

OPEN CALL: RAUM

PROGRAMME

ART / CULTURE

IN MOTION

BERLIJNPLEIN, UTRECHT

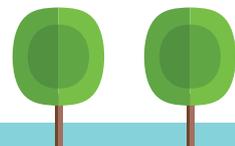
**SUBMIT
NOW!**



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.

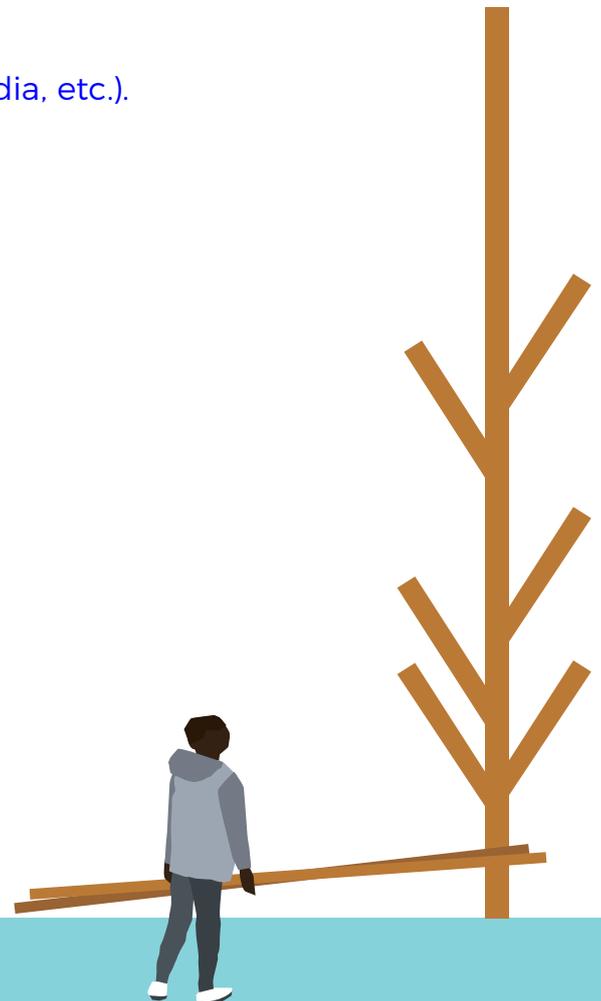
The constantly evolving environment is our source of inspiration. We are creating a physical place called RAUM, where new and creative 'stories' are made through art, design and technology. As a maker, this is your opportunity to give meaning to Utrecht's spanking new urban centre through your work.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





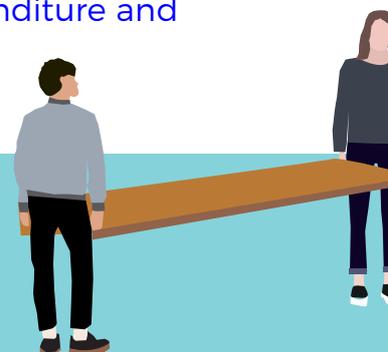
OPEN CALL OFFER

- An easily accessible public site of over 40,000 m² (Berlijnplein and the workplace of the makers' collective).
- A reimbursement of costs depending on the proposed programme (indication: €5000 to €15,000).
- 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 by RAUM (press promotion, social media, etc.).



OPEN CALL CONDITIONS

- You will organise one or more freely accessible projects / events / workshops between 1 May and 31 December 2017 (between 10am and 11pm).
- The programme is staged on Berlijnplein or at the workplace of the makers' collective.
- The programme is of a creative/cultural nature (from dance to gaming).
- The programme offers a surprising take on the theme of IN MOTION and communicates the core values of RAUM, namely collective, playful, bold, outspoken, and city-building.
- The programme is new or complementary to the current cultural offerings in Utrecht – so it must be of an experimental/innovative/distinctive nature.
- The programme will appeal to visitors.
- As owner of the initiative, and following approval of the proposal, you are capable of applying for a license to produce the programme that meets the standard criteria (please note: there is a processing time of 12 weeks; contact us for more information to ensure a smooth and efficient application procedure).
- You are responsible for generating publicity regarding the programme, in coordination and collaboration with RAUM.
- As owner of the initiative, you will show responsibility, transparency, open-mindedness and self-reliance in the realisation of the programme.
- The reimbursement will only be used for the purpose of organising the programme. Once the project has ended, you will need to account for all expenditure and draw up a final settlement.



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 (person / initiative / foundation), address, telephone number, email address, website, place of residence or office.
- Statement by the initiative owner (max 250 words): what do you stand for as a person/organisation?
- Project description (max 1500 words): a description of the concept, how does it connect to RAUM, a communications plan, how many members of the public and surrounding residents do you aim to involve in the programme, and how.
- A 1 : 500 floor plan that shows how you wish to use the site in terms of layout.
- A timeline (including preparations, assembly and disassembly time and completion).
- An estimate of the costs (excluding VAT, personnel hours and unforeseen) and the requested contribution by RAUM.
- A portfolio of previously organised or produced programmes.

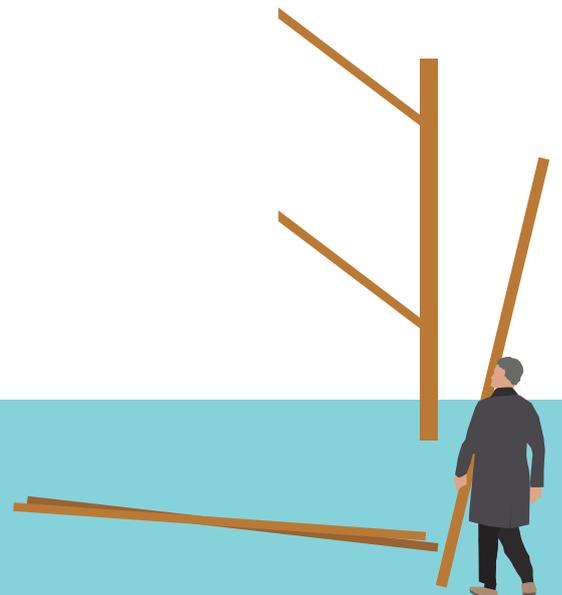


APPLICATION PROCEDURE

You have three opportunities to submit your proposal in 2017: 1 April, 1 May and 1 July. Your proposal will be assessed by the area council and the artistic advisory team, who are themselves pioneers and key figures in their neighbourhood / discipline. The period between the selection and the start of the programme has been kept deliberately long, on account of the lengthy processing time for the (events) license application (12 weeks). Not all applications will need this time.

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

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



OPEN CALL ROADMAP

1 April 2017 deadline for entries

result announcement 15 April
programme starts from 1 August

1 May 2017 deadline for entries

result announcement 15 May
programme starts from 1 September

1 July 2017 deadline for entries

result announcement 15 July
programme starts from 1 November



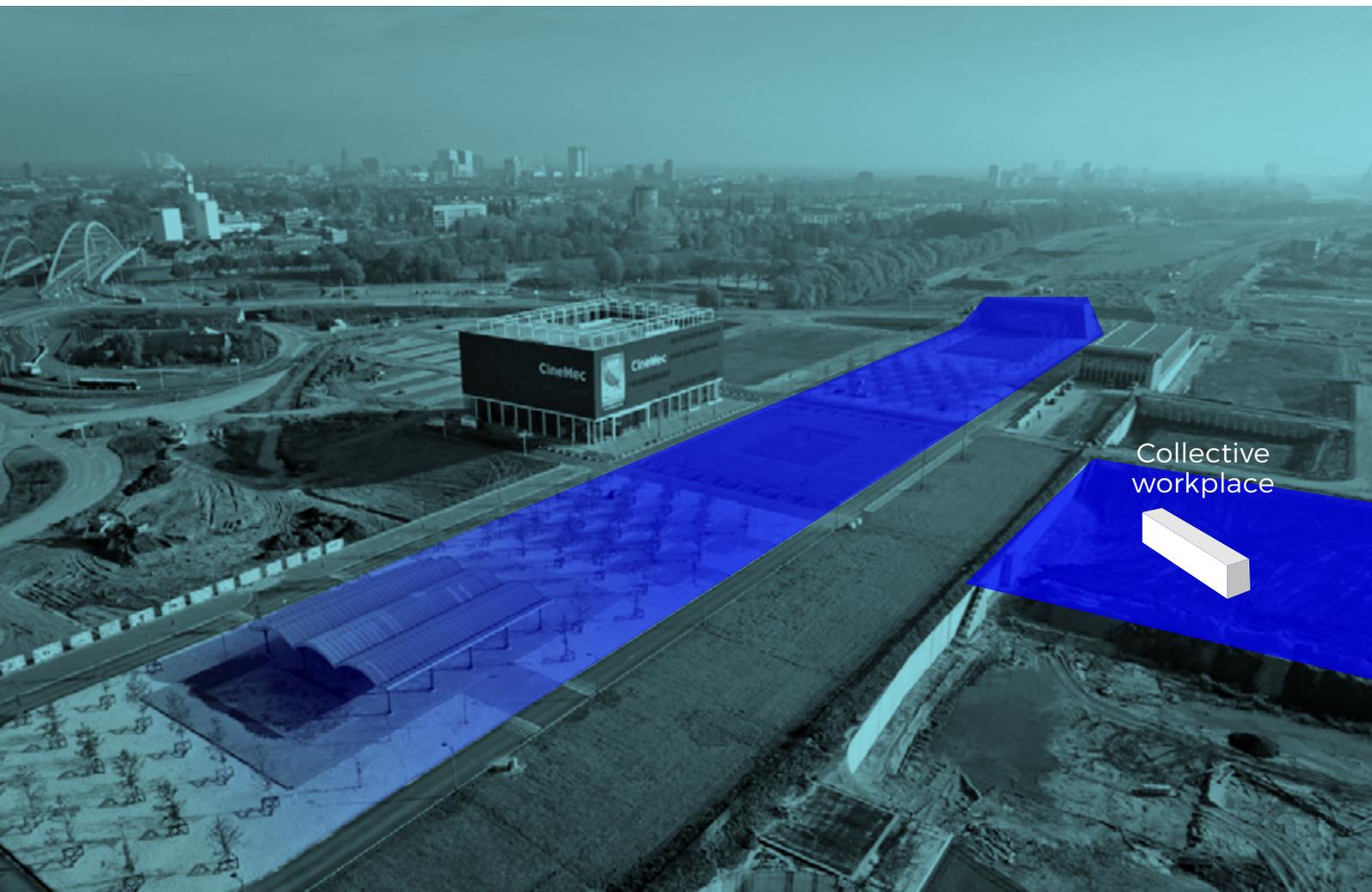
WHO IS RAUM?

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 m²), 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.



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.

