



# HYDRO ACTIVE CITY

A CONTEST FOR AN ART WORK USING DIGITAL MEDIA TECHNOLOGY IN PUBLIC SPACE

## CONTEST GUIDELINES

### 1. General Provisions

“HYDRO ACTIVE CITY” is an open international contest searching for art projects to be presented in public space. We are looking for art works using digital media technologies in a creative approach to public space. Interactive art works involving people in the Baltic countries are looked upon as especially interesting. The winning art works will be exhibited in Gdansk during an international seminar on art and public space, held on May 16-18th, 2013.

### 2. Organizer

The contest is organized by the **Baltic Sea Cultural Centre** in Gdansk as part of the international ART LINE project, which is co-financed with funds from the European Regional Development Fund operating within the South Baltic Cross-Border Cooperation Program 2007-2013.

### 3. ART LINE

ART LINE is an international art project investigating and challenging the concept of public space. 14 partners from 5 countries around the Baltic Sea join to create a co-operative platform for art and academia in Poland, Sweden, Germany, Russia and Lithuania. The platform will strengthen the institutions, create opportunities for artists, and interact with people in public space, on the internet, in exhibitions, and on the Stena Line ferries between Gdynia and Karlskrona. The project period is 2011-2013.

ART LINE seeks answers to questions: How can one engage the “new” public audiences and digital spaces supported by the internet for the creation and the communication of art? How can physical public space and digital space co-exist in art practice? Can a temporary interactive art project on the internet, be compared with a bronze sculpture in a square? In interdisciplinary workshops, seminars and exhibitions ART LINE will use digital media and cutting edge technology to explore these themes. ([www.artline-southbaltic.eu](http://www.artline-southbaltic.eu))

### 4. The Goal of the Contest

The goal of the contest is to select three projects of artworks, **which use digital media technologies**, to be displayed in public space. They will be completed and presented on a temporary exhibition in Gdansk in May 2013. The works might also be presented at the same time or later during 2013 also in one or several of our partner countries.

### 5. Subject Matter of the Contest

**Water** is an element that both connects and separates all the partners of the ART LINE project. This theme has become for us a natural source of inspiration to embark on a quest in search of “hydro-active” works of art. In our understanding, “hydro active” projects are those inspired by water, to the fullest

extent of the term - geographical, chemical, hydrological, literary or symbolic. They either artistically explore the term or use water as a material. "Active" element of the contest requires the artists to create projects that **engage viewer** into an active experiencing of art. The projects should in a natural way correspond and enliven the area of **Gdansk** running along the **channel of the Radunia river** (from Wielkie Młyny Street to Krosna Street). They should serve as a hard to resist invitation for local residents to go out and stroll in the rays of the May sun. All works are expected to be based on new means of expression and should be entirely or partially realized in **digital technology**.

## 6. Participants

- a) The contest is aimed at artists coming from or residing in the Baltic states (Poland, Germany, Denmark, Sweden, Norway, Finland, Estonia, Lithuania, Latvia and Russia).
- b) The contest is open to individuals as well as teams (max. 3 people). The application should name one person who is responsible for the entire project.
- c) Every contestant (or a team) can submit no more than two projects and each of the projects should be sent with a separate application form.
- d) The contest also welcomes collaborations between artists researchers, scientists or technologists.

## 7. Principles of Participation

- a. Applications should be sent to the following e-mail address: [hydroactivecity@nck.org.pl](mailto:hydroactivecity@nck.org.pl) or by mail to: The Baltic Sea Cultural Centre, ul. Korzenna 33/35, Gdansk, 81-851 Poland. Please add the words "HYDRO ACTIVE CITY"
- b. Applications shall only be accepted in the English language.
- c. The strict deadline for delivery of the applications shall be the February 1st, 2013. The date on the postal stamp (date of sending) shall be decisive for applications sent by mail or courier; the final deadline for applications sent by e-mail shall be the February 1st, 2013.
- d. The costs of delivering the applications, including the costs of CDs/DVDs/USB sticks sent with them, as well as any and all transportation fees shall be borne by the applicant. The applicant shall also be responsible for any and all customs fees payable outside Poland and obliged to comply with the customs regulations applicable to the transportation of mail.
- e. The full application shall consist of:
  - a completed application form available at: [www.nck.org.pl](http://www.nck.org.pl) and [www.artline-southbaltic.eu](http://www.artline-southbaltic.eu);
  - an attachment containing the project of work;
  - an attachment containing visualization of the project in city space.
- f. Any and all materials sent by mail (the form and attachments) need to be in an electronic form (on a CD/DVD/USB stick)
- g. The project of work and the visualization of the project in city space must be delivered in a widely-used format (e.g. PDF, JPG, doc, mpeg4, mov, avi, wmv, etc.).
- h. The materials and applications submitted shall not be returned.
- i. **Works that do not meet the aforementioned formal criteria shall not be admitted to the contest.**

## 8. Duration and Course of the Contest:

- a. Applications shall be accepted until the **February 1st, 2013**.
- b. The jury will hold its deliberations in February 2013, after the applications have been accepted.
- c. The results of the contest shall be published on the February 28th, 2013 at the latest on ART LINE's website at [www.artline-southbaltic.eu](http://www.artline-southbaltic.eu), as well as on the organizer's website at [www.nck.org.pl](http://www.nck.org.pl). Moreover, the winners will be notified directly by e-mail.
- d. The **work meeting** of all laureates shall be organized in Gdansk in the first part of **March 2013**.
- e. **The temporary exhibition in the public space of Gdansk** (along the channel of the Radunia river - from Wielkie Młyny Street to Krosna Street). **Shall be held on May 17-19, 2013**.
- f. The chosen projects shall be completed and presented in the public space of Gdansk, as well as in a virtual gallery available on ART LINE's website. The works shall also be presented by partner institutions of the project at the same time or at later dates.
- g. The authors of the three projects chosen by an international jury composed of five experts shall be invited to complete them. The organizers shall conclude contracts with the winners for specific work connected to the completion of the selected projects, for the value of **EUR 2000 (gross)**. In case of a team, the amount shall be equally distributed among all the members.
- h. Remunerations are taxable under the general rules. The tax shall be collected and paid by the organizer.
- i. Moreover, the organizers shall cover the costs of producing the winning works up to **EUR 2000 (gross)**.
- j. The organizers shall organize the participants' travel and accommodation in Gdansk during the working meeting and during the production process and the opening of the exhibition in spring 2013. The exact time shall be determined individually in regard to demands of particular projects.

## 9. Judging criteria:

- a) **Quality:** projects should be of original and creative approach to the topic;
- b) **Interactive factor:** projects should invite viewers to active participation;
- c) **Public safety:** works cannot constitute danger to pedestrians and their execution must be in accordance with the Polish law;
- d) **Feasibility:** the production of the projects should be feasible: within a specified period of time and the budget;
- e) **Flexibility:** projects should be feasible to realize in the space indicated by the organizer. They need to be adaptable for Gdansk as well as other partner cities.

## 10. Copyrights:

By submitting a project, the contestant confirms that the copyrights to its contents are not limited in any way and do not breach the rights of any third parties. The contestant transfers the right to use the materials for promotional and informational purposes to the organizers. Projects selected for completion can be used for non-commercial presentational as well as documentary and promotional purposes.

The contestant shall sign a statement (which is included in the application form) granting the Organizer the license to use the copyright connected with their projects with respect to the publication of the projects, their recording and distribution via technologically available means, using it for purposes connected with carrying out of the contest as well as informational, promotional and other purposes connected with carrying out the ART LINE project and the statutory operations of the Organizers, including by presenting them in works published by the ART LINE project or the Organizers, in particular in the catalogue of the exhibition or on ART LINE's website where they will be made available to anyone at the time and place of their choice, as well as a statement confirming that the work, the application and the attachments do not breach any copyrights or similar rights held by third parties and the contestant's consent to the processing of their personal details necessary for carrying out of the contest pursuant to the Act of August 29<sup>th</sup> 1997 on data protection (i.e. Dz. U. [Journal of Laws] of 2002, No. 101, item 926 as amended).

## 11. Remaining Provisions:

- a. The jury's decision shall be final and irrevocable.
- b. In the event of any external factors preventing its completion, the Organizer can stop, cancel or end the contest at any time without choosing any of the works and without quoting any reasons.
- c. Should the author(s) of a work selected in the contest not wish or manage to complete it, the Organizer shall be entitled to choose the next best work from the other works submitted without organizing another contest.
- d. The present regulations shall constitute the only document determining the principles of the contest.
- e. Any and all situations unregulated herein shall be settled exclusively by the Organizer.

## 12. Contact

Secretary of the Contest: Aleksandra Musielak (email: [aleksandra.musielak@nck.org.pl](mailto:aleksandra.musielak@nck.org.pl))

