PRA Residency – Request for Qualifications

About Art Along the Avenue of Technology

Breadboard is launching a dynamic public art residency program called Art Along the Avenue of Technology (AAAT), to explore the intersection of Art and Technology along the corridor of Market Street west of 30th Street, which in 1998 was designated as the Avenue of Technology. Art Along the Avenue of Technology will engage a diverse range of community groups in the Greater Philadelphia region around an innovative artist residency program that will explore contemporary themes of public space, place-making and technology in an urban environment. Through Art Along the Avenue of Technology, Breadboard will host one artist/collective in 2014.

The Artist Residency will create innovative approaches to community engagement, activism and education through diverse applications of 21st century creative technologies while activating the Science Center's campus along a five-block stretch of Market Street Corridor as a 'project zone' for community engagement and place-making activities. The Science Center campus (along the Avenue of Technology) is at the center of a five-block radius that includes Drexel University, the University of Pennsylvania, International House, Institute of Contemporary Art, and nearby Mantua and Powelton neighborhoods.

Selection criteria for projects will focus on the artist/collective's creative uses of new media and technology, established record of completed projects, and experience with outreach programming that fosters community and youth engagement. Creative areas of interest will include artists working with any or all of the following: digital and mobile media, rapid prototyping, programmable electronics and interactive technology.

Art Along the Avenue of Technology will align with Breadboard's mission to explore contemporary intersections between art, science and technology with the objectives of engaging communities and introducing the public to creative uses of new technology. In alignment with this mission and focus, the role of the artist or collective will transcend art and push into the role of teacher and collaborator. This program has been designed around the residency so that the selected artist not only focuses on his or her art but also

commits to developing and engaging programming for youth and the community at large, which should be reflected in the budget submitted.

Breadboard may help connect the artist/collective to an established network of diverse partner organizations, communities and schools to develop comprehensive programming (which may include youth outreach, STEM education and hands-on activities and workshops, panel discussions, artist talks, etc. that engage and support the residency project.) A priority will be placed on selecting artists who have expressed interest and proven capacity to engage community participants through their work.

Program Goals

- To foster innovative approaches to public art and placemaking using new media and technology in the presentation, engagement, and audience interaction aspects of public art

- To explore the use of interactivity and new modes of creativity and approaches to community engagement incorporating community, school and youth participation

- To explore the use of technology and new media in public art settings, including user-generated content, web technology, video, Arduino, interactive artwork, etc. taking advantage of what the Avenue of Technology and surrounding institutional neighbors have to offer

- To spark the imagination of artists and generate new ideas for public art project

Residency Details

One selected artist or artist collective will be given access to rapid prototyping facility NextFab Studio's high-tech fabrication equipment and expert staff for 6 – 8 months to produce a community-based public art project and collaborate on the development of community, school and youth programming. The artist is expected to remain on site in Philadelphia during the duration of the project which is currently scheduled to begin January 2014.

NextFab's equipment includes laser-cutting/engraving systems, vinyl print-cut plotter, large-format inkjet printers; CNC - router, plasma cutter, waterjet & milling machines; several commercial-grade 3D Printers, as well as a full line of hand and power tools. NextFab staff is available to provide technical support.

The artist will be expected to collaborate with Breadboard staff and partner experts to develop and facilitate community engagement / placemaking events.

BUDGET

The artist's budget for the Artist Residency and community engagement is $167,950.00. The artist's budget includes all fees related to the residency and artwork (including but not limited to fabrication, housing, community events, programs, with up to 20% of the overall project budget available for artist fees). A sample budget follows.

Sample Budget

Artist Fee (up to $32,000)	**32,000**
Fabrication / Materials Costs	**24,200**
Youth Outreach / Programming	**32,750**
Community Engagement	**30,000**
Website Development	**36,000**
Videographer / Photographer	**10,000**
Incidentals	**3,000**
Total Project Specific Costs	**167,950**

ELIGIBILITY

This opportunity is open to all artists regardless of their geographic location. Artists must be available to attend the required pre-proposal meeting and presentations listed in the Project Schedule and be able to relocate to Philadelphia for the duration of the residency.

PROJECT APPLICATION SCHEDULE

5/14/2013 -   Informational Conference call 1:00 pm EST
06/21/2013 - Artist RFQ submissions due by no later than 4:30 pm EST
07/19/2013 - Up to five finalists selected, complete project details released to finalists
08/02/2013 -   Pre-proposal meeting and site visit with finalists & project development team
09/06/2013 - Finalists submit detailed proposals no later than 4:30 pm EST
09/19/2013 - Finalist proposal presentations to selection committee at 1:30 pm EST
10/04/2013 - Selected Artist Notified
January 2014 - Project begins

APPLICATION PROCESS

A Selection Committee comprised of arts and design professionals invited by the Philadelphia Redevelopment Authority and the University City Science Center will review each Call for Artists response in order to select no more than five (5) finalists for the project. The finalists will each receive detailed specifications about the project, drawings and presentation requirements. Finalists will receive an honorarium of $1,000 to support the completion and presentation of their proposal to the Selection Committee.

Artists are to submit the following materials either on a CD or electronically:

1. Ten (10) images of recently-completed work in JPEG format at a resolution of 150dpi and no larger than 1.5MB per image. CDs should be labeled with your name and contact information (including phone number, mailing address and email address).

2. An image list that describes each of the 10 images, including the title, date, material and other pertinent information regarding the works.

3. A résumé that includes your contact information (including phone number, mailing address and email address)

4. A brief statement about your work, which can be shared with the selection committee (no more than 250 words)

Please note that the materials will not be returned.

DUE DATE

Submissions must be received by University City Science Center no later than 4:30pm on Friday, June 21, 2013 (please note that this is NOT a postmark date). All applicants will receive confirmation once their materials are received. Materials should be sent to either:

University City Science Center
Attn: Dan Schimmel
3711 Market Street,   Suite 800
Philadelphia, PA 19104

-or-

AAAT@sciencecenter.org

(Dates are subject to change. UCSC reserves the right to change, modify or revise the Call for Artists at any time)

About the Percent for Art Program

Philadelphia was the first city in the United States to adopt programs for acquiring and commissioning works of contemporary public art for new development in urban renewal areas. The City of Philadelphia Redevelopment Authority (PRA) pioneered the Percent for Art Program in March 1959, becoming the first program in the United States to make the commissioning of fine arts an integral part of the urban renewal process.

In the first half century since the inception of the PRA's Fine Arts Program, nearly 400 works of public art have been installed in all areas of Philadelphia. Works of public art can be found in such diverse developments as high-rise commercial and residential towers, housing, shopping plazas, industrial plants, hotels and universities. These works of art represent some of the best works of contemporary artists of regional, national and international reputation.

About Breadboard at the University City Science Center

Breadboard is a hybrid program at the University City Science Center in Philadelphia that facilitates cross-disciplinary art exhibits, community outreach initiatives and special programs offering public access to a new generation of fabrication technology and workspace in an effort to empower individuals and convene communities around creative applications of technology.

Through a unique partnership with NextFab Studio, Breadboard engages groups and communities at all levels of interest and experience. Breadboard programming combines 3D printing technology, CAD-operated equipment such as laser cutters and milling machines with a collaborative workshop environment where artists, DIY enthusiasts, hackers, community groups and students can share ideas with entrepreneurs, engineers and industrial designers.