

Red Dot Challenge

OFFICIAL RULES FOR PLAYERS

Game Play: November 1, 2024 - January 31, 2025

“Reveal” Event: Early February, 2025 - Details TBA

Description of the game: Red Dot Challenge is a social media fantasy art collecting game that takes place in *real* time at *real* places with *real* art. Everyone participates through social media!

Object of the game: Each player must "acquire" a collection of at least seven works of art that, taken together, is in some way meaningful to the player. Players must complete their fantasy art collection within the timeframe of the game and without exceeding their fantasy budget.

Purposes of the game: Red Dot Challenge is a fun way to learn about artists and art venues while following the players' progress. The game encourages players and the public to think deeply about art and assess the developing fantasy art collections in real time. Game organizers hope engagement with the game will lead people to purchase art in real life.

NEW for Round Two

- The number of players is increasing from three to twelve.
- The number of fantasy budget levels is increasing from one to three: \$1,000; \$5,000 and \$10,000.
- Four players will participate at each of the three levels.
- Social media components and other elements have been added that encourage the public to participate in the game.
 - Players' names will be public but the names will not be associated with their respective collections until the “Reveal” event held in February.
 - The public will be invited to attempt to determine which collector is associated with each collection.
 - The public will be encouraged to engage with the collections as they develop in real time on social media.
 - The public will be offered opportunities to compare collections within and between budget categories.
 - Results of accumulated public engagement will be presented at the Reveal event.

Resources/Tools:

- Each player will have access to their own folder on google drive accessible only to the player and the game administrator. The folder will include a copy of these rules, a simple budget worksheet to help each player track their expenses and one sub-folder for pictures.
- Players must provide their own “camera” to take digital pictures. Phone cameras are fine.
- Players will be granted access to an established social media site for uploading works in their respective collections.

The number of players & fantasy budget levels:

- There will be three fantasy budget levels: \$1,000, \$5,000 and \$10,000.
- Four players will collect at each budget level. (12 players in total.)

What is considered art?

Generally speaking, for the purposes of the game, objects created with imagination and skill that express important ideas or feelings may be included as long as the object meets all the other requirements of the game. **Players are encouraged to be thoughtful and discriminating but not overly restrictive.**

- Objects produced in multiples (e.g., prints) with numbered editions of less than 200 may be included. Open editions (e.g., posters) and commercially manufactured objects (lamps, pens, postage stamps, mugs, jewelry, etc.) may NOT be included in the game even if they are rare by virtue of their age, media/material or origin and even though their aesthetic interest may be high. (Elements of this rule may be modified in subsequent rounds.)
- Works created recently as well as older works may be included.
- Works being sold where the proceeds go in whole or in part to the artist as well as works being sold where the proceeds benefit someone other than the artist (e.g., in an antique shop) may be included.
- Works made in any time period may be included.
- Three dimensional works as well as two dimensional works may be included.
- Works in any media or style may be included.

NOTES:

1) It's not customary for local photographers to print in editions. The reasons are complicated. Although local photographers do not commonly produce their images in numbered, limited editions their works are rarely printed in excess of 200. So, for the purposes of this game photographs already printed (hard copy) and displayed for sale in venues around our region may be included. The price should be calculated framed, if that is how it is presented at the venue, even if unframed prints are also offered.

2) Sculptural objects made by hand (e.g., ceramics, gems, glass, metalworks, textiles, paper) that have a practical/everyday use (e.g., a mug) in addition to being an art object may be included.

3) Some artists reproduce their original work by scanning and printing it in an open (unnumbered, unlimited) edition. Doing so allows these artists to sell a hard copy of their image at a reduced price as compared to the cost of the original work. If the printed object is on display at a venue, the printed reproduction may be included in the game. The price should be calculated framed, if that is how it is presented at the venue, even if unframed prints are also offered. Similar rules apply with works created digitally and then printed for presentation/sale.

How players find & “acquire” works of art for their collections:

- Players must visit venues IN PERSON to acquire work(s) for their collection. Players may visit as many or as few venues as they wish to make their choices.
- ALL publicly accessible (physical) venues in the metro Rochester area (Monroe, Wayne, Ontario, Livingston, Genesee, Orleans Counties only) are qualified. Venues may be “galleries” or any other publicly accessible venues exhibiting art for sale. For example, coffee shops, boutiques, retail stores, offices are all included.
- Works chosen for a collection must have a publicly accessible price available near the work at the venue location.
- To acquire works for their collection players must take a clear picture of the desired work "in situ" (e.g., on a wall in the venue).
- If the picture of the work includes price information, the artist’s name and the title of the work, then only one picture is necessary. If any of that information is missing, players must take as many additional pictures as necessary to capture that information.

NOTE ON PHOTOGRAPHING ART: Game administrators understand some venues are not ideal for pictures and some works behind glass may also present a challenge. Players are advised to do the best they can to capture the work. Please make sure the labels and other printed information is at legible. Unclear information will disqualify the object.

- Works on exhibit with “price on request” information do not qualify for the game.
- Works for sale by the artist privately (e.g., a private studio sale or a studio sale where the price of the work is not posted on-site) do not qualify for the game.
- However, works exhibited in an artist's studio when the studio is open to the public and when the work is either labeled with a price or a price list is available in the space may be included.
- Works offered online (e.g., an Instagram story sale) that is not on exhibit at a venue where a player can visit and "acquire" the work with a photograph do not qualify for the game.
- Commissioned works are excluded from this game.
- Works chosen must be acquired and posted before the exhibition closes to the public.

- A work that has been sold to a real collector (but is still on public exhibit) may be included in the game.
- [Click here to see a list of most venues that offer art for sale in our area](#). Not all venues will have work on exhibit or for sale during the time frame of the game. However, this list will give you a good start finding venues.
- **PRO TIP:** The largest exhibits in the metro Rochester area are likely to be at Rochester Contemporary Arts Center, Lumiere Photo, Main Street Arts and Mill Arts Center. These four venues alone will probably account for a combined total of approximately 1,000 works of art or more. Players, however, are not limited to these particular venues.

How players add a work of art to their collection:

- To add a work of art to their collection the player must post the image of the work to their designated online collection album. Once a work is added it cannot be deleted or exchanged. All postings are final.
- Players must provide the price of the work; the name of the artist; the name of the venue; and the title of the work when they post the work to their collection. All of the information may be provided with one or more photographs.
- The artist will not initially be tagged on social media when the work is posted. Members of the public will be invited to tag the artist by using the image and then visiting the venue to identify the artist. If the artist is not tagged by a member of the public within one week, a game administrator will tag the artist.

A few additional notes about the fantasy budgets

- Players are NOT required to “spend” their entire fantasy budget amount but they must acquire at least seven works during game play. Players deduct the retail price of each piece from their budget.
- Once a work has been acquired it cannot be replaced with another work. All decisions are final once a work has been posted to their collection.
- **NO PRICE NEGOTIATION IS ALLOWED.** The publicly posted price is to be used in every instance. Each player must track their own budget. (Each player will have access to a simple template spreadsheet in their folder on google drive to help them track their budget.)
- Do NOT add sales tax. Use only the retail price to calculate your budget.

Will there be “winners” or “losers” in Red Dot Challenge?

- No. The game will not recognize the idea that some works of art may be better or worse than others. Nor will it recognize some collections may be better or worse. Instead, individuals will be invited to engage with the art and the collections by providing feedback indicative of their interests and responses.

Public participation opportunities

- **FOLLOW** the players and their collections in real time on Facebook
facebook.com/RochesterArtCollectors
- **COMMENT** on the works of art and the emerging collections in real time as players post their choices.
- **TAG** the artists. Players will post pictures and tag those pictures with the venue where the art is located BUT not the name of the artist. People watching the game are invited to identify the artists (#artistname and/or @artistname). Who will be the first to tag the artists?
- **RESPOND** to the collections and see if you can figure out each collection's theme(s). How do the players' choices fit together?
- **IDENTIFY** which player is associated with each collection. Players names will be public but not associated with their collection. See if you can figure out who's collecting what before the big Reveal Event.
- **ATTEND** our big Reveal Event at Rochester Contemporary in Early February. Hear the players talk about their collections and their experiences playing the game. Find out which players are associated with with collections

Visit RedDotChallenge.org for game rules, links, and other details