

The Los Angeles County Museum of Art

ART + TECHNOLOGY LAB

Frequently Asked Questions (FAQ) for RFP

This document will be updated on a regular basis leading up to the February 16, 2015, deadline for applications for the Art + Technology Lab at LACMA grant program. Further questions may be directed to: lab@lacma.org.

Is an individual eligible to submit more than one project proposal?

One proposal per artist is preferred, although multiple proposals are allowed.

I am an artist working within several collaborative groups, may I be part of more than one proposal for the Art + Technology Lab?

Yes.

Do the applicants necessarily need to be based in the States for the duration of the program?

Applicants do not need to be based in the United States to be eligible for the program. It is preferable that project proposals include some aspect of public demonstration and engagement with LACMA's public. Project budgets may include travel for this purpose.

Are students eligible to apply?

Yes. Students are eligible to apply and the Art + Technology Lab is open to collaborative proposals with students on the team.

Can I propose working with a particular sponsor?

Applicants may propose working with a particular sponsor or advisor. However, this is not a

required part of the application. The museum cannot guarantee access to a particular advisor or organization. The Art + Technology Lab's technology advisors will be providing input and in-kind support, and that may include involvement with their own organization, or other scientists and technologists within their networks. The museum will play a strong role in facilitating these engagements.

Are you looking for a definitive technology application at this stage?

The Art + Technology Lab welcomes open-ended proposals, and understands that until an artist gains access to resources and support through our technology partners and has some sense of the raw material at hand, a proposal may need to remain speculative. The Lab is looking for a proposal that has a strong concept, and some indication of where the artist might take the project based on hypotheticals. Applicants are welcome to structure an iterative proposal that has a discovery phase and a development phase.

How will the museum protect IP rights and artist ownership of the finished idea?

We take artist copyright and intellectual property very seriously and endeavor to protect and promote the artist and the artist's work throughout the program. Generally, we anticipate that artists will retain copyright in their work, to the extent that it is entitled to copyright protection. LACMA, may request the artist's permission to use the work for a variety of nonprofit, noncommercial purposes, such as display and public engagement. The corporate sponsors and advisors will not have an intellectual property ownership interest in the artist's finished work. The Art + Technology Lab at LACMA has developed a number of specific agreements that may be adjusted and used to further define and protect copyright and intellectual property as appropriate given the circumstances of an individual project.

Since there is corporate involvement in the Art + Technology Lab, how does the museum intend to deal with the possible monetization of a project?

The Art + Technology Lab's intent is firmly rooted in exploring creative and artistic applications of experimental and emerging technologies. Our sponsors are committed to this approach and are participating as advisors. They, or other experts who are part of their network, may contribute mentorship, advice, exposure to new technologies, infrastructure and development support.

Monetization is not a goal, and the potential for monetization is not part of the evaluation criteria, nor do our advisors expect to profit from ideas developed in the Lab. In addition, the museum plans to facilitate the relationship between the artists and the participating corporations, including overseeing contracts between all parties to be sure the protections around intellectual property are very clear to all involved.

Once we select proposals that are final candidates for funding, we will initiate a conversation with the artist and participating advisors to be sure that mutual agreements are in place before

the project begins.

How has the new RFP changed since last year?

While applicants should thoroughly read the new RFP to fully understand the changes, some of the updates include:

- We have revised and refined our areas of interest to reflect a preference for ideas over specific technologies and to indicate that we are open to working with artists who have no prior technological experience.
- Applicants will also note the refined language in our evaluation criteria.
- Through our partners in Los Angeles and the White Building in London, studio space may be available to artists who require it for a period of 4 to 8 weeks.
- The submission deadline is extended to 11:59pm, February 16, 2015; allowing applicants up to 9 weeks to prepare their proposal.
- Finally, we have amended the submission process to include an application portal where applicants will complete a form and attach their proposal.