



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2015

UNESCO Media Arts Exhibition at SXSW

Artwork Budget: \$1,500 USD

Deadline to Apply: January 27th, 2020; 11:59PM CST

Call Summary:

The UNESCO Austin City of Media Arts Steering Committee, in partnership with the Cultural Arts Division within the Economic Development Department, invites professional artists/artist teams who work with the latest innovations in new media art to propose an existing or new artwork for inclusion in the international United Nations Educational, Scientific, and Cultural Organization (UNESCO) Media Arts Showcase to be held during the SXSW Festival and Conference between March 13-15, 2020.

UNESCO Media Arts Showcase at South by Southwest (SXSW) 2020

As a UNESCO Creative Cities Network (UCCN) member and contributing Media Arts City, the City of Austin is committed to fostering and showcasing art and innovation across disciplines from across the globe. To further those efforts, the City is partnering with SXSW to create the annual SXSW UNESCO Media Arts Showcase.

This call for proposals is directed to the seventeen UNESCO Media Arts cities, including Austin artists, providing an international platform for media arts. The Showcase will feature artwork/installations from several UNESCO media arts cities and may also include programming such as panel discussions with representatives from Austin and abroad. An opening reception will also be organized to further market the Showcase to SXSW participants.

Artwork Theme/Prompt: *BUILDING A COLLECTIVE VISION OF THE FUTURE*

“We are called to be the architects of the future, not its victims.” -Buckminster Fuller

As we come into a new decade in the time of rapid urbanization and change, we are seeking work which speaks to a collective vision of the future. Either via the lens of your specific community or location or on a global scale, this exhibit aims to share speculative visions of the future through the lens of media art and artists.

Opportunity and Eligibility

The UNESCO Steering Committee will select art works from UNESCO Creative Cities of Media Arts. Exhibition space, signage, artwork labels and marketing for each selected installation will be provided as part of the SXSW Festival. The exact locations for artwork display are to be determined.

Artwork criteria:

- Media art piece
- More than one artwork may be exhibited in a room or space
- Electricity is available for interior artworks (US standard voltage is 120 V, frequency is 60 Hz.);
- Artist will confirm lighting needs –Are windows allowing daylight into the space acceptable, or required? Is a darkened space needed? Black-out space? Is standard interior lighting (approximately 1 foot candle) acceptable?

Media Arts Definition: Media arts is defined by all genres and forms that use electronic media, film and technology (analog & digital; old and new) as an artistic medium or a medium to broaden arts appreciation and awareness of any discipline. For example, this includes projects presented via film, television, radio, audio, video, the Internet, interactive and mobile technologies, video games, immersive and multi-platform storytelling, and satellite streaming.

The artist is expected to commit to showing the artwork for the full and complete exhibition timeframe, which is 3 days. The artist will de-install the work in keeping with the provided schedule. The artist may be asked to participate in a panel discussion about media art.

Professional media arts artists or artist teams who live within one of the seventeen UNESCO Creative Cities of Media Arts are invited to apply (Austin, Braga, Changsha, Dakar, Enghien-les-Bains, Guadalajara, Gwangju, Karlsruhe, Kosice, Linz, Lyon, Santiago de Cali, Sapporo, Tel Aviv-Yafo, Toronto, Viborg, York). Artists must be at least 18 years old. Full-time, permanent City of Austin employees are ineligible to apply.

Budget

The honorarium for each selected artist to provide an artwork for the Showcase is capped at \$1,500, inclusive of all costs such as the artist's fee, insurance, artwork transportation and shipping, set up, and engineering costs. Computers (2019 iMacs), Projectors, various A/V supplies and other production support may be provided upon request. In addition, each selected artist will receive an Interactive badge to participate in the SXSW Festival, valued at \$1,145 USD.

Evaluation Criteria

The selection of an artist, or artist team, shall be based on their qualifications and ability to meet the requirements as determined and approved by the Austin UNESCO City of Media Arts Steering Committee. The Committee will review and consider the following evaluation criteria:

- artistic merit and technical expertise with artwork that incorporates media arts;
- demonstrated successful, innovative, and effective approach to art projects of a similar scope;
- ability to accommodate ease of travel and installation abroad; and
- ability to create artwork within the stated constraints.
- ability to respond to the theme/prompt

Selection Process

A jury comprised of 3 – 5 media arts professionals will evaluate all eligible proposals. The jury will provide recommendations to the full Steering Committee, staff from the City of Austin Cultural Arts Division and staff from SXSW, who will jointly approve final selections for the Showcase.

Submission Requirements

Applications must be received by the deadline via www.publicartist.org.

Applications include:

- a Letter of Interest, outlining the idea/installation, what sort of infrastructure is required (electrical, spatial dimensions, etc), and the thematic focus of the work as it relates to the call;
- Up to 10 images/video of completed relevant artwork with descriptions;
- Bio and CV



The UNESCO Steering Committee encourages artists from diverse demographic backgrounds and geographic locations to apply, in order to select from a diverse pool of artists for public art commissions. We welcome artists and projects that reflect the dynamic and diverse media arts field and applications from all self-defined media artists

For technical assistance submitting your application online, please contact info@publicartist.org or 210-701-0775 (9:00 am – 5:00 pm CST). For questions about the artist opportunity or artwork criteria, please contact Cultural Arts Division staff at 512-974-6345.

City of Austin Media Arts - Artist Roster Applicant Pool

Applicants to this call who live in the Austin metropolitan area (Williamson, Travis, Bastrop, Caldwell, Hays, Burnet and Blanco counties) will be automatically added to an applicant pool for an Austin UNESCO City of Media Arts Artist Roster that is currently in development. The artist roster will be used for upcoming opportunities related to the UNESCO City of Media Arts designation in Austin and in other [UNESCO](https://www.unesco.org/en/creative-cities) Creative Cities of Media Arts.

Schedule

Jan 7, 2020 - Applications open

Jan 27, 2020 - Deadline for Applications through publicartist.org

Jan 27-31, 2020 - UNESCO panel reviews applications and selects artists/artist teams.

Feb 1, 2020 - Artists are notified of acceptance.

Feb 1 - March 1, 2020 - Fabrication of artworks by artists/Ongoing communication with staff from CAD and SXSW

March 8-12, 2020 - Artwork installation

March 13, 2020 - Public Opening

March 14-15, 2020 - Exhibit open hours (9am-9pm)

March 16, 2020 - De-installation of artwork

Contact/Questions

Laura Odegaard, Senior Project Manager, Cultural Arts Division, City of Austin

laura.odegaard@austintexas.gov

About the Partners

About UNESCO Creative Cities

The UNESCO Creative Cities Network was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 180 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

About SXSW

South by Southwest (SXSW) dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2020 will take place March 13-22, 2020.

About the City of Austin Cultural Arts Division

The Cultural Arts Division of the Economic Development Department provides leadership and management for the City's cultural arts programs and for the development of arts and cultural industries. The Cultural Arts Division is responsible for the Cultural Arts Funding Programs, Art in Public Places Program, community-based arts development, and programs to assist the development of film and creative industries in Austin.

About the Motion Media Arts Center

Motion Media Arts Center is a 501c(3) non-profit independent film, art, and technology center that supports every aspect of production from creation to presentation. Founded in 2002 with the merging of two award-winning arts & film institutions (Austin Cinemaker Co-op & Center for Young Cinema) MMAC has been globally recognized for its innovative media arts programming for nearly two decades.