

## The Artground's Visual Arts Space Open Call

### Visual Arts Space

The Artground's Visual Arts Space, is the *body* of the arts centre. It is a space where children and their families feel comfortable to visit and explore, while exposing themselves to quality arts experiences. It aims to bridge the gap between arts and play, while the child develops physical, social and communicative skills through their interactions of the space and with one another. This is also a communal ground which supports and encourages the exchange of shared experiences of young families.

The Artground is also invested in working with artist(s) and strives to be an essential part in their development during this process. This Visual Arts Space design initiative is a great platform for artist(s) who are interested in using their craft and transforming it into space design for children.

### Who are we looking for?

1. Preference will be given to creatives who have shown knowledge of the space and The Artground's objectives.
2. We welcome creatives who may not have relevant former experience and/or arts training, even those who are self-taught. An interest to design for/with children with a quality proposal in any art form(s) is favourable.
3. Foreigners may apply, if the project is in collaboration with a local artist.
4. Able to commit during the various planning stages and installation periods, including to attend the Opening Preview of the previous arts space (if any).

### The Artground's Art Space Objectives

The arts space should capture children's imagination through various artistic avenues, allowing them to seek creative explorations within the space.

1. To create a safe, interactive and immersive experience for children from birth to 9 years old.
  - a. Groundfloor: The space should have no less than 5 interactive touch-points.
    - i. Interactive touch-points includes, but not limited to:
      1. Structures that have an artistic hand, which also encourages physical movements and are suitable and safe for children and adults.
      2. Sensory and tactile elements.
      3. Spaces that encourages individual exploration (*craft, reading corners*)
      4. Interactive concepts that involve cause and effect.
    - b. Babystage: The space should engage and be suitable for children from birth to 3 years old.
      - i. Design should encourage use of sensory and tactile elements.
      - ii. Engage toddlers in various explorative activities with an arts focus.
  2. Hygiene and maintenance of space is of utmost importance, design proposals should reflect that.

## **What should the Visual Arts Space Concept Proposal entail?**

1. Proposed Title
2. Concept Description
3. What you hope families will take away from experiencing your design
4. About yourself, or the creative team
5. Concept photo references
6. Basic Sketches (optional)
7. Any other information - additional support (ie technical)

## **Work scope**

Selected artist(s) will receive a grant from The Artground, the scope of work includes:

1. Concept development
2. Artist sharing/talk either during the Opening Preview/Media Preview and with educational institutions.
3. Develop at least 1 educational programme relating to the concept of the Visual Arts Space, for schools and 1 public programme for the visitors of The Artground.

The Artground team will work closely with the selected artist(s) to further enhance the concept for the suitability of the space. Artist(s) will be remunerated and The Artground will also cover the fabrication cost of the project, which is subjected to an allocated budget.

## **Evaluation Criteria**

Applicants will be assessed based on the following criteria:

40% - Artistic merit of project

40% - Quality of audience engagement

20% - Innovation and fresh ideas

Applicants are wholly responsible for ensuring that all components of the application are received by The Artground before the application deadline. The Artground will not be able to accord any extension beyond this deadline.

The Artground reserves the right to not disclose the reasons for approving or rejecting any application, and to reject any incomplete/late applications.

For further enquiries regarding the The Artground Visual Arts Open Call, please email:

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