

# VIVACITÉ 2.0

## OPEN CALL / APPEL À PROJETS

artworks in public space / œuvres dans l'espace urbain

europa  
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### INTERNATIONAL CALL FOR PROJECTS

VIVACITY 2.0

Artwork production — urban intervention

2<sup>nd</sup> semester of 2019

Application deadline: Saturday 30<sup>th</sup> of March 10 am (GMT +1)

### IN SHORT

Apollonia, along with its partners, is launching a call for projects open to artists in order to participate in the urban project Vivacity 2.0 and take over parts of the Robertsau district (and more specifically the surroundings of the E line tramway extension and "Cité de l'III" area) within the city of Strasbourg.

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## ACTIVE CREATIVE WALKING PATH

### FRAMEWORK / CONTEXT

#### Reimagining the city through art and vegetal life

Living in harmony with its city and enabling a long-term commitment with its future, such is Vivacity 2.0 project's ambition.

Following the success of the first instalment of Vivacity in 2018, along with our partner organisations (Lieu d'Europe, Kartier Nord, Centre Socio-Culturel l'Escale, CINE de Bussierre, ADIR) we have decided to launch a new activity program tackling the relationship between city, art and nature.

This time around, by preserving the idea of a citizen initiative, we have made the choice to include the entirety of the Robertsau district, in order to enable its inhabitants to imagine and forge the city of our dreams and needs. Developing an innovative urban design based on biodiversity and vegetal life, open to new sources of energy and recycled materials and combining citizen and artistic approaches is at the top of our priorities.

#### Creating a new rhythm of life

Our objective through Vivacity 2.0 is to **draw a map of the city from a brand new perspective** thanks to active and creative paths at the heart of our area of work. Our intention with these walks is to offer to locals a peaceful, pedestrian alternative to the frenzy of modern urban life. This new typology of walks will be possible thanks to the new methods of collaboration between citizens, local communities and experts in the required fields.

The first path prototype will be started in the second half of 2019. Starting from the Apollonia Garden, it will make its way through the Robertsau, passing by key sites such as Lieu d'Europe, CINE de Bussierre and l'Escale, following the E tramway and traversing the Cité de l'Ill area until it finally reaches the Pourtalès Park. The new pedestrian fluxes in the Robertsau district would not only benefit the touristic and commercial appeal of the area, but also the life of its inhabitants, thanks to the artistic and citizen-spirited installations brought to the surroundings.

#### Developing inhabitants' participation

One of the objectives of the projects is to emphasize an inclusive process where everyone's word has weight. Indeed, following the steps of participatory urban actions, we aim at creating a true **sense of commitment and responsibility in local inhabitants** by imagining an innovative process which will both contribute to their quality of life and ensure the perpetuation of the artworks. The project would aim to generate, as much as possible, contribution and collaboration from local inhabitants.

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### SPECIFICATIONS

- The proposed artwork must be author's original creation (i.e. it cannot infringe the copyright, trademark or other creative rights of any third party) and not have been previously displayed.
- The final artwork must include living vegetal materials.
- The "path" concept, in any shape, will be particularly welcome.
- Please note that the appropriation of the artworks by the local inhabitants will be one of the main challenges of the project, along with the issue of their perpetuation.
- A participatory approach and mediatory undertakings will be part of the project.

*This approach will contribute to the reinforcement of a contemporary quality identity of the concerned territories.*

### DEADLINE & DATES

**The application files should be sent to [apollonia@apollonia-art-exchanges.com](mailto:apollonia@apollonia-art-exchanges.com) before Saturday 30<sup>th</sup> of March 10 am (GMT +1).**

### SELECTION CRITERIA

- Originality and relevancy of the proposal (for both the artwork and its backing with the citizens); technical worth; global understanding of the call and its stakes; project's feasibility, planning/calendar, maintenance modalities.
- Inherent artistic qualities of the candidate(s), curriculum, professional references, similar experiences.

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### APPLICATION

Application requests (written in English or in French) are to be sent exclusively by email to [apollonia@apollonia-art-exchanges.com](mailto:apollonia@apollonia-art-exchanges.com) and should include:

- A description of the actions planned by the artist, along with sketches, photographs, drawings or any other visual or technical element allowing a better understanding of the concept and the project to be carried out;
- An estimation of technical and human resources required for the project;
- The artist's curriculum (1 page maximum) along with contact details;
- The artist's portfolio.

*Incomplete application files cannot be considered by the Selection Committee.*

### SELECTION PROCESS

Applications will be submitted to a Selection Committee, which ensures the quality of the projects presented, the consistency of the overall project and compliance with the specifications. The decisions of the Selection Committee will be final and communicated by e-mail to the candidates without the jury being required to justify its decisions.

The Selection Committee may request additional information.

The budget available for each proposal and the precise scheduling will be communicated to the selected candidates.

**A first selection will take place beginning of April 2019 and final choices will be communicated before 10th of May 2019.**

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