

Foundation Expanded: Myrtle Ave Public Projects Request for Proposal

Timeline

- May 9, 2023
Submissions due
11:59pm
- June 2023
Selected proposals
announced
- June 2023 - April 2024
Project fabrication and
event planning
- April 2024
Opening event

Submission deadline May 9, 2023 @ 11:59pm
Email digital files to myrtleavesubmit@pratt.edu

Overview

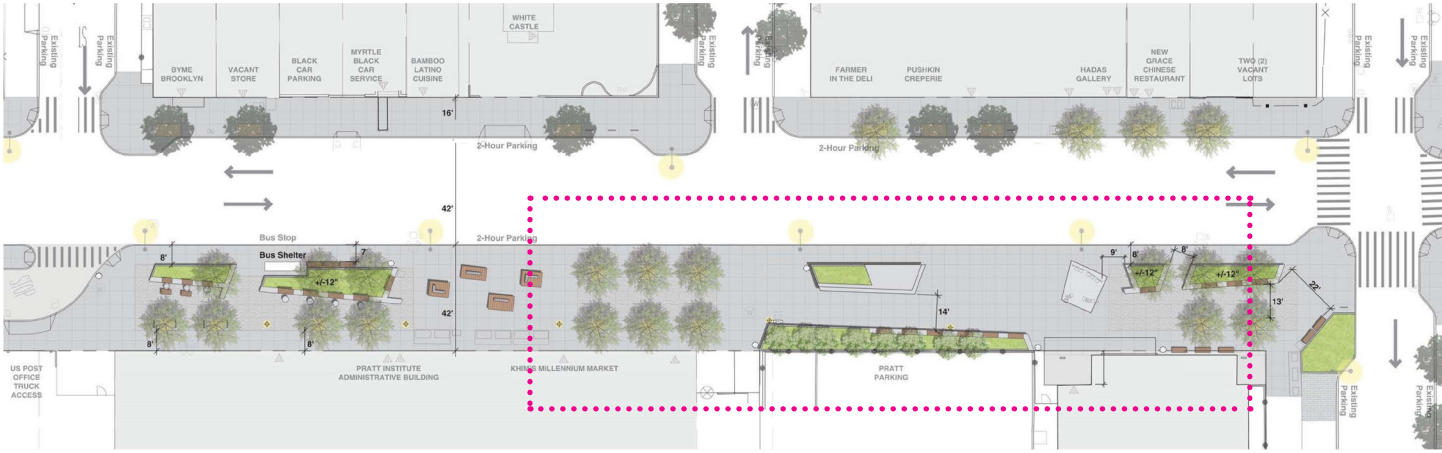
Foundation Expanded: Myrtle Ave Public Projects (MAPP) invites Pratt first-year students to submit proposals for public art / design projects for Myrtle Avenue Plaza. There are four projects along the plaza, each with its own site, Site 1 - 4.

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.

Questions

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



Myrtle Avenue Plaza site plan



Site 1 Pop-Up!

Design two mobile shelving units to form a temporary Pop-Up Store that can open during the day and close at night, showcase Pratt student work for display and purchase, and directly engage the neighborhood to foster community.

Site 2 Outside the Box

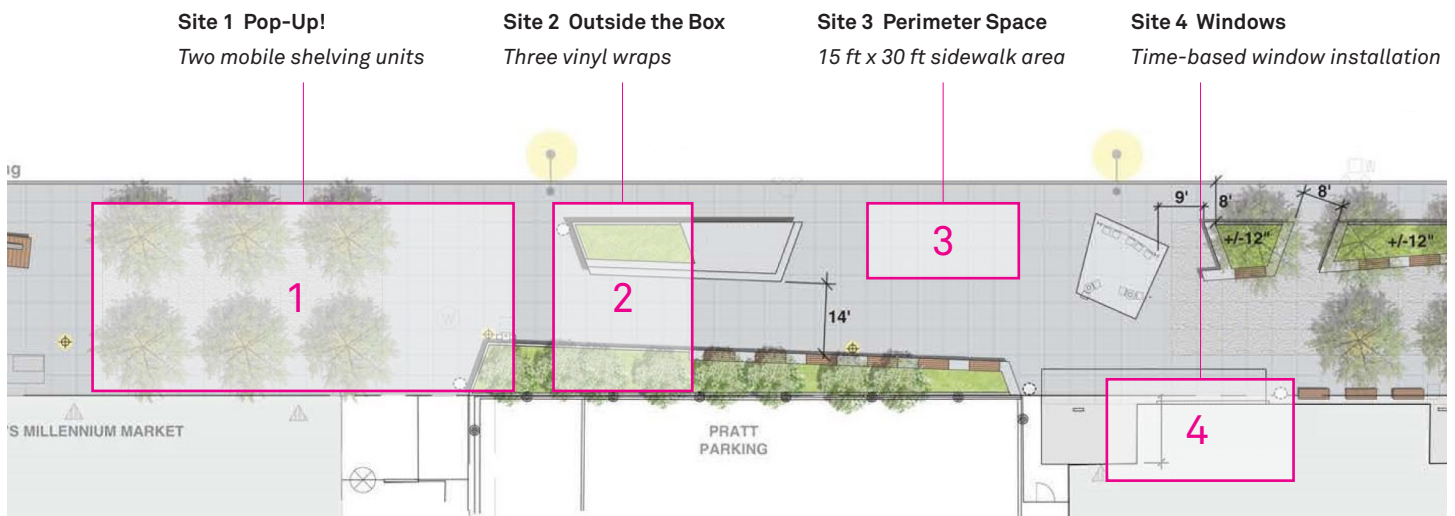
Create an artwork / design to be printed as vinyl covering for three mechanical boxes on site and installed for the year. *Full Battery* by Violet Zhang continues to be on view through March 2023.

Site 3 Perimeter Space

Propose a temporal, impermanent intervention for a sidewalk area that tests what drawing can be in the expanded field and considers direct participation with the public audience.

Site 4 Windows

Devise a silent, time-based, projected window installation within one (or more) of four windows to activate the entrance of the Pratt Film/Video building and explore time and movement in response to location.



Myrtle Avenue Plaza site plan

Sites 1 - 4

Foundation Expanded: Myrtle Ave Public Projects Request for Proposal

Eligibility

Current Pratt Foundation and first-year students are eligible to submit one or more proposals. By submitting a proposal, all Proposers confirm their availability to collaborate with the Foundation department during planning, fabrication and installation from June 2023 to April 2024. Students will not be required to fabricate and install their proposal, but should be available for consultation during this process.

Budget

Material and installation costs shall be funded separately.

Fabrication FDC 440P / ART 440P / SOD 440P / SOD 640P

Pratt Foundation, School of Art and School of Design will offer a FAB LAB elective course to develop and fabricate the selected proposals for all four sites, Site 1 - 4. Students do not need to have their proposal selected to participate in the class, nor are the selected proposers required to take the class. Students will work collaboratively and across disciplines to refine, prototype, and produce the selected proposals for each site, and will learn appropriate material selection, fabrication techniques, and assembly processes. Projects will be installed for the opening event in April 2024.

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
- positive impact on Myrtle Avenue Plaza
- appropriateness for viewing by all ages and backgrounds

Submissions

Submissions should consist of the following materials:

1. Presentation PDF for Site 1 - 4
Please download the respective *Myrtle Ave Site(1 - 4) Folder* and use these files for your submission. Please follow instructions carefully to ensure your submission is considered.
2. Digital presentation video .mp4 file for Site 4

Submission deadline **May 9, 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.

Foundation Expanded: Myrtle Ave Public Projects

Request for Proposal Site 2 Outside the Box

Timeline

May 9, 2023

Submissions due
11:59pm

June 2023

Selected proposals
announced

June 2023 - April 2024

Project fabrication and
event planning

April 2024

Opening event

Questions

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

Project Overview

Create a public project proposal for Myrtle Avenue Plaza that will be printed as vinyl covering for three mechanical boxes along Myrtle Ave at the Steuben St. intersection (between Myrtle Hall and the Film/Video Building). The goal is to create a public project that is designed for and responds to this particular location. You may consider the qualities of the light, color and pre-existing design elements at your site and also take into account the surrounding architecture and history of the neighborhood. Given your public platform, what is your message? How can you explore relationships to the surroundings, so that your public project restructures the experience of the site?

Project Guidelines

- Be a legible and unified design
- 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
- Be prepared to provide all artwork to printer in ai, eps or psd format for print on vinyl
- Consider the handles, hardware etc. of the boxes. Note: dark colors will absorb the sun and create heat



Site 2 Outside the Box

Submission for Site 2 Proposal

Your final proposal will consist of a digital file submission using the templates and supplemental materials found in the *Myrtle Ave Site2 Folder*. All submissions must use these files. You can work digitally, or work by hand and then scan your work. If you work by hand, please retain the originals.

All submissions shall include:

- | | |
|-------------------|---|
| Page 1 | Project title and a written description of your proposal and its creative intention in 500 words or less. |
| Page 2 - 4 | Elevations of small, medium and large boxes. Place within the provided ai files. |
| Page 5 - 6 | Two photoshop renderings of your proposal. Place within the provided psd files. |
| Page 7 | Optional: Include anything else you would like to add to your presentation, for example, your research, process or inspiration. |

Please name your file with the format:

LASTNAME-FIRSTNAME-STUDENTID#-Site2-Presentation.pdf

For example MUTCHLER-LESLIE-1234567-Site2-Presentation.pdf

Optional

If you would like to build a physical model as part of your process (not required as part of your submission), use the Site2-Templates file. Print out this 11x17 sheet and construct your boxes by cutting out the template, scoring and folding along the edge/corner lines, and gluing the tabs. These boxes are at 1/2" = 1' scale and can be placed on the site plan. The site plan is included as 2-Plan.pdf.

Submission Checklist Site 2

1. LASTNAME-FIRSTNAME-STUDENTID#-Site2-Presentation.pdf
Email to myrtleavesubmit@pratt.edu
If working in teams, choose one name for file naming and include full list of team members in submission email

Submission deadline May 9, 2023 @ 11:59pm

No late or incomplete submissions will be accepted