

UNESCO Creative Cities

CALL FOR PROPOSALS

DEVELOPMENT OF A PARTICIPATORY INSTALLATION
FOR PUBLIC SPACES, SUPPORTED BY CANADIAN CITIES
MEMBER OF THE UNESCO CREATIVE CITIES NETWORK

June 2023



▲ *Prismatica* by RAW design at Luminothérapie in the Quartier des Spectacles (2022–2023) © JF Savaria



1. CONTEXT AND OBJECTIVE

The **Quartier des Spectacles Partnership** (PQDS) in Montreal, **ExpoCité** in Quebec City and **Yonge Dundas Square** (YDS) in Toronto (the Co-producers), supported by the City of Montreal, City of Toronto, City of Quebec City and City of London, Ontario, are jointly issuing a **call for proposals for a participatory installation for public spaces**. This call stems from the three organizations' shared vision of public space as territory to be explored by artists and the public.

This project will bring together four Canadian cities that are part of the UNESCO Creative Cities Network (UCCN) to co-produce and co-commission a participatory art installation for public space. The cities are:

- **Quebec City** – UNESCO City of Literature
- **Montreal** – UNESCO City of Design
- **Toronto** – UNESCO City of Media Arts
- **London, Ontario** – UNESCO City of Music

The objective of this call for proposals is to invite creative teams to develop a concept that includes a component of each discipline of the partner cities (literature, design, media arts and music).

Proposals submitted in response to this call must clearly demonstrate the integration of each city's creative field in relation to its UNESCO designation:

1. Through the collaboration of talents from the partner cities whose discipline is related to each city's designation.
2. And/or by integrating an artistic component or element from the partner cities in line with each city's designation.

UCCN values: Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor in the economic, social, cultural and environmental aspects of sustainable development.

UCCN members actively work to implement UN's 2030 Sustainable Development Agenda through the implementation of 17 sustainable development goals.

The project aims to give creators an opportunity to design and present an interactive public installation (the **Work**), which will be presented starting in fall 2024 in Quebec City, followed by the other three cities.

The selection process of this call for proposals is divided into two steps (detailed in section 6):

- **Step 1: Call for expressions of interest**
- **Step 2: Development of the concept by 3 finalist teams**

The creative team chosen at the conclusion of the selection process (the **Creative Team**) will be invited to create and build a complete design.

Once the Work has been presented at the Co-producers' respective sites, it will be shown internationally in accordance with a specific agreement that will be entered into between the Creative Team and the Partners. The touring terms and conditions are set out in Section 8 of this call for proposals, "Rights and Property."

2. ELIGIBILITY

To take part in the call for proposals, creative teams must come from one, two or more of the following partner cities: Montreal, London, Quebec City and Toronto. The Co-producers foster collaboration among participants from every partner city.

3. CREATION PARAMETERS

The Partners wish to commission an original artistic installation that sparks the curiosity of passers-by, invites them to interact with it or participate, and that transforms public space into a welcoming hub of activity and belonging for all.

The concept must communicate the values of the UCCN network and include a component of every creative field represented by the Canadian UCCN member cities: music, literature, design and media arts. These components could be inspired by, for example, an excerpt from a literary work from Quebec City, a musical piece from London, a design team from Montreal, a digital artist or a technology from Toronto.

The concept must meet the following **artistic parameters**:

- Be an original work that has never been exhibited before
- Be visible at night and provide a daytime experience
- Provide a clear and intuitive experience
- Provide a standalone experience that does not require any instructions or any external device other than the installation itself
- Be of sufficient size to occupy large public spaces and be modular in construction to be easily adaptable to a variety of presentation settings (public squares, parks, pedestrian streets, etc.).

In addition, each proposal must comply with the production budget and calendar presented in sections 3 and 7 of this call for proposals and meet the following **technical requirements**:

- Operable in “plug and play” mode
- Autonomous and requiring minimal daily technical maintenance (no operator on-site on a day-to-day basis, no security, except upon setup and tear-down)
- Easy to transport and sufficiently compact when disassembled to be shipped by land, air or sea for touring purposes in a 20-foot container (40-foot maximum)
- Designed to be quickly and easily set up and torn down for touring purposes by a non-specialized technical crew given clear instructions
- Sufficiently robust to be brought on tour to a maximum of six different locations per year over a period of five years. Maintenance and repairs must be minor and must not require more time and resources than normal wear and tear for comparable installations
- Entirely weatherproof and suitable for outdoor exhibition in all seasons
- Able to operate at 120 or 240 volts, connected to standard electrical outlets by means of an adapter to be plugged into outlets provided by the presenter. The Work’s electrical circuits must be verified by a certified electrician in accordance with the standards established by the Partners
- The maximum installed load must not exceed 250 pounds/square foot (1220 kg/square metre)
- The wind load must not exceed 100 km/h
- As far as possible, be consistent with general principles of universal accessibility
- Able to withstand unintended uses devised by members of the public

Finally, the proposed concept must uphold the following **eco-friendly principles**:

- It must be built in accordance with construction methods that prioritize sustainability, environmental concerns and minimizing the project’s environmental footprint
- If applicable, fabrication must employ procurement levels, local to the creator, equal to or greater than 60%
- The Work must prioritize the use of reused materials or materials that can be reused at the end of the installation’s service life.

4. BUDGET CONSIDERATIONS

Step 1 – Call for expressions of interest

No fees or compensation will be provided for this stage of the competition.

Step 2 – Development of the concept

The three selected creative teams will receive **\$2,500 CAD** (plus applicable taxes) to develop their proposal by preparing a presentation document.

Step 3 – Project implementation

A – The final selected Creative Team will receive up to **\$40,000 CAD** (plus applicable taxes) to develop the **Specifications**, including:

- All creative aspects of the project: final concept, creation and final design, intellectual property rights (e.g.: to use a text or a piece of music), sound design, music, etc.
- Description of the full user experience
- 3D visualizations
- Feasibility study and technical documentation
- Technical drawings
- Specifications
- Detailed budget and schedule.

B – The Work will be produced with a maximum total **production budget** of **\$200,000 CAD** (plus applicable taxes), including:

- Production and manufacturing management (technical, budgetary and scheduling oversight)
- Prototyping, tests and manufacturing
- Supervision of assembly operations for the first four presentation sites (Quebec City, Toronto, London, Montreal)
- Transport to the first exhibition site
- Engineering certification
- Insurance premiums for:
 - “All risks” property insurance for full replacement value, against loss, damages and defects to the Work during manufacturing and until delivery on the first hosting site
 - commercial general liability (CGL) insurance for the life of the work (\$5M CAD)
- Rugged and stackable shipping crates for the Work
- A detailed user manual
- Administration fees (including legal fees)

Depending on the selected Creative Team's production capacities, the production budget may be assigned to a subcontractor who will assume responsibility for production. In that case, the Partners will supervise this subcontractor (and adjust the production budget accordingly) and the Creative Team will oversee the artistic aspects of the project, according to the **Specifications** (delivered by the Creative Team).

For more information about the PQDS production and touring program, including past works, [click here](#).

5. CALL FOR PROPOSALS CALENDAR

Step 1 – Call for expressions of interest

- Call for proposals issued: June 28, 2023
- **Deadline for submitting presentation file: August 2, 2023, at 9:00 a.m. EDT**
- Announcement of the 3 selected teams: August 30, 2023

Step 2 – Development of concept

- Starting: August 30, 2023
- Question period: until September 13, 2023
- **Deadline for submitting proposals: September 27, 2023, at 9:00 a.m. EDT**
- Virtual presentations by the 3 teams: week of October 2, 2023
- Announcement of the winning team: October 21, 2023

6. PROPOSAL SUBMISSION PROCEDURES

Step 1 – Call for expressions of interest

Teams must submit their presentation file in the following format, in French and English:

- Presentation of the team – 1 page
 - Presentation of three selected projects from the portfolio – 3 pages
 - Description of the preliminary idea and description of how the UNESCO components will be integrated into the project – 1 page
 - Presentation of technical environment – 1 page
 - Moodboard – 1 or 2 pages
 - Sketches – 1 or 2 pages
 - Preliminary budget – 1 page
- Total: maximum 12 pages including cover page (any additional pages will not be read).

To submit a file, please send all required documents no later than August 2, 2023, at 9:00 a.m. EDT in the form of a single PDF in landscape orientation, by email or WeTransfer link to: projets@quartierdesspectacles.com

File names must be structured as follows: TeamName_ProjectTitle_Step1.pdf

Step 2 – Development of concept

Following the Call for expressions of interest (step 1), **three creative teams** will be selected to undertake step 2: the Development of concept. Teams must submit their proposals in the following format, in French and English:

- Description of the proposal: concept and user experience, including a UNESCO component from each city, based on their capacity to demonstrate that they have started to:
 - Engage in discussions or relationships with collaborators from the partners' cities (e.g.: publishers, artists, creative partners, etc.) and/or
 - identify creative content from the different partner cities (e.g.: poem, text, book, music, technology, etc.)
- Description of technical/technological details
- Advanced moodboard
- Visuals/sketches to illustrate the scale
- Preliminary evaluation of budgetary feasibility
- Preliminary production schedule

The Development of concept must be submitted by the three teams no later than September 27, 2023, at 9:00 a.m. EDT.

Teams will have until September 13, 2023, to send their questions (in a single message per creative team). Answers will be sent to all participants.

7. PROJECT EVALUATION

Submissions received in response to this call for proposals will be presented to a selection committee composed of the Co-producers' representatives and artists/designers.

Step 1 – Call for expressions of interest – Evaluation criteria:

- Composition of the creative team in terms of members' experience and expertise in presenting outdoor projects
- Quality and relevance of the portfolio projects
- Quality and originality of the preliminary idea
- Inclusion of the UCCN values and creative fields

Step 2 – Development of concept – Evaluation criteria:

- Quality and originality of the concept and user experience
- Demonstration of integration of the UNESCO components and UCCN values
- Composition of the creative and production teams
- Feasibility of the proposed concept within the budget and the timeframe

8. PRODUCTION SCHEDULE

The project calendar is subject to review by the Partners. Note that the Partners make all public announcements.

October – November 2023	Signing of agreement
October – December 2023	Detailed design and specifications
January – August 2024	Manufacturing/production
August 2024	Workshop testing
September 2024	Preparation for shipping and installation
October – December 2024	Presentation in Quebec City
February – March 2025	Presentation in Toronto Yonge Dundas Square
March 2025	Presentation in Toronto Waterfront (TBC)
July 2025	Presentation in London, Ontario
November 2025 – March 2026	Presentation in Montreal
Summer 2026	Touring

9. OWNERSHIP AND COPYRIGHT

The selected teams for Step 2 hereby fully assign to the Co-producers their intellectual property rights in the work rendered in their proposals (development of concept), for a period of 12 months following submission of their proposals. During this period, the Co-producers may decide to have their work created, produced and delivered in addition to or in replacement of the Work of the winning Creative Team. After this period, if the Co-producers have not used the work, the intellectual property rights shall revert to their respective team, without any compensation.

The terms and conditions of the design, production and delivery of the Work will be set forth in an agreement between Quartier des spectacles international (QDSi), as executive producer for the Co-producers, and the winning Creative Team.

The agreement will provide for the following terms regarding ownership and copyright:

- The Co-producers are the exclusive co-owners of the manufactured Work, in its tangible and material form.
- The Creative Team is the sole and exclusive owner of all intellectual property rights in the manufactured Work. They grant the Co-producers and QDSi an exclusive, irrevocable, perpetual and worldwide license in all intellectual property rights in the Work, for the distribution and commercial exploitation of the Work, in consideration for a share in the distribution revenues as royalties.

The members of the Creative Team must agree, in writing, in their own and separate agreement, to share the intellectual property rights in the Work, in order to give full effect to the licence granted to the Co-producers. The Creative Team must do the same with the manufacturer of the Work and any other subcontractor or supplier.

10. INCLUSIVENESS AND DIVERSITY

The Partners are committed to encouraging projects and teams that reflect the diversity of the population. Therefore, they promote equity and are committed to a barrier-free selection process. The Partners encourage candidates to voluntarily indicate in their submissions if they are a woman, a member of a First Nations group, Inuk, Métis, a person with a disability, or a member of a visible-minority group.

The partners are also committed to developing inclusive work environments. Please advise us of any accommodation needs.

11. ABOUT THE CO-PRODUCERS AND THE EXHIBITION SITES

ABOUT QUARTIER DES SPECTACLES PARTNERSHIP

The Quartier des Spectacles Partnership, founded in 2003, is a non-profit organization with more than 85 members active in the district. It is responsible for animating the Quartier des Spectacles by programming cultural activities, managing and animating public spaces, providing distinctive illumination and promoting the Quartier as a must-visit cultural destination. The Partnership benefits from the support of the Ville de Montréal.

More information: quartierdesspectacles.com

ABOUT EXPOCITÉ

Located in the center of Québec City, ExpoCité is an ideal event venue that welcomes over 2 million visitors every year. ExpoCité is a vast urban site with a vast selection of indoor and outdoor facilities. It is home to some of the most popular cultural, sports and corporate events in the city.

Ideal for small get-togethers as well as larger gatherings, Place Jean-Béliveau is located right at the heart of ExpoCité. Featuring lots of greenery, a pleasant walkway and a wide range of recreational and other activities, this festive and inclusive urban space has something for everyone! This huge public space can accommodate up to 10,000 people for outdoor events of all kinds in every season.

More information: expocite.com/en/about-expocite/

ABOUT YONGE DUNDAS SQUARE

Yonge Dundas Square (YDS) is a unique focal point of the downtown Toronto community. The Square is designated for use as a public open space and as an event venue that can accommodate events of various sizes. You'll discover a wide range of activities on the Square: community celebrations, theatrical events, concerts, receptions, promotions – events that appeal to residents and tourists alike and provide a showcase for local businesses. YDS Board of Management is an agency of the City of Toronto.

More information: ydsquare.ca/about-us

