

The Los Angeles County Museum of Art

ART + TECHNOLOGY LAB

Year Two Request for Proposals

Deadline: February 16, 2015

The Los Angeles County Museum of Art (LACMA) is pleased to share the application and guidelines for funding for year two of its Art + Technology Lab at LACMA program.

To apply for an Art + Technology Lab at LACMA grant, please follow the application process guidelines below. Requests must be submitted electronically via the [application portal](#) by 11:59 PM on **February 16, 2015.**

All applicants will be notified by email regarding the status of their application in April.

Art + Technology Lab Year Two projects

Now in its second year of operation, the Art + Technology Lab supports projects that explore artistic applications of emerging technologies. The program offers financial and in-kind support with the help of expert partners from the fields of science, technology and engineering. Projects will be presented to the public in the form of prototypes, documentation, and work-in-progress.

Applying for an Art + Technology Lab Grant

The Art + Technology Lab Grants are open to individuals and collectives. Grants may provide financial support of up to \$50,000 per project to cover artist fees and direct costs, including materials. Recipients may also receive in-kind support from the Art + Technology Lab's Advisory Board which may include mentorship, coaching, advice and exposure to technologies in development at partner organizations. The Advisory Board includes representatives from NVIDIA, DAQRI, Accenture, SpaceX, and Google as well as independent artists and academics working in art and technology from Jet Propulsion Labs, UC Berkeley and elsewhere. In addition, through our partners in Los Angeles and London, studio space may be available to artists who require it for a period of 4 to 12 weeks.

Areas of Interest

While there is a preference for projects that explore emerging technology, prior technological experience or knowledge is not required. Artists who have not used advanced technology in their work are encouraged to consider how technology applications might build upon and expand the trajectory of their work. We are particularly interested in proposals that make poetic use of technology, or take a critical stance. We welcome proposals for projects that are presented outside the bounds of the museum campus, i.e. conceptual projects and those that

unfold in virtual or online space, or in other geographic locations. Particular ideas, areas of interest and expertise amongst our advisors include the following:

- the Internet of Things
- biological data
- issues of perception and alternate or augmented reality
- environments
- the interplay between technology and the human

We also welcome proposals that utilize museum resources, including access to data, material from our archives, information about our collection, and the use of museum digital properties as a platform for presenting projects, though that is not a requirement.

In general, applicants are encouraged to think beyond the traditional in-gallery exhibition presentation, to consider other possibilities and forms of public engagement, ranging from activities that take place in the public plazas at the museum or in the Lab itself, to outdoor, online, virtual, and even extraterrestrial environments.

Evaluation Criteria:

LACMA curators and staff will review all applications and recommend projects to the Art + Technology Advisory Board comprised of representatives from private industry and independent artists and academics. The final selection will be made by the museum director and curatorial and program staff. LACMA has sole discretion as to the number of proposals that will be accepted and supported through the Lab.

We are particularly interested in 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, data, code, or other material 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 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. Preference is given to project proposals that include some aspect of public demonstration and engagement with the museum's audience. 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 the duration of the project, required milestones, amount and timing of funding, the involvement of third parties, intellectual property, licensing and ownership.

Application deadline: February 16, 2015

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, typically within 12 months of the initial award. Applicants may include fees for their own time and/or creative effort as part of the overall request outlined in the proposal.

How to prepare and submit an application:

LACMA is not looking for traditional 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 submit it as a PDF, via the [application portal](#), making sure to answer the additional questions listed in the portal. Supporting materials should be included in the document as hyperlinks. 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:
- List 3 words that describe your proposal:
- One sentence description of the work for which you are seeking support:
- Full description of the proposed project (500 word maximum):
- Please include a bio of the principal artist or collective who will be responsible for this project (this may be in the form of a CV):
- Please describe the artist or creative merit of the proposed project (250 word maximum):
- Why do you consider this project to be a meaningful exploration of emerging technology? (250 word maximum):

- In what ways does your project inspire dialogue about the issues at hand, including the relationship between technology and culture? (250 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? (250 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 for any other contributors to the project):
- If appropriate, please include up to five images, schematics, renderings, etc. that represent the idea for your project embedded in your document in jpeg format. Video files should be of less than 5 minutes in length and included as hyperlinks to in the proposal. Supporting media files are not required.
- Please provide an implementation plan delineated in a chart similar to the one below:

IMPLEMENTATION PLAN

KEY MILESTONES	START DATE	FUNDS NEEDED
(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 or view our FAQ at lacma.org/lab.