

# OPEN CALL: RAUM

**SUBMIT  
NOW!**

makers-in-residence

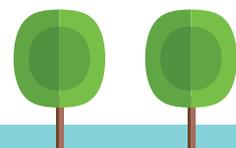
ART / DESIGN / TECHNOLOGY  
IN MOTION  
BERLIJNPLEIN, UTRECHT

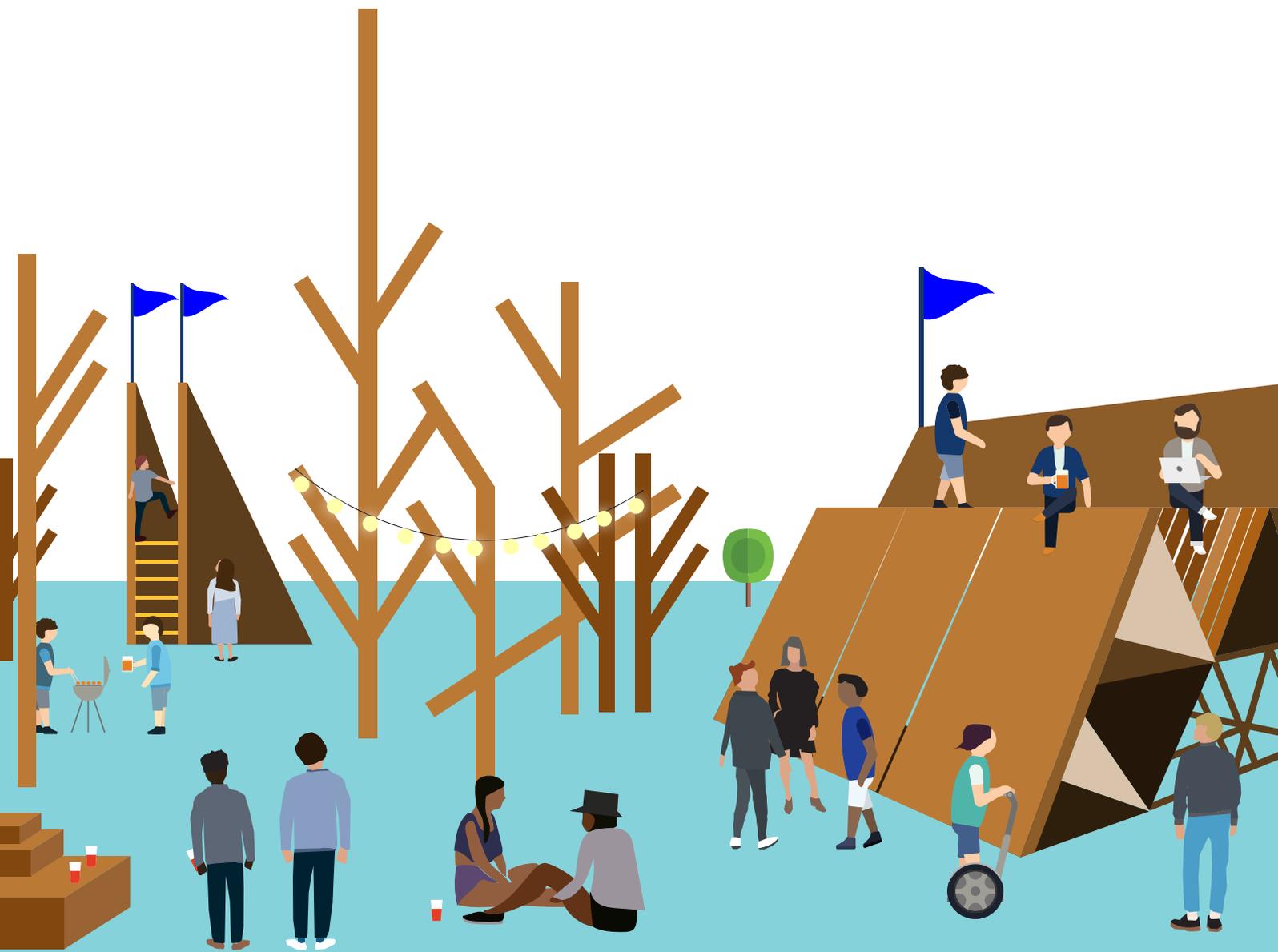


# ALL WE NEED NOW ARE PIONEERS!

The city of Utrecht is a city on the move. The country's largest new housing project, Leidsche Rijn, is developing at a dizzying pace. Part of Leidsche Rijn is Berlijnplein: a large open square. With this open call, we are reaching out to local, national and international makers to help us discover what Berlijnplein can be.

The constantly evolving environment is our source of inspiration. We are creating a physical place titled RAUM, where new and creative 'stories' are made through art, design and technology. As a maker, this is your opportunity to give meaning to Utrecht's spanking new urban centre through your work. There's lots of space and endless potential – all we need now are pioneers!





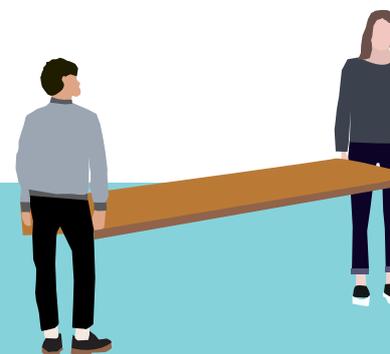
# OPEN CALL OFFER

- A workplace (for Utrecht-based makers) or accommodation and a workplace (for national and international makers) for 2 to 12 weeks, depending on the work, at the temporary workplace of the makers' collective, situated directly at Berlijnplein in Utrecht.
- A weekly honorarium of €300 (solo maker) or €400 (a collective) to cover living expenses. For example: if it takes four weeks to complete your project, you'll receive €1200 as a solo maker and €1600 as a collective.
- The work that is created and produced during this period will be mounted on one of the empty parcels of land or nearby the workplace of the makers' collective.
- A reimbursement of costs for materials, travel and production, ranging from €5000 to €50,000.
- A dedicated crew, assistance for on-site production, the option of critically reflecting on the research process, information about the environment including an interesting network of key figures who are happy to think and help along (residents, local cultural institutions, etc.).
- Publicity (press promotion, social media, etc.).



# OPEN CALL CONDITIONS

- As a maker, you are interested in crossovers between art, design and / or technology, incorporating disciplines such as architecture, visual arts, audio-visual media, social design, new media (virtual reality, gaming), et cetera.
- You will create one or multiple (temporary) public works (installations) inspired by (the dynamism and) the environment of Berlijnplein in Utrecht.
- You are (hopefully) able to attend the 'Makers' tour Berlijnplein' on 6 or 7 March 2017 from 5 to 6pm, to soak up the inspiration of Berlijnplein and the environment. Attendance will count as an extra point in the selection procedure.
- You create work that is interactive, educational or functional, in terms of the process or the result; for instance, through co-creation with visitors and surrounding residents.
- You are able to create and produce your work within a maximum of three months, during which period you can spend at least two days a week in the makers' collective workplace, and are able to bring your own materials, tools and other resources (in consultation with and assistance of the on-site producer).
- You must devise a solution for the (possible) 'termination' or transfer of your work after the project ends, preferably in a circular manner and/or interactively with visitors and surrounding residents.



# THE PROPOSAL

We ask that you submit a short and concise proposal so that we can make a qualitative selection. The plan must contain at least the following information (maximum 5 A4 sheets, no scale models):

- General information: name, address, telephone number, email address, website, date of birth, nationality, current place of residence and, if applying as a collective, the number of people.
- If you want to apply as a duo or collective, please say so clearly in the project proposal (including the number of people). We will try to find suitable accommodation options.
- Maker's statement (max. 250 words): a brief description of what appeals to you and what motivates you, as a maker in relationship to Berlijnplein.
- Project description (max. 500 words): a description of the concept and a vision on the interactive/educational/functional nature of the work, for instance that it's a collaborative creative process with the community (general public and surrounding residents).
- One or more 1 : 500 sketches, include a frontal view sketch.
- A rough timeline (including the duration of the research phase, duration of the creation phase, assembly time and disassembly time, completion of the project; also indicate which period in 2017 between June and December would suit you best).
- An estimate of the costs (excluding VAT, personnel hours and unforeseen) for the work (between €5000 and €50,000) excluding the honorarium of €300 (solo maker) or €400 (collective) per week in the makers' collective.
- A portfolio of previously designed and created work.

The maker's statement and project description may also be submitted as a video.



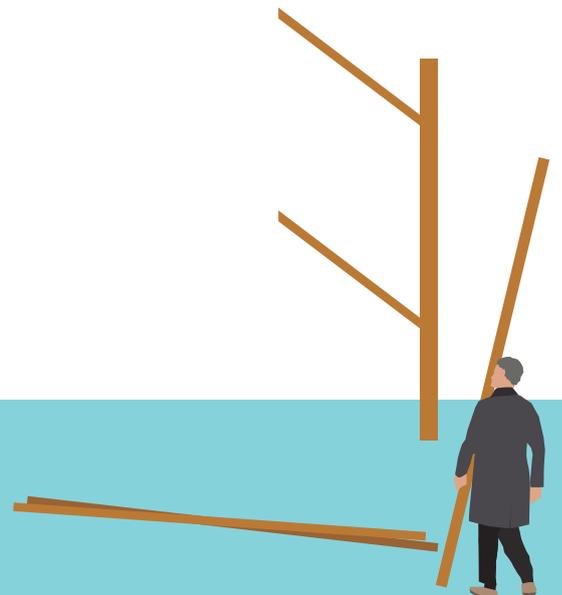
# APPLICATION PROCEDURE

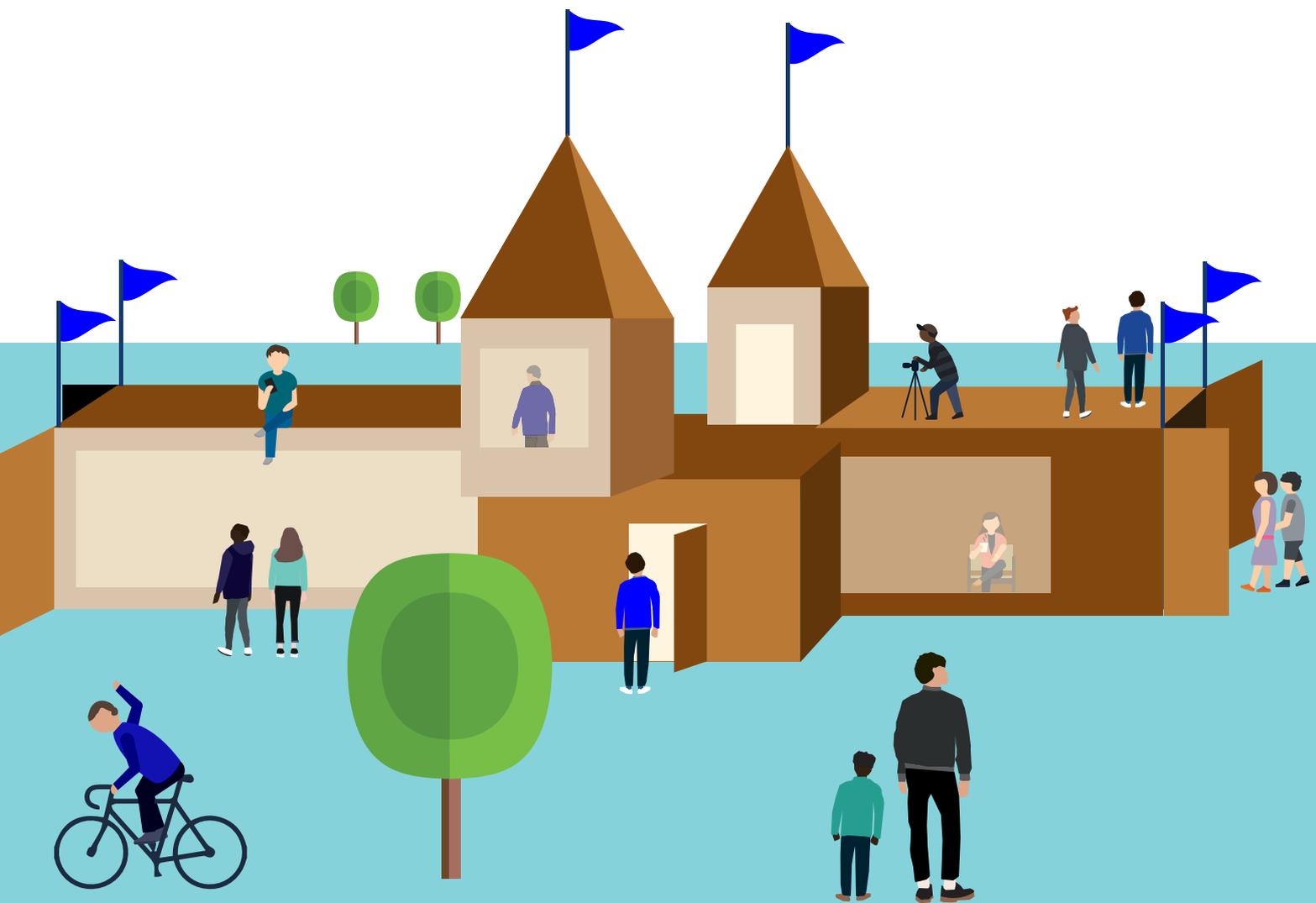
Use the link at the bottom of this form to indicate your interest in participating in the open call and whether you will attend the Makers' Tour on 6 or 7 March. Selected makers will receive a reimbursement of €250 for submitting a complete (!) plan by 23 March (before 6pm).

The project proposal will be assessed by the programme maker and an artistic advisory team who are themselves pioneers and experts in their discipline, consisting of: Joop de Boer (Pop-Up City), Xandra van der Eijk (I Wait Here) and Daniëlle Arets (Design Academy).

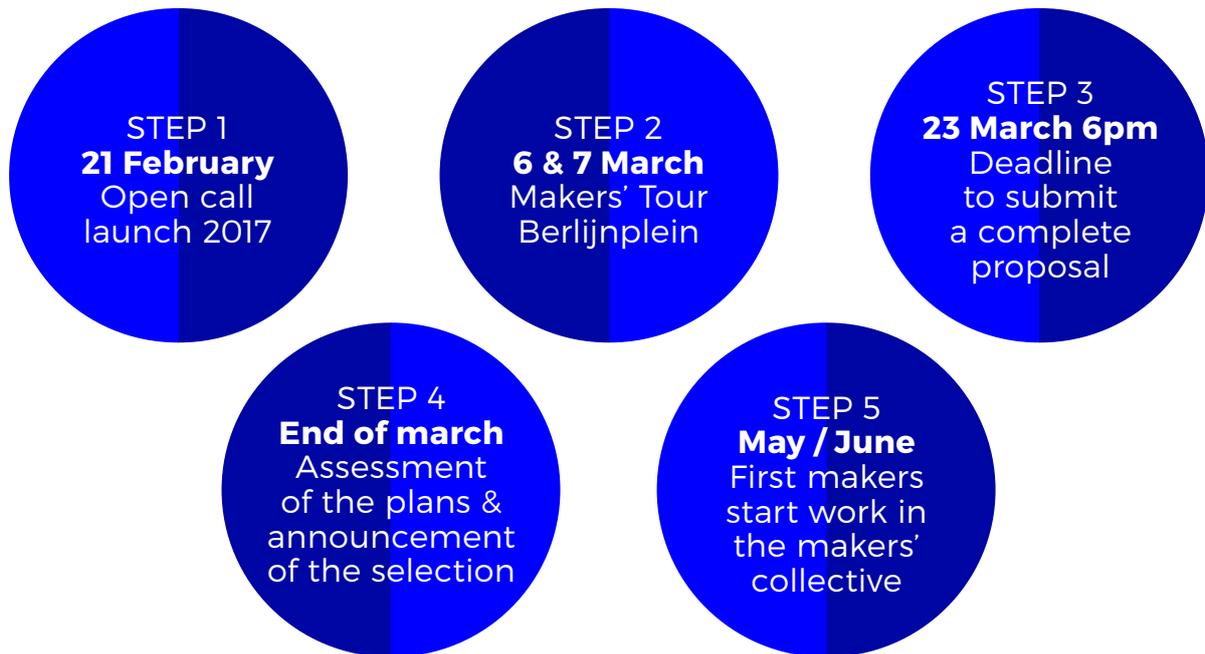
**YES!  
I WANT TO  
PARTICIPATE  
IN THE OPEN  
CALL**

**AND TO  
REGISTER FOR  
ONE OF THE  
MAKERS TOURS**





# OPEN CALL ROADMAP



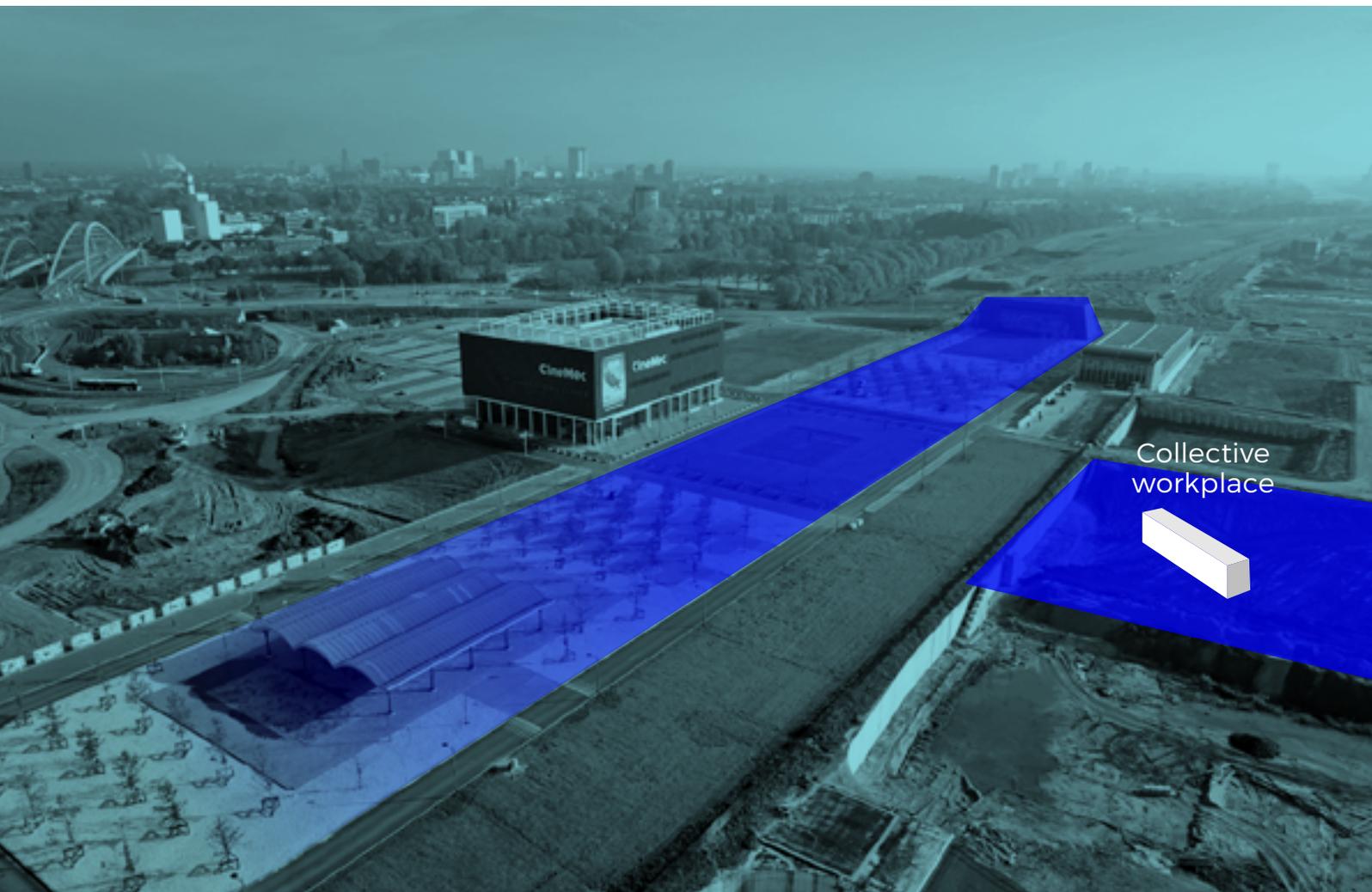
# WHO IS RAUM?

RAUM is an advocate for more opportunities to play and to experiment in the world. That's why RAUM is creating an open cross-disciplinary space at Berlijnplein in Utrecht, where local, national and international makers can team up with the public to create ground-breaking experiences. On the intersecting plane of art, design and technology, we wish to work with makers to create a continuous programme of public installations and to organise meaningful festivals and workshops.

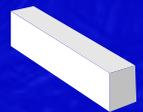
Everyone is welcome at RAUM to propose and carry out creative ideas, with innovative forms and connections as a result. RAUM can never be 'finished', but continues to respond to changes and events in its environment. That is how RAUM will shape and nurture a new cultural heart in Utrecht.

# WHERE IS RAUM?

Berlijnplein in Leidsche Rijn centre, Utrecht (over 40,000 m<sup>2</sup>), is situated on top of the A2 highway. In the coming years it will transform into a cultural hotspot, attracting people from Utrecht and from far beyond. To create this hotspot, we are forming a makers' collective with RAUM on and around Berlijnplein.



Collective  
workplace



# DISCLAIMER

- It is not possible to contact the assessment team or organising parties to discuss the results of the open call or the selection of entries.
- No correspondence will be entered into on the result, quality and/or assessment of the open call entries. This does not apply to participants whose work has been selected.
- The selected participants will be asked to elaborate and produce their ideas and design proposals. Selected participants must agree to elaborate and complete their project in line with the advice and feedback of the organising party.
- Submitted proposals remain the intellectual property of the participant.

