



## CALL TO ARTISTS

Site Unseen Public Art Competition  
Issued by Public Art Chattanooga | City of Chattanooga  
February 2012

### **Request for Proposals (RFP): Site Unseen | International Augmented Reality Public Art Competition**

Public Art Chattanooga and SecondSite recently launched augmented reality content to enhance the public art experience in Chattanooga. Using Layar's browser ([www.layar.com](http://www.layar.com)), Chattanooga's public art collection becomes interactive through cloud-based media ([Click here](#) to learn more). In the spirit of Chattanooga's digital Renaissance, Public Art Chattanooga is pleased to announce *Site Unseen*, an augmented reality outdoor exhibition that unites technology, art and design. *Site Unseen* will feature a temporary exhibition of 3-D sculpture and 2-D model images that will be placed in a geo-located and vision based augmented layer throughout Chattanooga, Tennessee. This inaugural exhibit is being planned in conjunction with HATCH Arts Festival, a 10-day showcase of all facets of creative culture in Chattanooga, TN. Chattanooga is quickly gaining a national reputation as an innovator in the fields of art and technology. *The New York Times* recently noted Chattanooga's art and culture scene naming it "[One of the 45 Places to Go in 2012](#)". Chattanooga is also the first city in the Western Hemisphere to offer 1 Gigabit-per-second fiber community-wide internet network, supporting the Nation's most advanced Smartgrid.

#### **Eligibility:**

This RFP is open to all artists and artist teams over the age of 18 residing anywhere in the world.

#### **Application Deadline:**

Applications must be received electronically by **March 8, 2012, 4:00 pm EST**. No exceptions. Refer to pages 3-4 for application procedures and **note specifications**. The application can be found on page 5 of this document or downloaded at: <http://www.publicartchattanooga.com/about/callstoartists.htm>.

#### **About Site Unseen:**

This spring from April 12-22, Chattanooga, TN, will host HATCH (History. Art. Technology. Culture. Happenings)—a 10-day showcase featuring all facets of creative culture, from performing and visual arts to innovative technology. As part of the festivities, Public Art Chattanooga will unite art and technology to create *Site Unseen*. This temporary exhibition will feature 3-D sculpture models and 2-D images placed in a geo-located and vision based augmented layer within the city limits of Chattanooga, TN. Guided by signage and QR codes, visitors will be able to use their smartphones or tablets to view the works on exhibit. The works will be accessible to the public during HATCH from April 12-22, 2012.

Artists submitting models must submit them according to the specifications detailed on pages 3-4 of this document. Any entries received that do not follow the guidelines will be disqualified. The artist will own the rights to their work should they wish to later bring the model or design to realization. Selected artists must be available to collaborate with Second Site LLC, a developer of premium Augmented Reality content and applications.

To learn more about Public Art Chattanooga, please visit:

[www.publicartchattanooga.com](http://www.publicartchattanooga.com)

To learn more about HATCH, please visit:

<http://HATCHchatt.org>

<http://www.facebook.com/HATCHChatt>

To learn more about the City of Chattanooga, please visit:

<http://www.chattanooga.gov/>

<http://www.chattanoogafun.com/>

To learn more about Second Site, please visit:

<http://www.secondsitellc.com/>

To learn more about Chattanooga technology, please visit:

<http://www.thegigcity.com/welcome>

**Timeline:**

February 9, 2012.....Announcement of RFP

March 8, 2012 | 4:00 p.m. EST.....Deadline for receipt of application materials (no exceptions)

Week of March 19, 2012.....Review proposals and select finalists

April 12 - 22, 2012.....*Site Unseen* Exhibition

**Selection Process and Criteria:**

An ad hoc selection panel will review all proposals. Panelists will include representatives of the Public Art Committee and members of the local arts, technology and design community. The panel will use the following criteria in the selection process:

- Submittal of all required application materials as outlined in this announcement;
- Artistic merit of the proposed design;
- The ability of the model or design to be successfully translated into the augmented reality environment;
- Appropriateness for placement in an urban environment.

**Terms:**

- The City of Chattanooga and the Public Art Committee accept no responsibility for the loss or damage of artist submission materials.
- The City of Chattanooga and the Public Art Committee accept no responsibility for costs incurred by the artist in responding to this Call to Artists.
- Selected artists/teams will be required to meet contract terms and scopes.
- Respondents to this Call to Artists agree to abide by the terms and conditions of this Call.
- Design proposals and their copyright will belong to artists. The City of Chattanooga reserves the right to use images of the designs and information from the written proposals for review and project promotional purposes.

**For additional information, please contact Public Art Chattanooga:**

Peggy Townsend (Director) or Elizabeth Carriger (Program Assistant)

Phone: (423) 643-6886

E-mail: [SiteUnseenChattanooga@gmail.com](mailto:SiteUnseenChattanooga@gmail.com)

## **Site Unseen Application Guidelines and Specifications**

### **Please note the following IMPORTANT specifications:**

*Artists may submit up to **five** designs for consideration, however, only one design can be selected per artist/artist team. Entries will consist of 3-D models and 2-D images that will be submitted by any applying artist. The selected artworks will be placed in a geo-located and vision based augmented layer within the limits of Chattanooga, TN. Artwork placement will be determined by the Public Art Chattanooga competition committee.*

### **Model Requirements:**

- All models should be submitted in **.obj/mtl** format.
- Creation tools: [Blender](#), [Google Sketchup](#), [3ds Max](#), etc.
- Model must be designed for limitations of mobile devices (i.e. limited bandwidth, limited memory/processing power, screen size usually small, limited GPU power.)
- Polygon counts: recommended max. 10000 (after triangulation)
- File size: max 1mb
- Only supports mesh based objects (polygonal modeling)
- The Unit for the vertex coordinates is set to 1 meter.
- Keep the object centered on the grid (recommended)
- Supported Texture formats: PNG, JPEG, GIF (static/animated)
- Re-sized to be nearest power of 2 (width & height), 16x16, 32x32,etc.
- Use UV mapping
- Texture transparency is supported (PNG only)
- No multiple textures supported for one material, e.g. bump mapping
- Material transparency is also possible. Opacity value must be embedded in .mtl file.
- Material transparency is better than using texture transparency (helps to reduce the #D model size).

### **2-D Imagery Requirements:**

- Formats accepted: jpg, png, psd, and tiff.**
- Creation tools: [Irfanview](#), [GIMP](#), PhotoShop, etc.
- Images can be up to one 1Mb in size.
- Please include any transparency as an alpha layer and not indexed.

### **Tips for Best Results: 3D**

- Start with the basic model and add details later.
- Keep the model complexity as low as possible.
- Use texture to add details, such as windows, doors, etc.
- Keep the model as clean as possible.
- No floating vertex points.
- No overlapping faces/polygons.
- Remove invisible faces/polygons.
- Check if the normals are facing out.
- Keep the texture image as small as possible.
- Use good compression in images files.
- Reduce the amount of images used and combine them into a single texture file (UV-mapping).
- Create "see-through" parts using material or texture transparency.
- Optimize material groups and organize faces based on material.

## Tips for Best Results: 2D

- Images should have relatively normal image ratios 4:3 16:9 etc.
- Transparency can be use to create a “cut out” appearance.
- Design artwork to be viewed on small screens (less detail).

## **Submission Requirements:**

Proposals must be submitted electronically to [\*\*SiteUnseenChattanooga@gmail.com\*\*](mailto:SiteUnseenChattanooga@gmail.com):

1. Completed application form (included at the end of this RFP on page 5).
2. Current Résumé (two-page limit).
3. Letter of Interest briefly addressing how you addressed this project. This document should be no longer than one page (single-spaced, 1-inch margins, 12 pt. font).
4. List of professional references (at least three): Please include name, address, phone number, and e-mail address for each individual.
5. Design proposals: Artists may submit **a maximum of five** proposals. They must be submitted in **BOTH** of the following formats:
  - a. File for augmented reality app according to the spec requirements detailed above.
  - b. JPG file at 100 DPI (minimum 800 x 600; maximum 1600 x 1200) for review by the selection panel.

Every image file must be titled first with the number of the image in the order to be viewed (use “0” in front of single-digit numbers), followed by the artist’s last name [for example: 01\_Smith; 02\_Smith]. The numbers must correspond to the annotated image list.

6. Annotated Image List: Please include the artist’s name as a heading, and a brief description of each image, including title.

**Application Form: Site Unseen**

Please complete this form and include it with all of the required application materials.

Applicant's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell/Mobile (optional): \_\_\_\_\_

E-mail address: \_\_\_\_\_

Website (optional): \_\_\_\_\_

I understand and agree to all of the terms of this RFP / Call to Artists

Signature and Date: \_\_\_\_\_

**Submittal Instructions and Requirements:**

**Deadline:** Application materials must be received **electronically** by **March 8, 2012, 4:00 p.m. EST** to:

[SiteUnseenChattanooga@gmail.com](mailto:SiteUnseenChattanooga@gmail.com)

Please direct questions to:  
Public Art Chattanooga  
SiteUnseenChattanooga@gmail.com  
423-643-6886

Public Art Chattanooga  
Chattanooga Parks and Recreation  
1102 S Watkins Street  
Chattanooga, TN 37404  
423-643-6886  
[www.publicartchattanooga.com](http://www.publicartchattanooga.com)