

OPEN CALL *Heroes* 2027

STRENGTH IS CREATING COMMUNITY / STRENGTH IS CREATING COMMUNITY



Casa Snowapple is a cultural space located in Coyoacán, Mexico City, which has welcomed artists since 2021 to research, develop, and share their creative works. Our vision is to transcend international borders as an inclusive Art and Culture House with a social focus, promoting encounters between artists from a variety of backgrounds. We work to **foster respect and creative exploration** by linking the national and international artistic scenes so that, through multidisciplinary activities, we contribute to the respect and promotion of human rights, primarily for vulnerable or historically underrepresented communities.

Casa Snowapple MX is an inclusive space where all people are equal and where we offer the opportunity to expand the national and international community of artists, creatives, musicians, and the general public.



About our 2027

Artistic Residencies

Through this open call, we will select projects from all over the world for 2027 to complete a one-month residency at Casa Snowapple. **The call is addressed to women artists and artists from the LGBTQIA+ community.**

On a biennial basis, Casa Snowapple defines a curatorial line that gathers artists from diverse disciplines for one-month residencies in Mexico City. Each edition is articulated around a theme that dialogues with the social mission of the House. On this occasion, our curatorial line is "Heroes".

Curatorial Theme

Heroes

of the 2027 Edition

Heroes, anti-heroes, group heroes, zeroes ... In a time when empathy, tolerance, and social trust seem increasingly fragile, the question arises: who are our heroes today?

For decades, our imagination has been shaped by figures of individual heroism : masked vigilantes, war heroes, powerful leaders, and lone saviors who claim to know what is best for society. These stories often celebrate strength, authority, nationalism, patriarchy and the belief that one exceptional individual can restore order, make justice alone, and be the one knowing the difference between good and evil. Yet the line between heroism and ego can be surprisingly thin.

What if the idea of the hero needs to be reimagined?
What if no one can be a hero alone?

In an increasingly complex world, more than ever wisdom no longer resides in a single person, but emerges from collective care, shared responsibility, and community. Perhaps the true heroic compass is not found within the individual, but within togetherness.

This theme can explore many different visions of heroism : one rooted in vulnerability rather than power, in listening rather than commanding, in persistence rather than conquest. Today's heroes may not wear uniforms, capes, or masks. They may be the people who quietly resist despair, who continue to care for others, who dare to imagine new ways of living, loving, and being together. Our heroes are often those who are silenced, who have no voice, who cannot speak.

Heroism can be found in everyday acts: a parent who perseveres despite hardship, a neighbor who reaches out, a person who refuses hatred, fear, or indifference. These heroes are often invisible, imperfect, and deeply human.

The project also questions our need for heroes. Why do we search for singular figures to admire or save us? Every individual is shaped by relationships, education, history, and community. Like a tree, no hero grows alone. Every act of courage is rooted in countless influences and connections.

Rather than celebrating the myth of the lone savior, this theme invites us to recognize the networks of care, solidarity, and imagination that sustain us. It asks whether the heroes we need today are not extraordinary individuals, but ordinary people who choose, every day, to build a more just and compassionate world together.

Why the Call is Directed Towards Women and LGBTQIA+ community?

Our artistic residency program is directed towards women and LGBTQIA+ community because that is where we identify the strongest structural barriers to accessing professional artistic circuits. Concentrating the residency program on this profile is the way our organization allocates resources toward closing a specific gap in the artistic ecosystem.

Who can apply?

Applicants' Profile

Women and LGBTQIA+ community artists, of any nationality.

From any discipline: visual arts, dance, sculpture, photography, literature, music, painting, theater and performing arts, film, digital arts, multidisciplinary arts, and other practices.

They can apply individually or as a collective (up to 6 people).

Collectives may include male members as long as they are mainly integrated by and led by women and/or LGBTQIA+ community artists.

No age or career path restrictions. We accept applications from both emerging and established artists.

We will receive up to 100 applications, with a deadline for receiving applications at 23:59 hours (CDMX) on August 20, 2026. In case of reaching this number before the official closing date of the call, we will announce it through our social media platforms.

Project Requirements

That it dialogues with the 2027 curatorial theme “Heroes” and ideally with at least one of the organization's pillars (gender equity, human rights, culture of underrepresented communities).

That it can be developed during the residency month (new projects, projects in their initial phase, or projects that require a month of immersion for significant progress).

That it is executable with the resources and characteristics of the Casa Snowapple space.

That it maintains an ethical stance in the treatment of the people, communities, or experiences that appear in it.



What Projects We Do Not Support

Exclusively curatorial projects without a component of one's own creation.

Projects whose primary objective is commercial sale or product promotion.

Event productions without an artistic development component.

Academic research without an associated artistic practice.

Projects whose core is the cultural extractivism of communities without articulation, return, or previous work with them.

What we offer?

Each residency lasts for one month (between March and November 2027).

Selected residents receive:

- > Round-trip flight/transportation from their city of origin to Mexico City and back. In economy class, non-refundable fare, or subject to changes. If they wish to arrive earlier or stay beyond the residency month, additional costs are on their own.
- > Free accommodation at Casa Snowapple (shared or individual depending on availability and the number of people in the project) during the residency month.
- > Access to workspaces and amenities of the House: retreat areas, collaborative workspace, rehearsal room, recording studio (use subject to availability and internal regulations), garden, kitchen, Wi-Fi.
- > Technical and logistical guidance from the Casa Snowapple team for the development of the project, within the possibilities of the House.
- > In-person welcome meeting with the Casa Snowapple team and a virtual one with the Snowapple Europe team.
- > Closing event with a public presentation of the developed work, with logistics covered by the House and photographic documentation of the event.
- > Dissemination of the residency and project across Casa Snowapple's media channels (prior signed consent by the resident or collective).

- > Limited budget for materials directly related to the project.
- > Artistic production grant of \$8,000 MXN plus applicable taxes per person (or its equivalent in the corresponding foreign currency, taking into account possible exchange rate variations). The grant is delivered in two parts linked to the fulfillment of the residency program: the first part at the beginning of the residency, and the second part at the end. National residents must issue a stamped invoice (CFDI); international residents must deliver an "invoice" in the format specified by the organization. In case of justified reasons of force majeure (for example: medical emergency of the resident or a family member, among others), both parts will be delivered in full.
- > Documentation of each project in our "Heroes" Archives (hybrid digital/physical publication). **Example.**

What we expect?

From each selected resident, we expect the following during their residency month:

- > That they dialogue with the 2027 curatorial theme "Heroes" and ideally with at least one of the organization's pillars (gender equity, human rights, culture of underrepresented communities).
- > Respect for the environment in the production of the work: use of recycled materials when possible, avoiding toxic materials, and responsible waste management. For specific materials, consult the team before acquiring them. All required materials must be purchased in Mexico.
- > Commitment to the fulfillment of the residency program: the residency is a time and space to develop work and share it with the Casa Snowapple community, not a vacation period. Residents are free to organize their time, on the condition of fulfilling scheduled activities (welcome meetings, technical meetings, follow-up meetings, and the closing event).
- > A logbook/journal to document the process (photographs, video, writing, other formats), which the resident delivers to the House at the end of the residency for institutional use within the framework established in the participation agreement.
- > Participation in our "Heroes" Archives; specifically, a brief interview and the inclusion of an image and, potentially, video clips or text in the Archives (**example**).
- > Delivery of the final product or evidence of the work developed at the end of the residency. Surplus materials (that do not form part of the artwork) must be handed over to the House's inventory for the use of future residents.

- > Credit to Casa Snowapple when the work developed during the residency is presented, exhibited, published, or shared in other contexts.
- > Openness to coexistence and to sharing the process with other residents of the period, with mutual respect and care.
- > Compliance with the corresponding documentation: Participation Agreement, Hospitality Guide, House Regulations, and Zero Tolerance Declaration (all documents must be signed before the start of the residency).

About

Content and Social Media

The production of content about the residency (photos, videos, interviews, reels for networks, and the website) is handled by the Casa Snowapple communication team. We request each resident to sign an image and voice use consent form, strictly limited to cultural, non-commercial dissemination purposes.

We appreciate it if you share your experience on your social media networks during the residency if you wish, mentioning @casa_snowapplemx.

Residents may request at any time that the team refrain from documenting any specific activity or session (for example, emotionally sensitive work moments).

Selection *Process*

PROCESS FILTERS:

Each application goes through three successive filters:

- > Filter 1: Review by specialized curators. Applications are grouped by discipline and reviewed by the curatorial team of each discipline. Each curator evaluates the projects using the official rubric.
- > Filter 2: Review by the Casa Snowapple team. The team reviews the curators' pre-selections looking for balance: disciplinary, geographical, and generational plurality; alignment with the mission; and logistical and budgetary viability.
- > Filter 3: Interview with pre-selected individuals. A 30-minute video call with the Residency Coordinator, the Artistic Leader, and the General Manager of Casa Snowapple. It aims to fine-tune dates, conditions, special needs, and operational doubts.

Evaluation Rubric

CRITERION

Artistic quality and consistency of previous work

Alignment with the "Heroes" theme and organization purpose

Social contribution and ethical reflection

Technical and production viability

Diversity of the selected group

Continuity and post-residency impact

WHAT WE EVALUATE

Coherence between proposal and portfolio; level of elaboration; distinct authorial voice.

How the project dialogues with the curatorial theme and with the pillars of gender equity, human rights, or community culture.

Contribution to a social conversation; care in the treatment of sensitive topics or people; absence of extractivism.

That it can be executed at Casa Snowapple with available resources within the residency month.

Search for balance among disciplines, geographies, and career paths in the final group.

That the work has a path forward beyond the closing event.

Process Calendar

DATE

July 20 - August 20, 2026

August 21 - October 2, 2026

October 12 - 23, 2026

November 23 - 27, 2026

March - November 2027

MILESTONE

Open Call - Application Period.

Review of Applications.

Virtual interviews for pre-selected projects with the Residency Coordinator, Artistic Leader, and General Manager of Casa Snowapple.

Announcement of results to all applicants.

2027 Residency Period.

How to

Apply

To apply for the 2027 “Heroes” Open Call, complete the Google Forms link provided [here](#). We do not accept applications via email or any other means. We recommend preparing the following materials in advance so you can proceed smoothly through the form:

- < Personal and contact information.
- < Personal bio (100 words) and collective bio (in case of applying as a group).
- < Description of your project (250 words) and motivation to apply (100 words).
- < A maximum 2-minute video introducing yourself, your project, its relationship to the 2027 “Heroes” theme, and your required budget for materials (if applicable).
- < 1-page CV.
- < Portfolio with 5 images of your work (does not apply to writers unless they have them).
- < For writers: a 3 to 5-page sample of your current work (mandatory), manuscript of your previously published book/work (if applicable), a recent published article or essay (if applicable).

Files must be uploaded in accepted formats: PDF for documents, .mp4 or .mov for video, and .jpg, .jpeg, .png, .gif for images.

Who embodies
heroism today? Let's
find out together

Frequently Asked Questions

Who can apply?

Women artists and LGBTQIA+ community artists of any nationality with ongoing projects. They can apply individually or as collectives (up to 6 people sharing a room), including mixed collectives as long as they are led by and mainly composed of women and/or LGBTQIA+ community artists. This call is not for curatorial projects.

When and for how long is the residency?

Residencies take place between March and November 2027, with a duration of one month each. Indicate your preferred months in the form; we will build a calendar considering the availability of all selected projects and the House. Please note that, if selected, we cannot always offer your top-choice date.

Where is the residency located?

In the south of Mexico City, in Coyoacán. Address: Calle Tres Cruces 83, Colonia Santa Catarina, CP 04010, CDMX.

Why is the call specifically directed towards women and LGBTQIA+ community?

The artistic residency program focuses on women and LGBTQIA+ community because that is where we identify the strongest structural barriers to accessing professional artistic circuits.

Can cisgender men apply as part of collectives?

Yes, as long as they apply within a collective that is mainly composed of and led by women and/or LGBTQIA+ community artists.

Are artists from all over the world accepted?

Yes. Applicants of any nationality and country of residence are welcome to apply.

Do participants have to pay for anything?

Casa Snowapple covers the round-trip flight from and to your place of origin, one month of accommodation, access to workspaces, an artistic production grant, a limited budget for materials, and the logistics of the closing event. Residents cover their meals, personal expenses, optional insurance managed on their own, excess material costs (if they spend more than what was approved for their project materials, residents must cover the surplus), as well as any other expense not explicitly mentioned in this call.

How are my personal data handled?

Your personal data are treated in accordance with the **Privacy Notice published on Casa Snowapple's website**. Data are used exclusively for the purposes of the open call and, if selected, for the operation of the residency.

How are situations of violence or harassment prevented and addressed during the residency?

Casa Snowapple has a Zero Tolerance Declaration regarding discrimination and all types of violence or harassment (both in-person and in the virtual space); you can find our declaration on our website.

What happens if I am not selected?

We receive many more applications than the available slots in the House. If your proposal is not selected, it does not mean it is not valuable. You can apply again in future calls. We also have the option of independent artistic residencies where artists pay for accommodation during their stay. If you are interested in learning more, head over to this [LINK](#).

Contact

For doubts regarding the call that are not resolved in this document or in the FAQs, please write to the email casa@snowapple.nl

All applicants will receive an automatic confirmation email upon submitting their application. During the review period, we kindly ask you to refrain from contacting us to check on the status of your candidacy; we commit to communicating results on the published dates.

Thank you for considering Casa Snowapple for your artistic residency. We are thrilled to read your proposal.

Keep up with our activities at www.casasnowapple.mx

Commitment to a Coexistence Free of Violence

Casa Snowapple is a space committed to respect, equity, and collective care. We maintain a zero-tolerance policy against any form of harassment, discrimination, or violence, including those based on gender, sexual orientation, gender identity or expression, ethnic or national origin, age, socioeconomic status, religion, disability, migratory status, or any other condition.

Participation in this call implies the commitment to sustain an environment free of violence during all stages of the process, including the residency, public activities, and community spaces. We have internal channels to receive, attend to, and follow up on any situation that violates this principle, and we reserve the right to terminate the participation of any person whose conduct violates this policy.



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