



Recife: The Playable City Artists Brief

Watershed, the British Council and Porto Digital are offering four UK based artists and four Brazilian artists from the Pernambuco region, the opportunity to participate in *Recife: The Playable City*. This international development programme will bring together artists, creative producers and creative technologists from Pernambuco (Brazil) and the United Kingdom, to develop new ideas that use creative technology to explore the theme of the playable city. Setting out to catalyse an active community of peer learning and development, this three-week sprint will create a platform for critical and technical investigation of ideas, through a process of discussion, sharing, making and testing.

Now open for applications, we're looking for artists' seeking time and space to collaboratively research playful ideas at the intersection of art, technology, society and culture, develop experimental works and make new connections. **There are eight places available (four for UK-based artists; four for artists from Brazil's Pernambuco region), open to artists from varied disciplines.**

What is a playable city?

The Playable City is a new term, imagined as a counterpoint to 'A Smart City'. A Playable City is a city where people, hospitality and openness are key, enabling its residents and visitors to reconfigure and rewrite its services, places and stories. It is a place where there is permission to be playful in public.

Recife: The Playable City is part of Watershed's ongoing investigation into this theme, which also includes *The Playable City Award*, a £30,000 commission for an original, future-facing artwork. The winning project *Hello Lamp Post* will premiere in Bristol in July 2013.
<http://www.watershed.co.uk/playablecity/>

Recife: The Playable City

Play is a compelling and powerful tool. It can change behaviour; transform perceptions of space; and inspire audiences to participate and contribute, rather than simply observe. For this programme, participants from varied disciplines will be challenged to work together in small teams, to develop collaborative ideas that respond to the theme of The Playable City. Participants will be asked to develop ideas for playful interventions that respond to urban challenges and rethink urban public space. Each group will be supported to work up at least one idea into a prototype that can be demonstrated as part of a public event. Participants will be encouraged to focus on Recife as the city in which ideas will be presented, although within this there is much scope to consider how ideas might transpose to different cultural contexts.

We've divided the programme into two sprints: one will happen at Watershed's Pervasive Media Studio (UK) and the other at Porto Digital (BR). A sprint is generally a get-together of people involved in a project, to focus directly on development of the project. We've found that sprint formats work very well when bringing together people from varied disciplines to develop new ideas. We first piloted the idea in February 2012, when we ran The Playable City Sprint with the British Council. You can watch a short documentary from the week here:
<http://www.watershed.co.uk/dshed/playable-city-sprint> Using learning from that programme, we're now delighted to open *Recife: The Playable City* for applications.

For more information about the programme, visit: <http://wshd.to/recifeplayablecity> and <http://creativeeconomy.britishcouncil.org/cultural-leadership/news/recife-playable-city/>

When

Recife: The Playable City includes a three-week development period. Participants will spend two weeks developing ideas at Pervasive Media Studio in Bristol (UK), and one week developing work at Porto Digital in Recife (BR) as follows:

Sprint 1 Bristol: 05 - 19 Jan 2014

Sprint 2 Recife: 12-20 April 2014

Please bear in mind that travel between Brazil and the UK requires two days of time. We have endeavoured to reflect this within the advertised dates, but may require flexibility dependent on flight availability.

The Process

With an emphasis on exchange and experimentation, the process of the Sprints will include:

- Time to collaboratively develop ideas with other participants
- Online documentation of thoughts, findings and process
- Critical and technical investigation and discussion
- Interjections from interesting speakers about their work and projects
- 4x Group dinners
- Public events offering the opportunity for discussion with both peers and public

The Sprints will encourage participants to generate imaginative ideas; consider local and global contexts; research and develop prototype works; and make valuable connections that will last beyond the end of the programme.

At the end of the programme, participants will be expected to present and demonstrate their work in a public arena and produce a final report that considers process, findings and value. Event documentation and reports will be published online and disseminated through the Pervasive Media Studio and Watershed networks.

Why

The British Council, Porto Digital and Watershed are working to push forward understanding and potential usage of digital technology in the arts, for both practitioners and audiences. *Recife: The Playable City* is a unique opportunity to do this. The Sprint aims to link practitioners, institutions and audiences from across cultures to cutting-edge technologies, to produce and experience new forms of interactive, immersive and inclusive works.

In John Seely Brown's (<http://www.johnseelybrown.com/creationnets.pdf>) work on Creation Nets, he asserts that the only way to develop innovation in a fast moving digital world is to collaborate and link knowledge across sectors and organisations. Therefore for arts and culture to truly be a catalyst for innovation, there is a need for the space, resources and trust that *Recife: The Playable City* will afford. By creating a platform for exchange and a space in which to develop new works, the boundaries of both understanding and possibility will be pushed.

Who

We're looking for 8 artists (4 UK-based, 4 artists from Brazil's Pernambuco region) with open, rigorous and experimental approach, who are willing to produce work that is exposed, tested and investigated as it is developed. Artists will be encouraged to focus on collaborative exploration and process, rather than completion of a finished product.

Artists could be established or emerging, but we're seeking those interested in collaborating with technology sectors to research and extend existing practice at the juncture of new technologies and culture. We're most interested in supporting artists whose practice will significantly develop through inclusion in the programme.

The opportunity is open to both individuals and groups, but due to funding restrictions we are only able to fund one artist from any group to participate.

For UK applicants: the programme welcomes applications from varied artistic disciplines such as installation, sculpture, drawing, writing, animation, film, craft, performance, creative design, gaming, fashion, dance, electronic, live, sonic or time-based arts.

For Brazilian applicants: the programme welcomes applications from artists working within one or more of the following areas: Gaming, Multimedia, Cinema-Video-Animation, Music, Design, Photography, Fashion and Performance.

Where

Recife: The Playable City will be hosted at Watershed's Pervasive Media Studio and Porto Digital. During the programme, artists will become part of their communities of content producers, artists, academics, technologists and tinkerers, whose practices reside in diverse creative fields such as performance, live art, theatre, gaming, music, animation, television, storytelling, sonic art, craft, film & video, augmented reality, projection, sensory environments, social media, science and technology.

As part of the programme, we're also working with a host of UK and Pernambuco based Associate Organisations who are both participating and helping with delivery of project, these include Lighthouse, Cornerhouse, Site Gallery and National Theatre Wales (UK), the Secretaria de Desenvolvimento Econômico (Secretary of Economic Development), UFPE (Pernambuco's Federal University), Fundação Gilberto Freyre (the Gilberto Freyre Foundation), Prefeitura da Cidade do Recife (Recife's City Council), Delta ZERO, Fundaj, and CESAR - Centro de Estudos e Sistemas Avançados do Recife (Recife Centre for Advanced Studies and Systems) (BR).

About Watershed's Pervasive Media Studio

The Pervasive Media Studio is a city-centre research lab, bringing together artists, technologists and academics to explore the future of mobile and wireless media. Research projects are both cultural and commercial and span gaming, projections, location-based media, digital displays and new forms of performance. Run in partnership with the University of the West of England's Digital Cultures Research Centre and the University of Bristol, the studio has a great workspace, an open ethos and a can-do attitude.

<http://www.pmstudio.co.uk>

About Porto Digital

Porto Digital is an internationally renowned digital and creative industries' cluster and technological park. Founded in 2001, the park has its headquarters in the historic centre of Recife. Its buildings house over 230 companies and 7,000 employees, and its overall turnover was estimated at USD500 million (2010). Porto Digital was twice considered (2007 and 2011) the best location for innovation in the country by the Anprotec, Brazilian Association of Technology Parks and Business Incubators. For more information about the initiative, visit www.portodigital.com

What's on offer?

Each artist will receive:

Research support:

- £2000 bursary (tax inclusive) per artist
- Travel and accommodation provided
- Opportunity to focus intensively on development of an idea

Development support:

- Peer community of potential collaborators for current and future projects
- Structured process featuring research blogs, regular catch ups, discussion and feedback events

Production support:

- A small production budget to develop group prototypes of ideas

- Critical and technical advice and support
- A dedicated Brazilian Portuguese-English translator as part of each project group
- An opportunity to collaborate with creative technologists and producers
- Studio space in collaborative environments

What do we expect from you?

- Full-time attendance for the three-weeks of the programme
- A commitment to developing cross-cultural works
- Regular online documentation of progress and ideas throughout the programme
- Participation in all project events, critiques and discussions
- A willingness to contribute to the project community
- An open, rigorous, experimental approach
- Production of work which is exposed, tested and investigated as it is developed
- Presentation and demonstration of a prototype piece
- Completion of an evaluation report, interrogating process, describing findings and considering value

Timetable

Open for applications: 11th July 2013

Close to applications: 9am, 4th September 2013

If your application is successful, you will hear by: 13th September 2013

Interviews and selection: 25th September in Recife / 3rd October 2013 in UK

Sprint 1 Bristol: 05 - 19 Jan 2014

Sprint 2 Recife: 12-20 April 2014

Eligibility

We will consider applications from:

In the UK:

- Established or emerging artists who live and work in the UK (as described in the 'Who' section, page two).
- The call for UK artists is open and practitioners from varied disciplines may apply.

In Brazil:

- The programme will only consider applications from artists **nominated** by the local Associate Organisations (Pernambuco Government's Secretary of Economic Development, Pernambuco's Federal University UFPE, Fundação Gilberto Freyre, Delta ZERO, Fundaj, Recife City Council, CESAR). **Associate Organisations should contact the Brazilian project manager (contact details below) to submit expressions of interest.**
- Nominated artists could be established or emerging practitioners who live and work in the Pernambuco region of Brazil.
- Nominated artists must be working within one or more of the following areas: Gaming, Multimedia, Cinema-Video-Animation, Music, Design, Photography, Fashion and Performance.

All applicants:

- All participating artists will be responsible for any necessary vaccinations, travel insurance and their associated costs.
- Artists may apply as individuals or groups, but due to funding restrictions we are only able to fund one artist to participate from any groups applying.
- Undergraduates and students in full time education are not eligible to apply.

No other applications will be considered. If artists are unsure whether they are eligible to apply, UK artists should contact Victoria Tillotson, and Brazilian artists should contact Melina Hickson (details below).

Assessment Criteria

Project applications will be assessed against the following criteria:

- Development – Will participation in the project develop and enrich the artists' practice in the medium to long term?
- Quality and originality of past and/or current work
- Fit of project within the artists current practice
- Technology - Does the artist demonstrate a clear interest in working with creative technologies?
- Collaboration - does the artist demonstrate a willingness to work collaboratively on development of ideas?
- Impact – What is the potential impact of the project for the artist, beyond the timescale of the programme?
- Approach - Does the artist advocate an open, rigorous, experimental approach?

How to apply

If you are eligible (please see page 4) and interested in applying for *Recife: The Playable City*, please download and complete a short application form by visiting:

<http://www.watershed.co.uk/get-involved/opportunities/>

Contact

If you have any questions or queries please contact:

UK contact:

Victoria Tillotson, iShed Producer, Watershed
victoria@watershed.co.uk / +44 (0) 117 370 8872

Pernambuco contact:

Melina Hickson, Project Producer, Fina Produção
melina.hickson@gmail.com / 81 30372531 or 81 96572531

Recife: The Playable City is a Watershed project delivered in collaboration with Porto Digital and the British Council, as part of the UK/Brazil Transfom programme. The project is supported by the British Council's Creative Economy programme and the Arts Council England, and it draws on Watershed's experience in working at the intersection of culture and digital technology to bring together British and Brazilian artists, producers, entrepreneurs and digital experts to explore and develop new ideas that encourage audience engagement and participation in culture.

For more information about the programme, visit: <http://wshd.to/recifeplayablecity> and <http://creativeeconomy.britishcouncil.org/cultural-leadership/news/recife-playable-city/>

About Watershed and the Pervasive Media Studio

Watershed is a cross-artform venue and producer, sharing, developing and showcasing exemplary cultural ideas and talent. Through curation of people, ideas and spaces, Watershed enables artistic visions and creative collaborations to flourish and produces work that cuts across film, music, theatre, design, visual and applied art, and the creative and technology sectors. The Pervasive Media Studio is Watershed's city-centre research lab that brings together a network of over 180 artists, technologists and academics to explore the future of mobile and wireless media. Run in partnership with the University of the West of England's Digital Cultures Research Centre and the University of Bristol, the studio has a great workspace, an open ethos and a can-do attitude.

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About the British Council

The British Council is the UK's organisation for international cultural relations. With offices in over 100 countries, they create international opportunities for the people of the UK and other countries through cultural, education and social projects.

The British Council's **Creative Economy Unit** was established in 1999 to work with UK and international creative industries and cultural policy-makers to co-create programmes that empower local creative talent, boost cultural policy, improve infrastructure development and increase international connections. By helping to shape thinking amongst policy-makers while also building entrepreneurial and leadership capacity, they aim to encourage collaborative change across sectors and increase collaborations between cultural production, enterprise and digital technology, accelerating growth in R&D and new business models in culture. For more information about their work, visit www.britishcouncil.org/creativeeconomy

About Transform

British Council Transform is a new arts and creativity programme over 4 years, aiming to develop the artistic dialogue between the UK and Brazil. Transform enables artists and professionals from the cultural sector in both countries to share experiences and collaborate to bring about significant creative and social change for institutions, individuals and communities. For more information about the programme, visit <http://transform.britishcouncil.org.br/en>

