

# 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

## Questions

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

**Submission deadline May 9, 2023 @ 11:59pm**

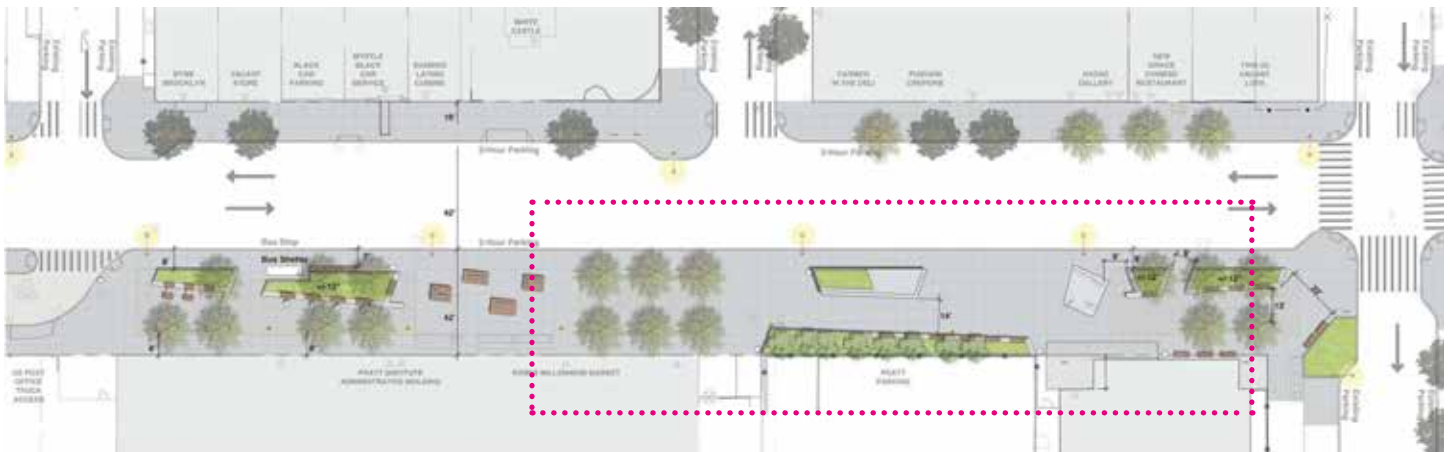
Email digital files to [myrtleavesubmit@pratt.edu](mailto:myrtleavesubmit@pratt.edu)

## 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.



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**

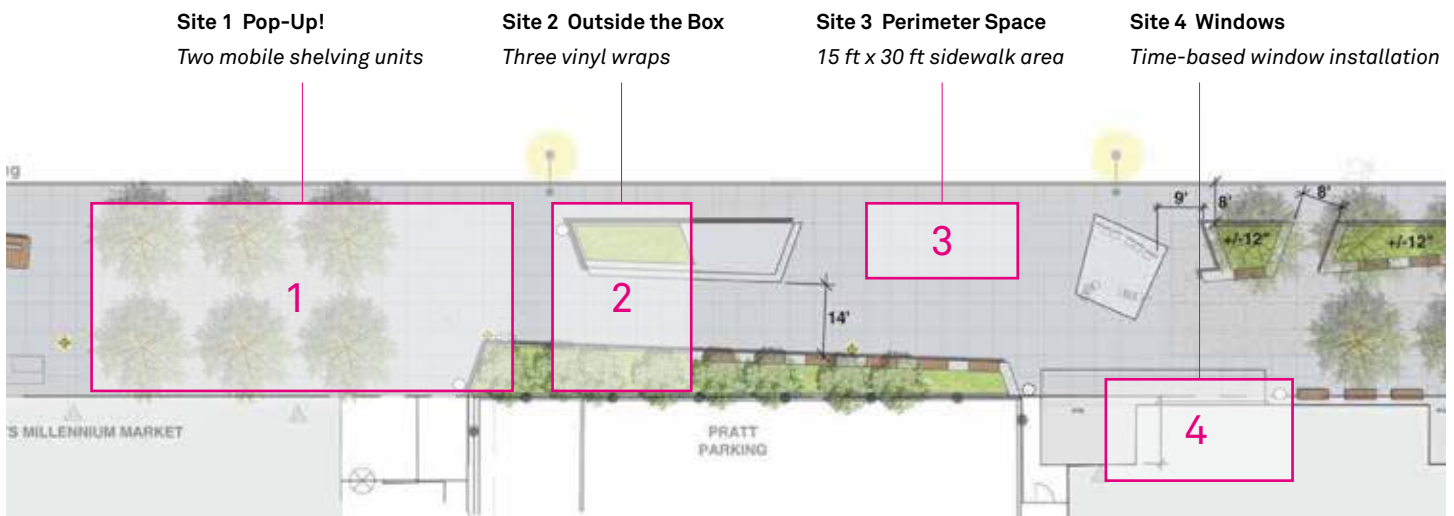
Create an artwork / design to be printed as vinyl covering for three mechanical boxes on site and installed for the year. *Full Battery* by Violet Zhang continues to be on view through March 2023.

**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](mailto: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 3 Do It

### Timeline

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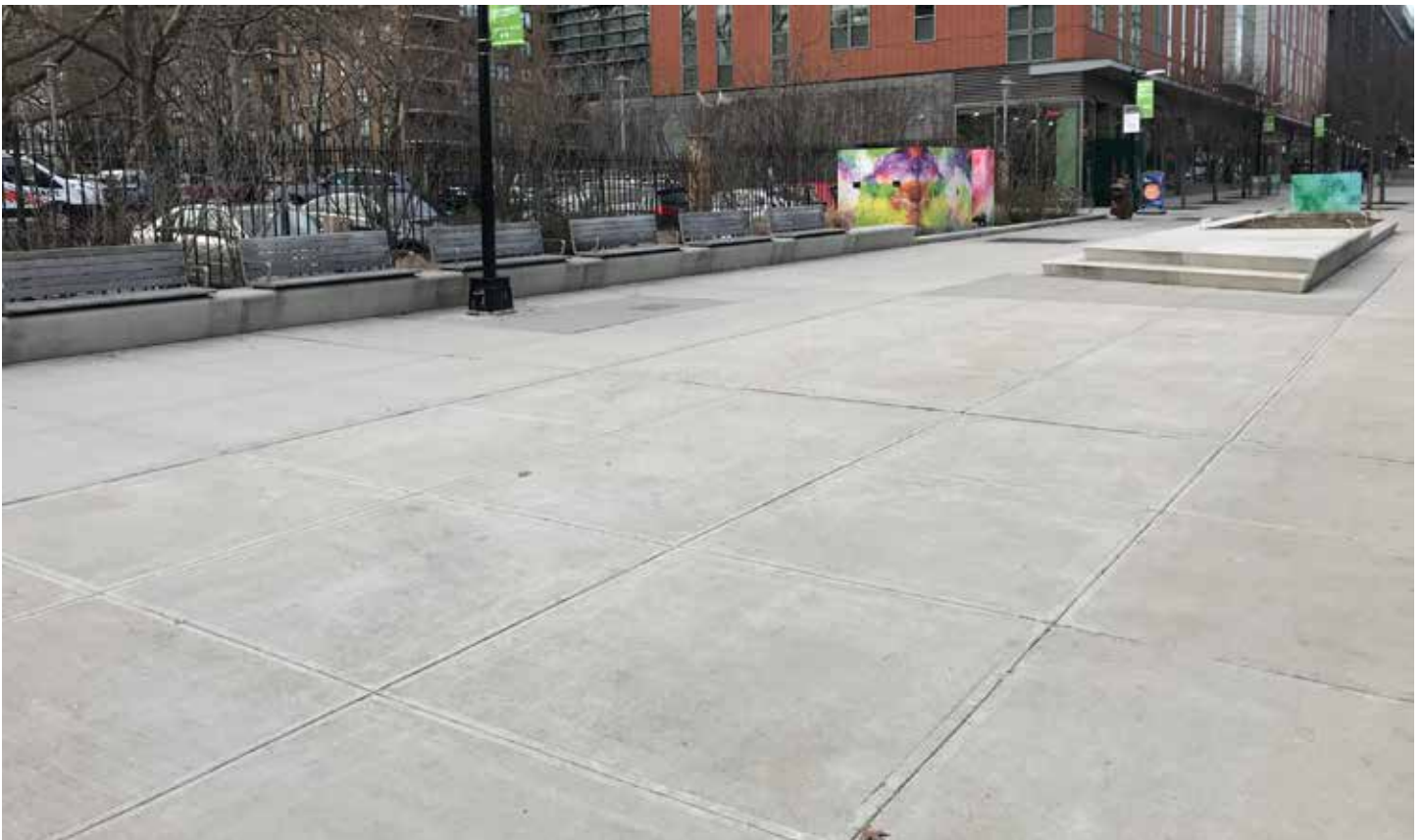
### Project Overview

We invite you to propose a collaborative activity or set of instructions for the public to participate in the making of an art / design work on a sidewalk square on Myrtle Avenue plaza. The title *Do It* takes its name from a 1993 conversation between the curator Hans Ulrich Obrist and the artists Christian Boltanski and Bertrand Lavier in which they devised an exhibition that consisted of sets of instructions written by artists with the intention of direct audience participation by following instructions and realizing the pieces. We will create a series of sidewalk squares with instructions that invite the Pratt and Myrtle Ave community to participate in the making of public work.

Your set of instructions can be laid out anywhere within a 5'x 5' sidewalk square. Your proposal may be in the form of instructions to make a drawing, like Sol Lewitt's works, or to perform a mediative gesture, like Yoko Ono's work, or to create an assemblage by taking a walk and collecting discarded items like Matthew Jensen's work, or to do any other collaborative activity that you can envision to engage a public audience.

### Questions

If you have questions,  
please contact:  
[myrtleask@pratt.edu](mailto:myrtleask@pratt.edu)

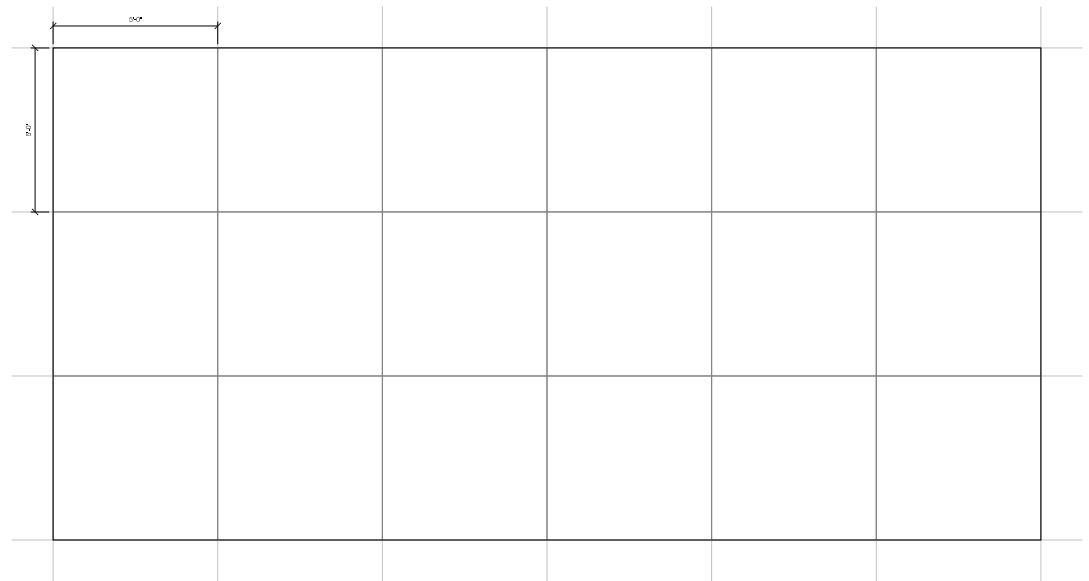


Site 3 Perimeter Space

### Project Overview, continued

There are 18 squares located within the 15' x 30' perimeter space of the public sidewalk reserved for our temporary installation. You may choose to designate a specific location within these 18 squares, if applicable, or locate another square on the plaza between Emerson Place and Steuben Street.

This set of installations will last the duration of the three-day opening event and will be subject to public intervention at all hours. Consider how the work will engage the public. What is necessary to create a work of art / design? What simple and ordinary objects can be used? Are physical materials necessary to make work? What reasonable actions can invite audience participation?



### Project Guidelines

- Consider the experience of the public audience at the site.
- 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 any original artwork in ai, eps, tiff or psd format for fabrication
- The fabrication team will develop the means and methods of translating and installing the proposals on site. Materials considered will be nontoxic and will not leave permanent alterations to the space. Please offer material, fabrication or installation suggestions in your written or visual descriptions.

### **Submission for Site 3 Proposal**

Your final proposal will consist of a digital file submission using the templates and supplemental materials found in the *Myrtle Ave Site3 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**            The instructions with consideration to wording, typeface and layout. Place within the provided ai files.
- Page 3**            A photoshop rendering of how your proposal could be realized within a 5' x 5' sidewalk square. Place within the provided psd file.
- Page 4**            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#-Site3-Presentation.pdf

For example MUTCHLER-LESLIE-1234567-Site3-Presentation.pdf

### **Submission Checklist Site 3**

1. LASTNAME-FIRSTNAME-STUDENTID#-Site3-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**

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