

The Los Angeles County Museum of Art

# ART + TECHNOLOGY LAB

**Request for Proposals**  
***Deadline: January 27, 2014***

The Los Angeles County Museum of Art (LACMA) has published guidelines and the application for the initial round of funding for our Art + Technology Lab at LACMA program. **If you wish to apply for an Art + Technology Lab at LACMA grant, please follow the application process guidelines below. All requests must be submitted electronically to [lab@lacma.org](mailto:lab@lacma.org) by 11:59 pm on January 27, 2014.** All applicants will be notified by email regarding the status of their application in April, 2014.

The Art + Technology Lab is designed to invest in projects that explore artistic applications of emerging technologies with the help of partners from private industry and academia. In the inaugural year of the Art + Technology Lab at LACMA, the museum expects the program to fund a small number of projects that engage emerging technology. We seek project proposals that have the potential to allow the museum and its public to learn alongside artists and technologists doing thought-provoking work. Projects, including prototypes, documentation, and work-in-progress, will be presented to the public at LACMA.

The Art + Technology Lab at LACMA grant program is open to individual artists and artist collectives. Grants given through the program may provide financial support of up to \$50,000 per project to cover artist fees and direct costs, including materials. In addition, recipients may be supported in-kind by members of the Art + Technology Lab at LACMA Advisory Board, which includes representatives from NVIDIA, DAQRI, Accenture, SpaceX, and Google, as well as independent artists and academics working in art and technology. In-kind support may include mentorship, coaching, advice and exposure to technologies in development at partner organizations.

Particular areas of interest include the following:

- Explorations in advanced visualization and computational graphics
- Human/machine interface, EEG technology, sensors, robotics
- Sensory and extrasensory modes of perception
- Mobility: capturing/presenting/utilizing data generated by mobile devices

- Mechanics and machine design
- Data structures and data infrastructure
- Space exploration and the design of machines for environments in space
- Connection and explorations of portable identities and pseudo-identities
- Distributed experience and storytelling through multi-dimensional user experience design
- Crowd-sourced information production and human-based computation knowledge

**Evaluation criteria:**

LACMA curators and staff will review all applications and may recommend one or more projects to the Art + Technology advisory board comprised of sponsor companies and independent artists and academics. The museum director and curatorial staff will make the final selection. LACMA has sole discretion as to the number of proposals, if any, that it will pursue and accept.

Of particular interest are exploratory ideas and proposals that leave room for refinement in collaboration with technologists and the museum. In addition, preference will be given to projects that are publicly accessible, consistent with LACMA's mission, and produce models, prototypes and user data that can be shared broadly.

Projects will be evaluated according to the following criteria:

- Is the project artist-led and does it have artistic merit?
- Does the project explore emerging technology?
- Does it produce an interactive experience that can be presented in the public space of the museum (which may include virtual/online space)?
- Does the project suggest models, methods, and/or data that may be of interest to other artists and technologists?
- Does the process proposed by the artist include opportunities to present demos, prototypes or collaborative opportunities for the public during the development period?

Artists need not be based in Southern California, though we prefer project proposals that include some aspect of public demonstration and engagement with LACMA's public. Project budgets may include travel for this purpose.

The awarding of the grant may require meetings with applicants to discuss their proposals and establish detailed agreements. The grants will be awarded only after definitive agreements are reached, and the amount and timing of the disbursement of funds will be determined by the nature of each project. All artists will be required to execute a definitive agreement with LACMA (and, where applicable, third party participants) which will set forth appropriate agreements with respect to, among other things, the scope and duration of the project,

required milestones, amount and timing of funding, the involvement of third parties, intellectual property, licensing and ownership.

A grant period of up to 12 months is allowed. The timing of the award will be determined by the nature of each project and the time required to reach necessary mutual agreements. Any planning costs included as part of the project budget must be incurred during the period of support. No pre-award or post-award costs may be included in the project budget.

**Application deadline:** January 27, 2014

**Award information:** Applicants may request a grant amount up to \$50,000. All costs included in the project budget must be expended during the period of support. Applicants may include fees for their own time and/or creative effort, above and beyond direct costs, as part of the proposed request.

**How to prepare and submit an application:**

LACMA is not looking for traditional grant proposals. Some degree of uncertainty and ambiguity is encouraged, in the interest of identifying projects that truly explore new frontiers in art and technology. Of greater concern are the questions and methods you wish to explore, and the process you propose for exposing the results of your experimentation to the public.

The application should address the following questions. Please send it as a single document, preferably PDF, as an email attachment, with supporting materials as hyperlinks, jpegs and/or PDFs. Number the pages of the application, and include your name and the project name in the footer on each page of the document.

Name of project:

One sentence description of the work for which you are seeking support:

Full description of the proposed project (250 word maximum):

Please submit a bio of the principal artist or collective who will be responsible for this project (this may be in the form of a separate CV):

Please describe the artistic or creative merit of the proposed project(250 word maximum):

Why do you consider this project to be a meaningful exploration of emerging technology? (100 word maximum):

In what ways does your project inspire dialogue about the issues at hand, including the relationship between technology and culture? (100 word maximum):

Please describe your proposed plan for public engagement. What opportunities do you foresee to share prototypes, demonstrations and process with the public? (100 word maximum):

What data will your project produce that may be of interest to other artists, technologists, or arts organizations? (50 word maximum):

Please list any other sources of funding for this project, including in-kind support, and, if applicable, any conditions related to that funding or support:

Total amount requested:

Detailed project budget (please include direct costs, including materials, software licenses, etc. and any artist fees as well as fees any other contributors to the project):

If appropriate, please submit up to five images, schematics, renderings, etc. that represent the idea for your project (jpeg, PDF). Video files (.mov, mp4) of less than 5 minutes in length will also be accepted. Supporting media files are not required.

Please provide an implementation plan delineated in a chart similar to the one below:

IMPLEMENTATION PLAN

<b>KEY MILESTONES</b>	<b>START DATE</b>	<b>FUNDS NEEDED</b>
(Major steps in the project development)	(Estimated date for each project step)	(Amount of funds that will be needed)

**Questions:** Please submit questions to [lab@lacma.org](mailto:lab@lacma.org).