



**Canada Council
for the Arts**

**Conseil des Arts
du Canada**

**INTERACTIVE ARTWORK CONTENT FOR VIDEO WALL
AT 150 ELGIN STREET, OTTAWA ONTARIO**

REQUEST FOR PROPOSAL

THE CANADA COUNCIL FOR THE ARTS

INTERACTIVE ARTWORK CONTENT FOR VIDEO WALL AT 150 ELGIN STREET, OTTAWA ONTARIO

REQUEST FOR PROPOSALS

GENERAL PROVISIONS

This request for proposal (RFP) invites individual artists, collectives or organizations with demonstrated history and ability to produce an interactive media artwork to submit proposals to the Canada Council for the Arts (Council). Candidates may collaborate on the project providing there is one lead collaborator managing the project and responsible for the contract. Having received a grant from the Canada Council for the Arts is not a prerequisite to submit a proposal.

Requirements

The project must be an original, innovative, interactive, site-specific work that makes use of the video wall at 150 Elgin Street, Ottawa. This work will be located at the entrance of the Canada Council in the public lobby of the building. As this is a public building with individuals of all ages present, considerations regarding content and sound must be included in the proposal.

The project must be interactive in nature. This means that the content of the work must be determined or manipulated by the public as they move through the lobby of the building. This may be done through movement capture, use of touch screens, through the web or through portable electronic devices such as smartphones.

Applicants must be Canadian individuals, groups, collectives or companies. Eligible applicants must be professional artists or have a professional artist leading the project. In addition applicants must have a demonstrated history and ability to produce an interactive media artwork.

Limitations

- The video wall is an irregular shape, works that use a conventional format will not be considered. The entire wall must be used. Please note specifications in the Technical Specifications section below.
- The artwork must be a new, original work created specifically for the irregular shape of this wall
- Text elements must be available in both official languages
- The work cannot add to or modify the structure of the building in any way
- The completed work must arrive “plug and play”. That is, our technicians must be able to install and maintain the work without specialized assistance and must not require the use of specialized software, uncommon plug-ins or platforms.

The following proposals will not be considered:

- Works that contain a live performance component (i.e. a performer accompanying a video work)
- Commercial or industrial works, including television and web television

- Student works
- Promotional or advertising works
- Commercial music videos
- Public service announcements
- Artworks designed for a conventional screen
- Artworks which have already been completed, even if they have not been presented yet
- Works that are purely documentation or records of other artworks
- Artworks that do not account for the criteria stated above

Technical Specifications

See Appendix B for technical drawings and photograph.

The video wall is comprised of 79 Barco LED tiles arranged irregularly along the wall. Each tile functions as a screen and is capable of presenting images. The tiles may present an image together, as a single large screen, or separately. Please note that there is a bank of 48 Christie Microtiles below the video wall. This bank of tiles may be used to control the content of the interactive work but it is not required to do so.

The tiles are controlled by a single computer and have the capacity to playback HD NTSC quality video; they also have internet access and touchscreen capability. Each tile is 12" high by 16" wide. The video wall is ten tiles wide, 13.3 feet, by ten tiles at its highest point, 10 feet. At its lowest point the wall is only 6 feet high.

The wall has infrared sensors and illuminators installed to accommodate interactive movement; they are also accessible through the internet. Therefore, content on the video wall may be controlled by touch, motion or through any portable electronic device that is connected to the internet i.e. a smartphone. Please note that the Christie interactivity multi-touch frame is compatible with Windows 7 only. The resolution is 960 X 960.

The video wall is located on the north side of the lobby. The entrance to the lobby is located on the east wall adjacent to the video wall, which means that this is a high traffic area. There are also commercial spaces located directly across from the wall along the south walls. The video wall will be visible from anywhere in the lobby as well as from the street through the windows.

Please be aware that there will be ambient sound throughout the lobby at all times.

Budget

The Council will contribute a maximum of \$50,000 in allowable costs. Candidates may use any other sources of revenue, provided that revenue does not require that the applicant cede artistic or creative control or ownership of the project.

Allowable costs include:

- Production and / or post-production costs
- Equipment directly related to the project
- Artist fees (including actors or subjects)
- Technician and technical fees
- Costs for subtitling the work into either official language
- Administration costs directly related to the project

Council funds cannot be used for the following purposes:

- Capital costs or renovations to permanent structures
- Significant equipment purchases
- Advertising costs

Access Support

Candidates who are Deaf or have disabilities may apply for additional funds to cover expenses for specific services and supports which are required to carry out the project. The Canada Council may contribute toward the access related expenses.

Eligible expenses for access support may include but are not limited to the following:

- sign language interpretation
- a personal attendant
- a guide
- rental of specialized equipment.

Council will not contribute to the following expenses:

- Major capital expenses (e.g. purchase of wheelchair, vehicle, computer, renovations, etc.)
- Services and supports for which an individual is already receiving funding
- Services and supports which are not directly tied to the activities supported by the grant.

Access Support requests are reviewed on a case-by-case basis and are not shared with the RFP evaluation committee. Please communicate with the contact person for this RFP if you have any questions about access support.

Timelines

RFP sent out: March 11, 2014

Deadline for proposals: April 30, 2014

Selection of successful Candidate: May 21, 2014

Expected time to deliver the project: 2 to 4 months, to be negotiated

Delivery

A complete copy of the finished artwork must be delivered, by the date agreed, ready for presentation on the video wall along with any special instructions. The work must arrive ready for installation by our technicians.

Ownership and presentation of the works

The work must be independent, with the artist retaining ownership and rights. The artist has the right to present, at any time, the work at any festival, gallery, theatre, performance or other presentation venue and receive any fees or royalty payments that ensue, however support by the Canada Council must be acknowledged in all print and video material.

If you are successful, the Canada Council will have the exclusive right to present the work of the successful proposal in the lobby of 150 Elgin for one year. In addition, the Council will have the right, in perpetuity, to disseminate the work at any Canada Council event or location including the web.

Acknowledgement of the Canada Council for the Arts

If the project is successful, acknowledgement of the support of the Canada Council for the Arts in the credits of the project, any promotional material, or any other descriptive text associated with the project must be included. This acknowledgement must match those of any other major funder.

INFORMATION FOR CANDIDATES

Receipt of Proposals

Proposals must be sealed and addressed to:

Youssef El Jai
Head, Media Arts Section
Canada Council for the Arts
150 Elgin Street
P.O. Box 1047
Ottawa, Ontario
K1P 5V8

and must be delivered no later than 5 **pm Eastern Time on 30 April 2014.**

A return address must be shown on the outside of the sealed proposal. Please note that proposals may be sent electronically as long as they are received by 5pm Eastern Time.

To ensure that all proposals are uniformly evaluated, they shall be submitted in the format prescribed in **Appendix A** to this RFP.

Acceptance or Rejection of Proposals

The Council reserves the right to reject any or all proposals or to accept any proposal at its discretion. Proposals will not be opened prior to the specified closing date and time. Any proposal received after the specified closing date and time will be returned unopened to the Candidate.

Cost for the preparation of proposal

The Applicant is responsible for all costs in the preparation and submission of the proposal.

Period of Validity of Proposal

Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

Agreements with Successful Candidate

The Council shall enter into negotiations with the successful Candidate with a view to finalizing a contract for services (the contract), on terms acceptable to the Council. The Candidate must have all the legal rights and warranties to enter into a contract with the Council for this project. The Council reserves the right to cancel the contract if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within thirty (30) days after selection of the successful Candidate, the Council may disqualify that Candidate and re-evaluate the remaining proposals without obligation or claim against the Council.

Confidentiality and Council's Obligation

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Candidate for preparation costs or other losses incurred in the preparation of their response to this RFP, except for Access Support costs

specified in the RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Requests for Information

Enquiries concerning any aspect of this RFP can be directed to:

Felipe Diaz
Officer, Media Arts Section
(613) 566-4414 or 1-800-263-5588, extension 5252
Felipe.diaz@canadacouncil.ca

Evaluation of the Proposals

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- the artistic merit of the proposed project, both in content and approach;
- the Candidate's ability to carry out the project, as demonstrated by his or her capacity and experience in interactive media art production and the level of support from professional technicians;
- the budget, which must provide a realistic justification of expenses with respect to the scope of the production and an indication of all confirmed and pending sources of funding that are required to complete the project;
- Pricing (not to exceed \$50,000 not including taxes). While \$50,000 is the maximum budget for this project, competitive pricing is a strong consideration in the evaluation of proposals.

The Council will base its decisions on how well the proposal addresses the above criteria. The ideal application will demonstrate a balance between artistic merit, capacity to deliver and pricing.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements. In addition the Council reserves the right in its sole discretion to:

- withdraw the RFP at any time;
- not enter into negotiations with any Candidate that submits a proposal; and
- request, in writing or orally, clarification of any additional information concerning proposals that are in consideration.

Additional information for individuals and collectives

This RFP is not considered to be a grant. If you have applied to any Grant to individuals program or a travel grant, this will not impact on your eligibility to these programs or this RFP.

Canada Council grants and awards are taxable. This is not the case with this RFP. If you have any tax-related questions, please contact the Canada Revenue Agency or your provincial or territorial revenue department.

The Privacy Act gives individuals the right to access and request correction of personal information about themselves. The Canada Council will protect personal information as required by the Privacy Act. The information will be stored in a series of Canada Council data banks described in *Info Source*, a

government publication that is available on the Internet. All other information may be accessible to others under the Access to Information Act.

APPENDIX A

PROPOSAL FORMAT

Format and layout

- printed on one side only
- on separate sheets of white paper (letter format, 8½ x 11 inches)
- with a black font size of 11 points or larger
- with paper clips (documents cannot be bound, placed under plastic or stapled).

Avoid unusual formatting or the use of coloured paper as it can make documents hard to read.

To ensure that all proposals are evaluated equally, they must be submitted in a standard format, divided into the following sections:

Section A An Executive Summary of the Proposal
100 words or less

Section B A Profile of the Candidate and Collaborators (if any)
this section should include:
a) name and address of the individual, collection or company
b) name of contact person to whom all enquiries can be directed and
c) biography or resumé with relevant professional experience of the lead artist, lead technicians and any other lead individuals.

Section C Project Description
This section should clearly describe the project and the artistic concepts behind it. Particular emphasis should be placed upon the Council's requirements as stated in this RFP. Include in this section, an estimated timeline for delivery of the project. Maximum 10 pages.

Section D Suitability of Candidate
This section should describe why the Candidate is best suited to deliver this project, including past experience and collaborators (if any). Maximum 5 pages.

Section E Budget
This section should include a reasonable, well-researched budget including a detailed itemization of allowable expenses, as well as other confirmed and pending sources of funding (if any).

Section F Support material
Proposals must include audio visual documentation of a maximum of three works created in the past by the company and / or the lead artist. These works must clearly identify the artistic and technical capacity of the company and /or lead artist. Audio visual material must be submitted on a USB memory stick and must be saved as .MOV, .AVI or .MPG4 format.

The USB memory stick will be the only material returned to the applicant. All other material will not be returned.

APPENDIX B

