

# 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](mailto:myrtleavesubmit@pratt.edu)

**Overview**

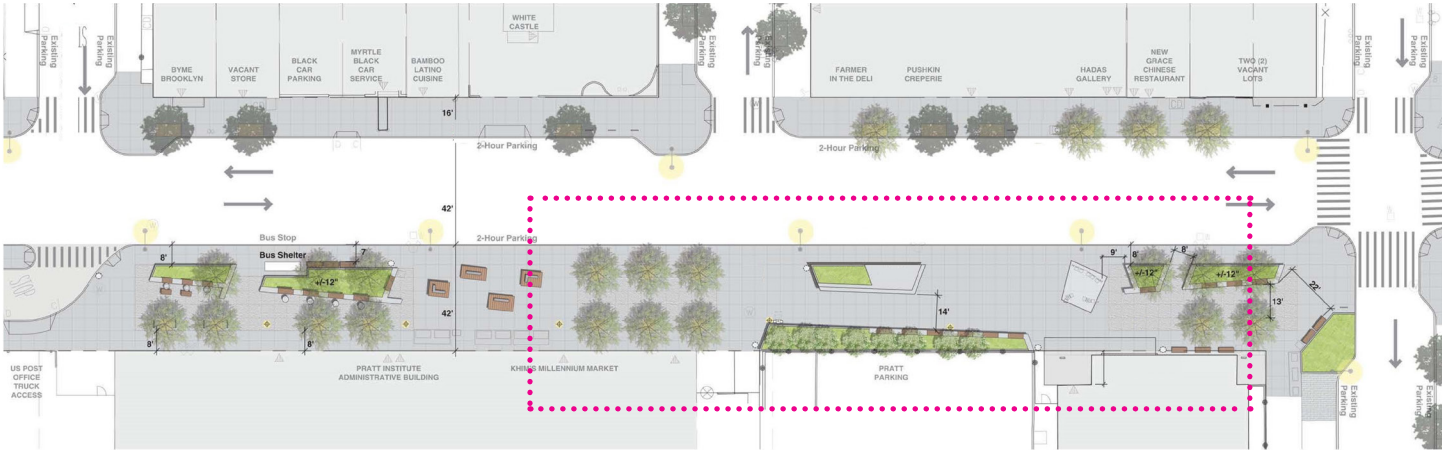
*Foundation Expanded: Myrtle Ave Public Projects (MAPP)* invites Pratt first-year students to submit proposals for public art / design projects for Myrtle Avenue Plaza. There are four projects along the plaza, each with its own site, Site 1 - 4.

**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.

**Questions**

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

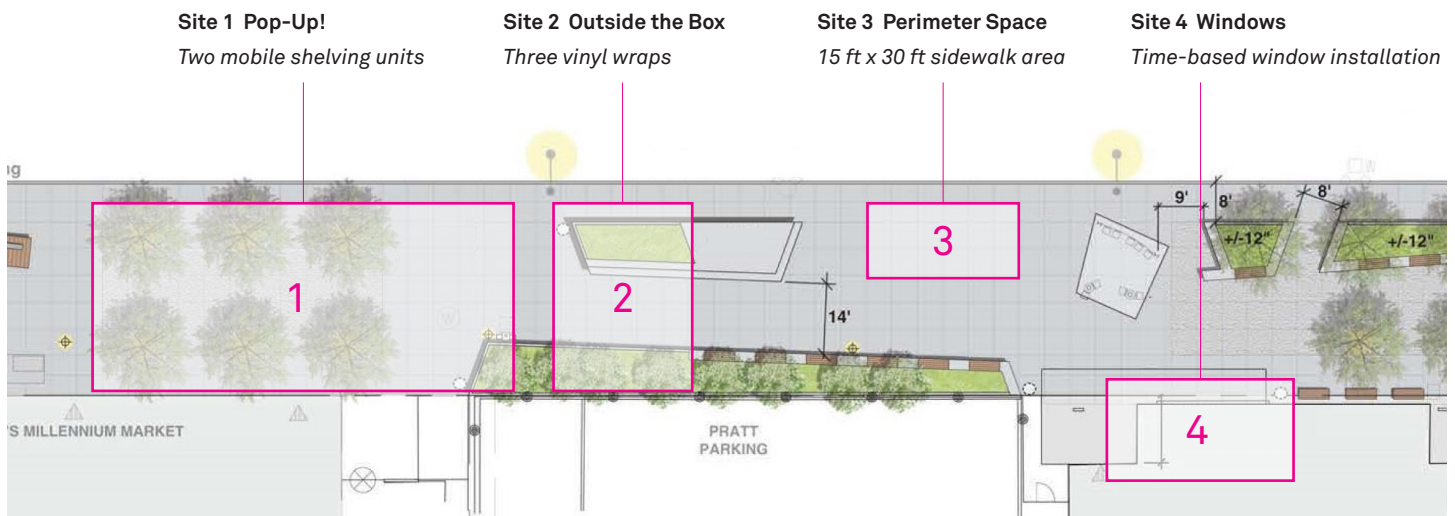
Create an artwork / design to be printed as vinyl covering for three mechanical boxes on site and installed for the year. *Full Battery* by Violet Zhang continues to be on view through March 2023.

**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](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 4 Windows

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## Project Overview

Design a work for projected installation using the four street-facing windows framing the entrance to the Pratt Film/Video building at Myrtle Avenue and Emerson Street. Your proposal may be for a single channel video to be played across one or all four screens of any sequenced, time-based work that can be viewed as a projection without audio on one or more windows.

You may submit proposals for any digital work including video, animation, or any other type of sequenced, moving image. Submissions may be of any duration. Your work may project on a single window, be conceived as a synced multi-channel installation spanning two or more windows, or it may be conceived as a group submission of several works.

Proposals should take into consideration how works in movement and time can expand into public space, and how that relates both to the Institute and broader community viewership. The projects will run for 3 hours over 7 nights of the opening week, and receive a high number of both active and passive viewers.

## Questions

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



Site 4 Windows 1 - 4 (street-facing)



### **Project Overview, continued**

You may think abstractly in your conception of how projected sequences can activate the windowed entrance to the Film/Video building as this entrance acts as one of Pratt's main public-facing facades on Myrtle Ave, a vital and dynamic Brooklyn street. The public nature of this display means that preference will be given to projects which take the broader community audience into consideration, or for works that activate all four windows as a multi-channel installation or looping display. Support will be given to students proposing multi-channel installation, and synced display timing is assisted by the installation team. Pathways for thinking about the project could include investigations of communication over distance, explorations in virtual displacement, site-specific research based video, abstract experiments in light color and design, time capsules, or love letters, among others.

### **Project Guidelines**

- Be able to run in a continuous loop and play for extended periods
- Be able to be viewed silently, no amplified sound will be used
- Be visible and legible from late afternoon into the night
- 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

### **Submission for Site 4 Proposal**

Please prepare a maximum 1 min excerpt documentation of your proposed installation as a 1920 x 1080 .mp4 file. Video and animations should be submitted as high-res exports.

In addition, your final proposal will consist of a digital file submission using the templates and supplemental materials found in the *Myrtle Ave Site4 Folder*. All submissions must use these files.

All submissions shall include:

- |               |  |
|---------------|--|
| <b>Page 1</b> | Project title and a written description of your proposal and its creative intention in 500 words or less.  |
| <b>Page 2</b> | Photoshop rendering of your proposal, showing a still frame of your project on the building window(s). Place within the provided psd file. Please indicate vertical or horizontal orientation. |
| <b>Page 3</b> | 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#-Site4-Presentation.pdf

For example MUTCHLER-LESLIE-1234567-Site4-Presentation.pdf

**Submission Checklist Site 4**

1. LASTNAME-FIRSTNAME-STUDENTID#-Site4-Presentation.pdf
2. LASTNAME-FIRSTNAME-STUDENTID#-Site4.mp4 file

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*

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