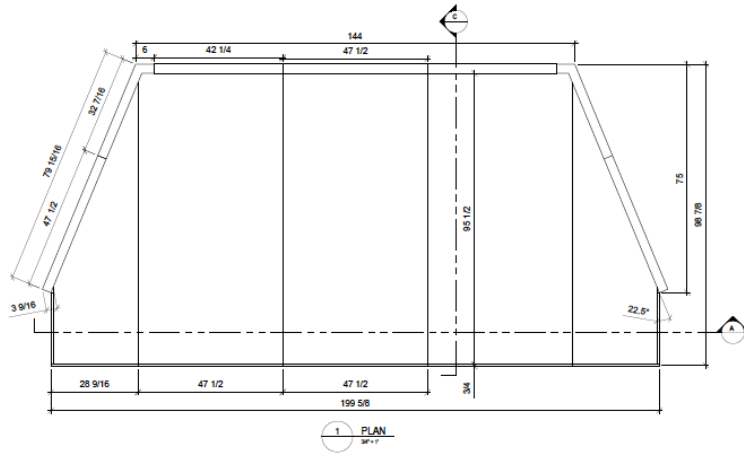
8. REPRODUCTION OF ARTWORK IMAGES.

Artist reserves all rights in copyright and to the reproduction of the Artworks. Artist may, in Artist's sole discretion, grant permission for photographs to be used by PURCHASER for limited purposes. Unless otherwise provided for the contract to which this rider relates, in every instance where Artist grants such permission, Artist shall be acknowledged as the creator of the Artwork and holder of copyright for all images of the Artworks. In the event that PURCHASER takes any photographs of Artworks or Artist's exhibit installations, (i) such photographs shall be made available to Artist for review, prior to any usage by PURCHASER, and (ii) in the event that any photography taken by PURCHASER is determined by Artist to be commercially viable as appropriate for the Artist's limited edition photographic prints or in any artistic medium to be developed by the Artist, or as images suitable for licensing for reproduction in publications or other media, PURCHASER agrees to assign copyright in such photographs to Artist, and such photographs shall be owned solely by Artist and not by PURCHASER, and PURCHASER agrees to execute any necessary documents to effectuate said assignment and transfer of copyright from PURCHASER to Artist.

AGREED TO AND ACCEPTED:

PURCHASER date

ALEXA MEADE date



FINISHES	
LAMINATE	
(L1)	FORMICA 928-58
(L2)	FORMICA 961-58
FLOORING	
(F1)	GREY VINYL FLOORING

PROJECT	SONY
TITLE	RESOLUTION DECK
DESIGNER	DRS
CHECKER	DRS
DATE	
SCALE	AS SHOWN
STATUS	FOR CONSTRUCTION



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