

Foundation Expanded: Myrtle Ave Public Projects Request for Proposal Products for Pop-Up! Store

Timeline

January 27, 2023
Submissions due
11:59pm

February 2023
Selected proposals
announced

March 2023
Submission of products

April 2023
Opening event

Questions

If you have questions,
please contact:
myrtleask@pratt.edu

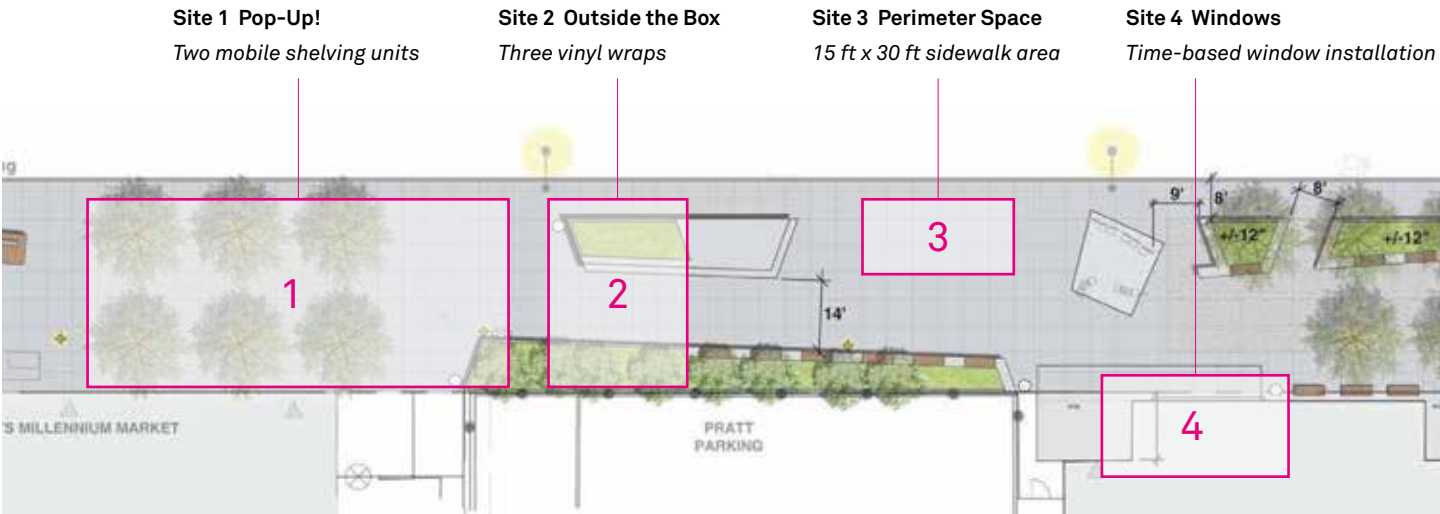
Submission deadline January 27, 2023 @ 11:59pm
Email digital files to myrtleavesubmit@pratt.edu

Overview

Foundation Expanded: Myrtle Ave Public Projects (MAPP) invites all Pratt students to submit proposals for student-designed products to be sold and displayed in the Pop-Up! store (Site 1) scheduled to be open Spring 2023 on Myrtle Avenue Plaza.

Background

Foundation Expanded: MAPP supports innovative, collaborative, community-engaged projects in the first-year. In collaboration with the Myrtle Avenue Brooklyn Partnership and Pratt Foundation department, *Foundation Expanded: MAPP* directly connects Pratt students and faculty to civic engagement through public works and improves the experience of the plaza as a prominent and active public space. As the teaching of art and design in the classroom is different from actualizing art and design in the public realm, we aim to merge first-year studio processes with entrepreneurship and civic engagement. *Foundation Expanded: MAPP* asks first-year students to consider nuances and specifics of site, a broader audience and community, and conceptual connections to social and environmental influences. Students explore how their proposals can shape the public plaza, play into everyday life and in doing so, remake our world for the better. There are four projects along the plaza, each with its own site, Site 1 - 4.



Myrtle Avenue Plaza site plan
Sites 1 - 4



Project Overview

Design any type of product that you can fabricate in multiple quantities, in an edition of three (at minimum), and that you would like to sell at the Pratt Pop-Up! Store during an opening celebration in the Spring 2023.

Your product will be displayed among a curated selection of other products, all designed and fabricated by Pratt students specifically for the event. You may choose to create printed material of your original artwork (i.e posters, postcards, zines, books, etc.) or any object that you design and fabricate (i.e. jewelry, clothing, toys, homewares, decorative objects, etc.).

Project Guidelines

- Must be in an edition of three (at minimum) and be for sale
- No product may be priced above \$50
- Products may be innovative and experimental
- Be solely the result of the artistic effort of the student or group of students working together
- Be unique, original and not infringe upon any copyright or the rights of any person

Eligibility

All current Pratt students and recent alumni (graduation years 2022 and 2021) are eligible to submit one or more proposals. By submitting a proposal, all Proposers confirm their availability and capacity to produce their product editions in accordance with their proposals, and must submit their products in March 2023, in advance of the opening of the Pop-Up! store in April 2023. Each Proposer must provide a venmo account to process sales.

Budget

Selected proposals will receive microgrants of \$75, to cover fabrication and development costs (partial or in full). Proposers are responsible for budget management and any outstanding expenditures past the initial funding. All proceeds from product sales will go directly to each product designer / student. Selected students should strongly consider participating in the stocking and running of the Pop-Up! Store during the opening event.

Fabrication

Proposers are responsible for the means and methods of fabrication of their own products, and must produce an edition of three (at minimum) of their product.

Selection Process and Criteria

Proposals will be selected by the *Foundation Expanded* team as well as a panel of outside jurors that include Myrtle Avenue Brooklyn Partnership leadership, professional artists and student representatives. The panel will review and consider all submissions based on the following criteria:

- strong artistic vision and design
- demonstrated viability of product fabrication by student
- positive impact on Myrtle Avenue Plaza
- appropriateness for viewing by all ages and cultural backgrounds

Submission for Products Proposal

Submissions should consist of the following materials, on standard US letter size 8-1/2" x 11" pages:

1. Written Description about the products and fabrication techniques (one page max)
2. Supporting Visuals, including images of mock-ups, prototypes, drawings, etc. (3 pages max)
3. Proposed Budget and Fabrication Timeline (please use form provided at the end of this document)

Please submit all of the above as a single digital PDF file.

Please name your file with the format:

LASTNAME-FIRSTNAME-STUDENTID#-Products.pdf

For example MUTCHLER-LESLIE-1234567-Products.pdf

If working in teams, choose one name for file naming and include full list of team members in submission email

Submission deadline January 27, 2023 @ 11:59pm

Email digital files to myrtleavesubmit@pratt.edu

No late or incomplete submissions will be accepted

Legal Information

No information contained in submissions shall be deemed confidential and may be shared. Please do not submit any information that may be deemed proprietary in nature. All submissions shall not be returned. *Foundation Expanded: MAPP* may withdraw and change any terms of this RFP at any time.

Note to International Students

International students should be advised that sale of artwork may constitute unauthorized employment, and potentially jeopardize your visa and immigration status. In particular, repeated or extensive sale of artwork or creation of art on commission or otherwise for the purpose of being sold, are more likely to be considered unauthorized employment. If you have questions or need additional information please contact the Office of International Affairs at ويا@pratt.edu.

Foundation Expanded: Myrtle Ave Public Projects					
RFP Products for Pop-Up Store!					
<i>Note: Budget does not have to add up to full microgrant amount \$75. It can be more or less to reflect actual costs.</i>					
Budget Proposal					
	Amount				
Your Design Fee					
Materials cost					
TOTAL					
Quantity of products					
Cost / unit					
Proposed price point / unit		*must be less than or equal to \$50			
Fabrication Timeline					
	Date completed				
Final Design					
Fabrication					
Products Submission	March 2023				