

## CENDANA CALL FOR SUBMISSION – PUBLIC SCULPTURE/ INSTALLATION WORKS FOR ART IN THE CITY CAMPAIGN 2019

### OPEN CALL OVERVIEW

Call for Applications	Application Deadline	Evaluation & Approvals	Notification to Applicants
20 June - 1 August 2019	1 August 2019	2 August – 23 August 2019	26 August – 30 August 2019

### OVERALL AITC PROJECT TIMELINE

Artwork Fabrication Period	Working On-Site	Artwork Completion On-Site	Art In The City Period
2 September – 30 September 2019	1 – 13 October 2019	14 October 2019	18 – 27 October 2019

## 1. INTRODUCTION

The Cultural Economy Development Agency (CENDANA) will be organizing the second edition of Art In The City, a city-wide campaign across Kuala Lumpur that serves as a strategic effort to promote the local arts community in expressing and showcasing their talents, while making art more accessible to the public.

Art In The City aims to raise greater awareness of the local arts and cultural scene and strives to further propagate the notion of Kuala Lumpur towards a cultural and creative city. The campaign will feature a myriad of activities which Malaysians can enjoy including public sculpture and/ or installation works, a video competition online, creative marketplace, workshops and forum.

With the theme *I heART KL*, CENDANA invites submission of proposals for the creation of a unique site-specific public artwork from individual artists, collectives or arts organisations as part of a public commission in conjunction with the campaign. The artwork will be installed from October 2019 and will remain on display up to January 2020.

*I heART KL* draws on the city as the main inspiration and invites artists to consider these aspects to the curatorial concept of the works:

- i. Taking inspiration from notions of nostalgia to contemplate deeply on Kuala Lumpur's rich history and origins;
- ii. Draw on history as a point of meaningful connection, highlighting a wider cast of contributors and communicates who have contributed to Kuala Lumpur's development;
- iii. Enhance audience's understanding of Kuala Lumpur's positioning towards a cultural and creative city in a contemporary world, celebrating our rich heritage whilst exploring new creative ideas.

## TERMS OF REFERENCE

The open call invites applications from individuals or cross-disciplinary teams who may include artists from various artistic disciplines, creatives, curators, researchers and other collaborators. Artists are encouraged to work with a researcher/ historian/ poet/ architect/ city planner to develop a unique work that invites a unique reflection, interpretation or celebration of our people and creativity in our city. Shortlisted artists will develop and produce works based on their proposed ideas, thought and concept in line with the aims and objectives of CENDANA's Art In The City campaign.

### 2. ART IN THE CITY OBJECTIVES

- To raise greater awareness of the local arts and cultural scene;
- To promote the local arts community in expressing and showcasing their talents;
- To make art more accessible to the public; and
- To position Kuala Lumpur towards a cultural and creative city.

### 3. ARTWORK LOCATION

CENDANA in collaboration with Dewan Bandaraya Kuala Lumpur (DBKL) proposes the three (3) public spaces below within the area of River of Life and KLCC:

#### Medan Pasar



(Image source: [www.ThinkCity.com.my](http://www.ThinkCity.com.my))

Medan Pasar, in the middle of old Kuala Lumpur, used to be a bustling place for traders back in the mid-1800s, thriving with banks, textile shops and traditional medical halls.

It was formerly known as Market Square, and served as a landmark, with a clock tower erected in 1937 to commemorate the coronation of King George IV.

Read more at: <https://www.star2.com/living/2017/09/16/green-market-revival-historical-area/#G8AgaXTaBjEzutFM.99> and <https://www.expatgo.com/my/2016/01/02/getting-to-know-kuala-lumpurs-market-square/>

#### Walkway along the River of Life



(Image source: [www.Google.com](http://www.Google.com))

River of Life is situated near Masjid Jamek at the confluence of the Klang and Gombak Rivers which gave rise to the name of Kuala Lumpur. The historic riverfront and its surroundings have been beautified with walkways, benches and pop-up cafes. At night, light display comes to live creating a misty ambience to this attraction.

## TERMS OF REFERENCE

Read more at: <https://www.aecom.com/projects/river-life-klang-river-malaysia/> and [https://en.wikipedia.org/wiki/Klang\\_River](https://en.wikipedia.org/wiki/Klang_River)

### **KLCC Pocket Park (previously Standard Chartered KLCC Park)**



The park which used to be a vacant land with trees, has been refurbished and was previously adopted by Standard Chartered Bank Malaysia Bhd. It is located at the intersection of Jalan Pinang and Jalan P. Ramlee in the vicinity of KLCC.

Park-goers can enjoy an oasis of 120 matured Kayu Arang trees which are between 20 and 30 feet tall, creating a natural canopy. Among the trees that is available at the park are Merawan Siput Jantan (*Hopea odorata*), Merlimau (*Suregada multiflora*), Silky Oak (*Grevillea robusta*) and River Mempari (*Millettia pinnata* var *xerocarpa*).

Read more at: <https://www.thestar.com.my/news/community/2012/09/25/put-your-feet-up-in-an-oasis-in-the-city/#tOzEtEZuEUE5ImJe.99>

Artists are welcomed to suggest other suitable locations and/ or areas that would benefit from artistic rejuvenation within the areas outlined above provided they fulfil any of the two (2) following criteria:

- i. Site is in a public area, highly accessible and draws high human traffic and footfall;
- ii. Site has strong historical and heritage dimension;
- iii. Strong estate or neighbourhood conservancy services available;
- iv. Site owners are open to having the artwork(s) located on their premises with programmed arts activities/ outreach taking place during the campaign.

CENDANA retains the rights to make the final decision on the locations of artworks.

#### **4. ARTIST ELIGIBILITY**

- Malaysian citizens or organizations with minimum three (3) years of relevant professional experience and portfolio of works that are actively engaged in the Malaysian arts and culture sector.
- Anyone critical in the development of Malaysian arts and culture.
- Applications can be made by individuals, collective/groups or organisations.

#### **5. ARTIST RESPONSIBILITIES**

- Artist(s) must be readily available during the expected timeline.
- Keep in regular contact with CENDANA to update on project progress or should there be any changes in the proposed scope of works.

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- Develop and refine artistic concepts and designs to adapt according to constraints of the site and compliance with public art guidelines. Artist(s) may refer to Guideline for Public Artworks within the city by DBKL, available here:  
[http://www.dbkl.gov.my/index.php?option=com\\_jdownloads&Itemid=692&view=finish&cid=716&catid=54&m=0&lang=en](http://www.dbkl.gov.my/index.php?option=com_jdownloads&Itemid=692&view=finish&cid=716&catid=54&m=0&lang=en)
- Create a structurally sound and efficient design, using durable materials, accounting for energy, efficiency and maintenance.
- Participate in the design review and execution process from design phase to completion administered by CENDANA, project partners and the project Selection Panel.
- Fully overseeing and administering the fabrication, installation and deinstallation of the artwork, inclusive of any necessary infrastructure maintenance in partnership with CENDANA.
- Existing design of the space, such as building structure, trees, walkways and infrastructure, may not be moved or disturbed. The artist(s) may propose additional structural elements to support installation as well as seek approval for use of existing infrastructure. Any additional structural elements must be approved by local city council.
- Selected artist(s) may be required to take part in public sharing session, media and be part of the marketing campaign.

## 6. **ASSESSMENT CRITERIA**

Applicants will be evaluated against the following criteria as well as the strength of relevant supporting materials submitted:

### **A. Artistic Merit of Proposal**

- Vision, ideas and artistic rationale.
- Level of innovation, ambition, experimentation or risk-taking.
- Demonstrate understanding of the community and setting of location including history, identity, geography and cultures.
- It is necessary for applicants to research their preferred sites and conduct site visits prior to submitting their proposal, in order to develop concepts that are both artistically inspired and feasible.

### **B. Contribution to Growth of Malaysia's Arts Scene (may be illustrated based on any of the below)**

- Engages Malaysian audiences.
- Demonstrates and invites accessibility targeted to a wide demographic of audiences.
- Promotes or improves access to high-quality Malaysian artistic work.
- Contributes to the diverse cultural expression of the arts and culture community.
- Exposes different artistic perspectives or fosters collaborative initiatives between community, artists and other sector professionals e.g. researcher/ historian/ poet/ architect/ city planner in conceptual or implementation stage.

### **C. Applicant's Competency and Caliber**

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- Demonstrate a minimum of three (3) years in public art production and experience in engaging public audiences.
- Evidence of necessary support to undertake and complete proposed work demonstrated through clear articulation of proposal.
- Demonstrates substantial understanding of the site and feasibility of the production and installation process.
- Estimated budget is well-planned and optimized.
- Past achievements demonstrate strong artistic merit, high production values or receive critical recognition within the Malaysian arts scene.

### D. Artwork Brief

- Site-specific public sculpture and/ or installation work. We welcome live concepts and ideas which are able to serve as a catalyst for new encounters within the everyday, stimulate imagination and enable accessibility to a wide demographic of audiences, and ultimately enliven the sites where the artworks are sited.
- The artworks should have a strong presence and impact.
- Thorough considerations for public safety and risk management.

## 7. SCOPE OF WORK FOR ARTISTS

### 7.1 Development of Proposals

Proposals should have carefully considered details and feasibility of the production process and site installations prior to submission.

The selected artist(s) will be provided a short period to refine and update their proposed art work, project plan, and budget with their technical team and for consultation with DBKL. Updated proposals must be submitted to CENDANA for approval before implementing production.

**Proposals should include ideas for potential education and outreach events to enhance public engagement with the artworks. These could take the form of artists' talks or tours as well as interactive workshops for schools and the general public.** If necessary, CENDANA will appoint an intermediary to work collaboratively with the commissioned artist to build upon and execute these public programmes.

### 7.2 Fabrication and Installation

Upon approval, artists will work with their respective team members for fabrication, transportation and installation.

### 7.3 Artwork Maintenance

Artwork will be installed from October 2019 until January 2020. Upon refinement of proposal, the artist is to provide a maintenance manual that outlines the materials used, expected lifespan, cleaning and fabricator details, considerations to environmental wear and tear as well as precautionary steps towards inevitable damage such as vandalism.

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### 7.4 Decommissioning and Site Restoration

The artist will work with their respective service providers for dismantling and removing the artwork(s). Subsequently, the artist will work with site owners on restoring the site(s).

### 7.5 Budget

The proposed budget per artwork should cover fees for the necessary artistic, administrative and professional personnel, artwork materials and production, handling, site preparation, installation, de-installation, artwork maintenance, site restoration and certification expenses. CENDANA will cover costs for public liability insurance, marketing and programming. The selected artist(s) is to provide summary of project expenditure along with the proof of expenditure (receipts, invoices, payment vouchers etc.) at the conclusion of the project.

### 7.6 Contract

An agreement will be drafted and issued by CENDANA to the selected artist(s) for agreement prior to appointment.

### 7.7 Site Recces

**Visit to the three (3) proposed sites will be available by appointment between 3 – 4 July 2019 at the following timings and sites:**

If you would like to attend any or all of the three site recces, please email Joan Tan, Sector Manager at [joan@cendana.com.my](mailto:joan@cendana.com.my) with your name, number of attendees and contact number to arrange by **27 June 2019**.

Attendance to the recce is optional but strongly encouraged.

Time	Site
10.00am – 12.00pm	Medan Pasar
1.30pm – 2.30pm	River of Life
3.30pm – 4.30pm	KLCC Pocket Park

## 8. **SUBMISSION FORMAT**

8.1 You can submit your application electronically through CENDANA's website at [www.cendana.com.my](http://www.cendana.com.my). Submissions via other means such as email, hardcopies, will not be accepted.

8.2 Applicants are welcome to submit more than one proposal, however, only a maximum of three (3) proposals per artist will be evaluated.

8.3 Submissions must meet the objectives of the brief and include the following:

- Completed application form, project timeline and detailed budget sheet (template provided by CENDANA);
- CV of all members involved in the project;

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- A detailed proposal not more than six (6) A4 pages or twelve (12) powerpoint slides in pdf format outlining the following (template provided by CENDANA):
  - Description of each artwork, dimensions, technical specifications, and how it responds to the theme and objectives of the commission;
  - Visual representation, drawings, 3D rendering, maquette (optional) for proposed works;
  - An indicative methodology for production, fabrication and installation;
  - Plans for artwork maintenance.

8.4 Applications that do not have sufficient documentation upon submission will result as an incomplete application and will not be advanced for evaluation. Other documents required include the below:

### Personal documents

Applying as Malaysian Citizen:

- Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page;

Applying as Malaysian Permanent Resident:

- Copy of Passport, and
- Copy of MyPR Identity Card (IC) – clear copy of both back and front image on same-sided A4 page;

Applying as Organisation:

- Copy of MyKad Identity Card (IC)\* – clear copy of both back and front image on same-sided A4 page; (*\*owner of the organisation*)
- Copy of company registration forms – ie. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable).

### Other supporting documents in the application form

- Portfolio of three (3) previous artwork or bodies of artwork (in image format), including artist statement. The document size must not exceed 2MB. Artworks are to be accompanied by name, year of creation and a brief synopsis.
- Sample up to three (3) visual references representing idea or concept of proposed artwork (in image format) for Art In The City campaign.

## 9. APPLICATION PROCESS

9.1 Once application deadline closes, all applications will be vetted through to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.

9.2 All applications are jointly assessed and approved through a highly-competitive evaluation process.

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9.3 Applications that meet all requirements will then go into evaluation process to be assessed by the **Selection Panel** that comprise of industry advisors and experts prior to be reviewed and approved by the Management.

9.4 Shortlisted applications to allow CENDANA usage rights to artist(s) pre-concept sketches and/ or images to partake in the community engagement process to allow feedback from the community and public if necessary.

9.5 All proposals submitted to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.

9.6 Notification of outcomes will be sent via email confirmation by stipulated timeline as stated at the top of this document.

## 10. **NOTIFICATIONS TO APPLICANTS**

### **SUCCESSFUL SUBMISSIONS**

Successful applicants will receive an official email notification with the Letter of Offer stating:

- Participation in Art In The City campaign;
- Terms & Conditions – includes clauses but not limited to liability, confidentiality, copyright to images for the purposes of community engagement process if necessary and/ or purposes connected with promoting Art In The City campaign etc.;
- Deliverables, project timeline and budgeting.

The offer to participate will be valid for seven (7) working days from the time of email notification is sent out. If you do not accept the offer within the stipulated period of time, the offer will lapse.

### **UNSUCCESSFUL SUBMISSIONS**

Unsuccessful applicants will receive an official email within the same notification period.

### **APPEALS**

CENDANA will not be able to accept appeals. All decisions are final.

## 11. **REQUIREMENT UPON PROJECT COMPLETION**

- To complete Project Post-Mortem Report and CENDANA's Monitoring Economic Survey to be submitted within fourteen (14) working days from Art In The City campaign completion notification date (template/ form provided by CENDANA).

## 12. **A NOTE ON ART IN THE CITY GUIDELINES**

12.1 While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which do not:



## **TERMS OF REFERENCE**

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Threaten the nation's security or stability.

12.2 CENDANA reserves the right to revoke any applications / award should there be:

- Changes in the scope of the project without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish CENDANA's reputation
- Unable to complete the project as per the submitted proposal and project timeline;
- Breach of terms and conditions specified and agreed in the agreement.

## **ABOUT CENDANA**

CENDANA (Cultural Economy Development Agency) is a government agency that was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to Ministry of Communications and Multimedia. For more information, please log on to [www.cendana.com.my](http://www.cendana.com.my)

## **ACKNOWLEDGEMENT**

- Dewan Bandaraya Kuala Lumpur
- Think City
- National Arts Council Singapore