



OFFICIAL RULES FOR PLAYERS

Gameplay: November 1, 2024 - January 31, 2025

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

Object of the game: Each player must identify a fantasy art collection depicting 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 elements in Red Dot Challenge, *Season 1* as compared to the pilot season of Red Dot Challenge (played from December, 1 2023 through January 31, 2024):

- 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 fantasy art collections until the "Reveal" event held in February.
 - The public will be invited to attempt to determine which collector is associated with each fantasy art collection.
 - The public will be encouraged to engage with the fantasy art collections as they develop in real time on social media.
 - The public will be offered opportunities to compare fantasy art collections within and between fantasy 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 fantasy 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.

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 fantasy 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 identify works of art for their fantasy art collections:

- Players must visit venues IN PERSON to identify work(s) for their fantasy art 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 fantasy art collection must have a publicly accessible price (label or list) available near the work at the venue location.
- To identify works for their fantasy art collection players must take a clear picture of the desired work "in situ" (e.g., on a wall in the venue).
- If the photograph of the artwork includes price information, the artist's name and the title of the work, then only one picture is necessary. If any of the required information is missing, players must take as many additional pictures as necessary to capture that information.
- Once a work of art has been identified by a player it may not be chosen again by another player *in the same fantasy budget category*. However, the same work of art *may* appear again, once, in each of the other two fantasy budget categories. The maximum times a single work of art may appear in the game is three with one instance in each fantasy budget category.

NOTE ON PHOTOGRAPHING ART:

A limited number of venues that exhibit art for sale do not allow photographs. Obviously, if the venue does not allow photography, the artworks in that venue may not be included in the game. Players are advised to verify if photography is permitted at each venue they visit before taking any pictures.

Second, game administrators understand the environment inside some venues may not be ideal for photographing artworks. Indeed, some artworks framed behind glass may also present a challenge to photograph. Players are advised to do the best they can to capture the work. In every case, players should make sure the labels and other printed information is at legible. Unclear information will disqualify the object.

- Artworks on exhibit with “price on request” information do not qualify for the game.
- Artworks 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, artworks 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 exhibition space may be included.
- Artworks offered online (e.g., an Instagram story sale) that are not on exhibit at a physical venue where a player can visit in person and capture the work with a photograph do not qualify for the game.
- Commissioned works are excluded from this game.

- Works chosen must be photographed and posted before the exhibition closes to the public.
- A work that has been purchased by 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 fantasy art collection:

- To add a work of art to their fantasy art collection an image of the artwork must be posted to their designated online fantasy art collection album. Once a work is added it cannot be deleted or exchanged. All postings are final.
- Players must provide the name of the artist; the title of the work; the name of the venue where the work was photographed; and the price of the work.
- The name of the artist will not initially be identified with the image of the artwork in the fantasy art collection albums on social media when the art work is posted. Members of the public will be invited to identify the artist by either visiting the venue or finding a picture of the artwork on a player's instagram post. If the artist is not identified by a member of the public within a few days, a game administrator will identify the artist. Supporting & promoting artists are both key elements of the game.

A few additional notes about the fantasy budgets

- Players are NOT required to expend their entire fantasy budget amount but they must identify and post at least seven works during gameplay. Players deduct the retail price of each work of art from their fantasy budget.
- Once a work has been identified and posted it cannot be replaced with another work. All decisions are final once a work has been posted to their fantasy art collection.
- **NO PRICE NEGOTIATION IS ALLOWED.** The publicly posted price is to be used in every instance. Each player must track their own fantasy budget. (Each player will have access to a simple template spreadsheet in their folder on google drive to help them track their fantasy budget.)
- The players should NOT add sales tax in their calculations. Only the retail price should be used to track the fantasy budget allocations.

Will there be “winners” or “losers” in Red Dot Challenge, Season 1?

- The game will not recognize the notion that some works of art or some fantasy art collections may be “better” or “worse” than others.
- Members of the public will be invited to participate in three challenges. Two of the challenges are somewhat competitive and require following gameplay. One of the challenges, however, will involve sharing personal responses and feedback about the fantasy art collections. Information about the three challenges will be posted on RedDotChallenge.org