

OPEN CALL FOR INSTALLATION PROPOSALS IN BRAS BASAH.BUGIS DISTRICT

SINGAPORE DESIGN WEEK 2019 (4 to 17 March 2019)

BRIEF TO ARTISTS/DESIGNERS

EXECUTIVE SUMMARY

The National Heritage Board (NHB) and DesignSingapore Council (Dsg) are co-launching an Open Call to invite Singaporean and Permanent Resident¹ artists and designers to submit a concept for the installation of public artworks as design interventions within the Queen Street area as part of Singapore Design Week (SDW) 2019. The proposed installation shall be clearly visible to the public and aspire to be iconic to the street and the precinct and to positively shape perception of the area as the arts, heritage and design district in Singapore.

The proposed installation should provide visitors with delightful encounters to experience design as well as transform or enliven the urban spaces within the Queen Street area, and should be clearly visible both in the day and at night. The proposed installation should also take into consideration questions of scale and be sufficiently weatherproof, as the installations may potentially be exposed to wet weather over a duration of at least 6 months and up to 1 year. The installation should also be able to withstand continuous exposure to direct sunlight.

Design proposals received will be assessed by a panel of judges and up to 3 winning designs will be selected to be presented at SDW in March 2019, with a reimbursement amount of up to SGD\$20,000 for each selected proposal.

The panel of judges reserves the right to conclude the Open Call with no award should there not be any suitable proposals received.

The winning designs will be installed by 4 March 2019, 10.00am, in time for the SDW.

¹ International firms/individuals interested in participating in this Open Call may form a collaboration with a Singaporean or Permanent Resident firm(s)/individual(s) to submit a proposal.

BACKGROUND

About Singapore Design Week

Into its 6th edition, the SDW 2019 will run from **4 to 17 March 2019**. The annual SDW brings together a collection of local and international design activities in Singapore. Organised by the Dsg, the SDW is open to the design community, businesses, design students, public sector officers and the general public.

As one of Asia's premier design festivals, SDW champions design thought leadership by bringing together the design, business and public policy worlds to bring about innovation and solutions to build businesses, engage communities and enrich people's lives. It is a hub where the best design talents and businesses from Singapore and Asia converge to be showcased to the world; and a platform where Singaporeans and visitors can experience the value of design through delightful activities.

Through this platform, Dsg hopes to enhance the synergy among our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design. More information can be found at: www.designsingapore.org/SDW.

About Bras Basah.Bugis

The Bras Basah.Bugis precinct is Singapore's arts, heritage and design precinct and is home to the greatest concentration of museums, historic monuments, heritage buildings, places of worship, arts institutions and lifestyle malls in the city centre.

Place managed by National Heritage Board, Bras Basah.Bugis has evolved into the centre for education, arts, design and heritage, with major attractions like the **National Museum of Singapore**, the **Singapore Art Museum**, the **Peranakan Museum**, **The Substation Arts Centre** and the **National Design Centre** located here.

Singapore Management University, **LASALLE College of the Arts**, and the **Nanyang Academy of Fine Arts** are also situated here.

BBB's architecture is a unique and exhilarating mix of old and new, with churches and cathedrals such as the **Armenian Church of Saint Gregory of the Illuminator**, colourful Chinese and Hindu temples, and colonial-era buildings standing alongside stunning pieces of contemporary architecture like that of the **School of the Arts** (Singapore's only high school for the arts) and the **National Library**.

BBB is also a lifestyle destination, with its many malls and lifestyle/F & B clusters such as **Chijmes, The Cathay, Bugis Junction** and **Bugis Street** capitalising on heritage, design and the arts for a distinctive shopping experience.

TARGET AUDIENCE

The proposed installation should showcase creativity and be relatable to both the general local public and international visitors.

THE PROPOSAL

In conjunction with SDW 2019, NHB and Dsg would like to call for proposals for public artworks to be installed along Queen Street. The creative process should be informed by aspects of design and art as encapsulated by the unique characteristics of BBB, as well as suitable representation of local and world cultures. The public artworks should lend a different character to the street, both in the day and at night, and aspire to be iconic to the street and the precinct and to positively shape perception of the area as the arts, heritage and design district in Singapore.

The artist should conceptualise an artwork that encapsulates this direction, while keeping in mind how the proposed artwork fits into the overall vision of enhancing Singapore's nightlife. Applicants may submit more than one idea.

There are no preconceived ideas regarding the scale or medium for the proposed installation. However, artists should take note of the public spaces, landscaping and structures at the proposed site in order to develop concepts that are both artistically inspired and site-specific, and bear in mind feasibility of the installation given site and

regulatory constraints. The usage of all locations is subject to approval by the National Heritage Board and other stakeholders within the precinct.

It is important for the artistic concepts to go beyond standard interpretation and an instructive approach. Depending on the design of the installation, artists might like to consider designing features to provide sensory, tactile, auditory or visual interactivity options for visitors.

The following considerations should also be taken into account:

- Increasing public access to art and design, promoting understanding and awareness of the visual arts and the value of design in the public realm;
- Visibility and public pedestrian access;
- Expressing the vision and character of Singapore Design Week
- Public safety, including occasions when large crowds are likely to gather; and
- Enriching the visitor's experience of the location.

MATERIALS

As the installation will be located in an outdoor public space within the precinct, applicants must take note of the following key considerations:

- **Selection of materials** should address issues regarding maintenance, corrosion, public safety and vandalism;
- **Durability** – the installation should be able to withstand outdoor weather conditions for the duration of the festival;
- **Low maintenance** – the installation should require minimal maintenance for the duration of the festival.

RISK MANAGEMENT

The artist must take the following risks into consideration when developing the concepts:

- Public safety in relation to location, engineering, use of materials, visual distraction to main traffic, etc.;
- Disruption to traffic, pedestrians, businesses during construction;
- Security during installation and after completion of installation;
- Realistic budget;
- Political sensitivity;
- Cross-cultural processes; and
- Environmental concerns and sound levels.

BUDGET

The shortlisted applicants(s) will also be required to submit a budget that does not exceed **SGD\$20,000** per installation.

The quotation should be all-inclusive, with full design/artist/professional fees and all other associated costs including design, production, permits, licences, site preparation, installation and de-installation.

The budget allocated to the selected installation will be determined at the final selection stage, taking all factors (i.e. size, material specifications, etc.) into consideration. An audited financial report will be requested when the project is concluded.

PROCESS AND TIMELINE

Shortlisted artists will be invited for a panel interview in the first week of January 2019. The production and installation of the artwork is scheduled to be completed by **4 MARCH 2019**.

Submissions will be evaluated by representatives from NHB and Dsg.

Timeline

	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Duration of Open Call Invitation	23 Nov – 31 Dec				
Submission Deadline for Concept Proposal		31 Dec			
Notification of Short-listed Candidates			2 - 4 Jan		
Panel Interview of Short-listed Candidates			7 Jan		
Notification of Open Call Results			9 Jan		
Finalising Commissioning Agreement			17 Jan		
Fabrication of Artwork				1 - 20 Feb	
Installation of Artwork				21 Feb – 3 Mar	
Exhibition Dates for SDW				4 – 17 Mar (<i>on display till at least September 2019</i>)	
De-installation of Installation				To be confirmed with each participant	

CONCEPT SUBMISSION

Submission Deadline:

31 December 2018, 1pm

The following should be included as part of the Entry Proposal:

- Title of Work and Concept Statement – proposal must clearly describe the installation, its relevance to the proposed site; include motif and intent of installation; how it intends to engage the public;
- Design images – illustrations can be presented in 3D digital renderings/photographs and/or sketches;
- Technical specifications – including proposed medium/colours to be used and proposed dimensions (H x W x D);
- Illustrate the functions of the system (if it is interactive) and how the installation will be lit;
- An indicative methodological statement for fabrication and installation;
- Proposed budget for commission;
- A current CV – including samples of recent work as digital files (i.e. jpeg, mpeg, pdf) that are relevant to this submission.

Each applicant may submit up to 3 concept designs in total.

Submission Format:

- Entry Proposal to be presented in a PC-compatible PowerPoint file (for viewing on Version 97–2002 & 2005). If file size is too large to attach to email, please provide the download link in your submission.
- The Entry Proposal should be confined to a maximum of 6 slides. The CV may be included as an Annex.
- Entry Proposals must be submitted in both a printed hard copy and electronic copy.

PROPOSAL SELECTION PROCESS

The proposed installation will be evaluated on the following criteria:

- Designer/artist's ability to relate to and integrate the theme/direction and site (artistically and aesthetically);
- Quality of work shown through past works;
- Ability to stimulate creative public engagement/social interaction;
- Feasibility of the proposal; and
- Level of innovation and creativity in the concept or material used.

SCOPE OF WORK FOR SELECTED APPLICANTS

Refinement and Development of Proposals

The applicants(s) will be allowed a period of three months to develop, fabricate and install their proposed installations. This will include consulting with NHB and Dsg for matters pertaining to the physical site and well as progress updates.

This process is essential in ensuring smooth project management and timely delivery of the final artwork. The selected applicant(s) may be required to present their refined proposals to NHB and Dsg for approval, before commencing production.

Fabrication and Installation

Upon approval, the selected applicant(s) will work with their respective service providers for fabrication, transportation, installation and application for necessary licenses and certifications.

In order to meet the costs of developing the artwork, applicants are free to seek sponsorships from a third party to create the installation.

CONTRACT

A commissioning agreement will be drafted and issued by NHB to the selected applicant(s) for agreement prior to appointment. If there are no suitable installations for the festival, the panel has the right to conclude the Open Call with no award.

The selected applicant(s) shall own the rights to the work, however NHB may represent the work for 1 year from the conclusion of SDW 2019 and requests from third parties for the works to be represented shall be subject to suitable acknowledgements to NHB, SDW and Dsg.

HOW TO APPLY

1. Please complete and send the submission cover page and supporting documents by 1PM on 31 December 2018 to:

vatsala_veerasamy@nhb.gov.sg

and sent postmarked to:

National Museum of Singapore
93 Stamford Road,
Singapore 178897

2. For ease of storage and fairness, submitted materials should adhere to:
 1. One A4 size file with completed submission cover page provided, images, additional text and information about the work proposed.
 2. Complete Applicant CV.

3. Anticipated installation production budget in Singapore Dollars.

Submission Cover Page

1. Installation Information and Specifications

Title of Installation:			
Date of Artwork:			
Description of Installation: (attach a separate sheet if required)			
Medium / Materials:			
Dimension of works (cm):	Height:	Length:	Width:
Weight (kg):			

2. Applicant Information

Full Name of Applicant (as in passport):			
Date / Place of Birth:			
NRIC No:			
Address:			
Tel (Mobile):		Home:	
Email:			

Annex A: Map of the boundaries of the Bras Basah.Bugis area



The soft copy of this map can also be downloaded from the website: <https://www.ura.gov.sg/nyaa-ura/brasbasahbugis.htm>