



CALL FOR PRODUCER

Redmond, Washington

- Application Open:** February 14, 2017
- Deadline:** March 14, 2017
- Location:** Downtown Redmond, Washington
- Disciplines:** Live contemporary performance, presentation and community engagement
- Program Dates:** June 1, 2017 – October 1, 2017 (flexible)
- Project Budget:** Up to \$20,000 all-inclusive of:
- Up to \$5,000 for producer/performance curator fee
 - Up to \$12,000 for performance fees
 - Up to \$3,000 for promotional activities (Optional Task 1)
- Contact:** Jessica Rubenacker, Cultural Arts Administrator, 425.556.23167 or jarubenacker@redmond.gov

Call: The City of Redmond is inviting producers of contemporary performance, presentation and community engagement to submit their application to produce the 2017 Season of the Redmond Moving Art Center. This facility is a mobile stage that brings contemporary art and ideas into the heart of Redmond. It invites artists, businesses, city and community into shared creative endeavor, exploring in partnership the possibilities of the live arts and living artists as agents of social change and urban transformation. A producer is needed to select and pay performers and integrate the promotion of the Center and participatory opportunities aimed at residents and Redmond's cultural community into a programmatic and site-specific whole. We are particularly interested in producers/curators with expertise in music, dance, theater, educational presentations, and/or other live acts and community engagement that would draw attention and excitement of people to the streets of Redmond's Downtown Cultural Corridor and along the Redmond Central Connector trail.

Timeframe: The successful producer/performance curator will create an initial draft of a program plan under a contract that speaks to Redmond's Downtown Cultural Corridor context which will be **due by May 1, 2017**. The curator/team will begin duties on **June 1, 2017** (tentatively), under the production phase of the contract for an anticipated **six-month period**, with an option to renew for the 2018 season.

Requirements: The Producer/Performance Curator or Curatorial Team will be required to:

- Conduct research into the sites, audiences and programmatic themes for the Center in collaboration with City Staff;
- Develop a 6 month program plan that achieves the goals of the Center and in alignment with specific recommendations from City Staff for a focus on the Cultural Corridor and Redmond Central Connector (Phase 2 opens in June 2017)
- Book artists and performers and administer their contracts and payments;
- Present between 3 to 5 unique street-side activations and other smaller performances as the budget permits;
- Provide opportunities for community participation;
- Promote activities and events in collaboration with City Staff.

Optional tasks

1. The Team has the option to take the lead on promoting the Center with additional funds
2. Pending qualifications, managing our "Community Partner" series, including event programming for Make Music Day (June 21), Derby Days (July 8), and Welcoming Week (mid-September)

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BACKGROUND

In 2013, the Redmond City Council approved the *Downtown Cultural Corridor Master Plan*. This plan identifies the role of art and culture in the redevelopment of Downtown Redmond, specifically, in the Cleveland Streetscape and Couple Conversion Project, the transportation portion of the Downtown vision. When completed, the suburban one-way couplet of Redmond Way (one way traveling west) and Cleveland Street (one way traveling east) will be transformed into a two way urban grid with a festival “main street” along Cleveland Street. The *Master Plan* identifies a number of strategies and opportunities to ensure that the cultural arts grow in step with urban development. The focus of these strategies is on social practice artwork and the creation of platforms for creative endeavor that facilitates active participation between artists and residents and public-private partnerships.



A 2013 map of Redmond's Downtown Cultural Corridor. Please note that the available retail space and development projects have changed. Visit our website for a full copy of the Master Plan: www.redmond.gov/culturalcorridor

The Redmond Moving Art Center was the first public art project to be implemented as part of the *Master Plan*. The project is designed as a temporary public art intervention that takes advantage of the construction phase of the Cleveland Streetscape and Couplet Conversion project by traveling along and activating the Cultural Corridor. The first phase of the project, the Cleveland Streetscape, was completed in early 2015, and the second phase, the Couple Conversion, will be completed in 2017. The Redmond Moving Art Center will be integrated into the project construction schedule, becoming a symbol of the gradual emergence of the new urban grid system and vibrant Cultural Corridor.

Downtown Redmond is home to a highly diverse group of young families and professionals from around the world. People who identify themselves as ethnically Asian or Hispanic and Latino represent one-third of the community. One-third of Redmond households speak a language other than English at home, similar to Redmond's foreign born population. Redmond is also becoming younger and more urban in lifestyle. The largest demographic are people aged 25-45 who constitute 39% of the population as compared to the national average of 26%. Half of residents are new to Redmond within the last five years and an increasing portion rent (45%) as opposed to own their homes. And yet throughout this profound social change there are no dedicated arts venues to make cultural connections and build creative community in the Downtown core.

The Moving Art Center Season plans to draw people together through unique programming that appeals to this growing, diverse community, by addressing urban issues like the quality of street life, building more cohesive community connections, and integrating a rapidly changing municipal identity.

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ABOUT THE REDMOND MOVING ART CENTER

Artist Janet Zweig designed the Center as a temporary public art installation.



The mobile theater is a both a sculpture and a mobile trailer that opens up to become a canopied platform for art and performance. Rendering courtesy of the artist.



It measures 22' long by 8' wide by 11' high and can be towed to various locations. It has dark wood interior, dimmable spotlights and fill lights, interior batteries that power the lighting, and an A/C outlet for additional capability.



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HOW TO APPLY

Those wishing to apply should submit all of the following items combined into **one** PDF document:

1. **A statement of interest** (maximum 500 words) that explains your:
 - a. *Experience* as a producer and/or curator of contemporary performance, presentation and community engagement;
 - b. *Unique abilities* that you bring to this project, and;
 - c. *Interest* in the Redmond Moving Art Center.
2. **A current CV** for each team member, 2 pages maximum for each member.
3. **Biography** for each team member.
4. **Portfolio** of past work; one of the following:
 - Six to ten images
 - Publications that document curatorial/producer work in contemporary performance (may be attached separately)
5. **Black-out dates** between June 1, 2017 and October 1, 2017 in which you are not available.
6. **Contact details for two current references** who can speak to your work producing or curating contemporary performance over the past 3-5 years.

Optional application materials:

7. **Promotions statement of interest** (maximum 500 words) for teams interested in *Optional Task 1* to take the lead on promoting the Center that explains your:
 - a. *Experience* with successfully promoting contemporary performance, and;
 - b. *Promising strategies* you would pursue to successfully cultivate and inform a following for the Redmond Moving Art Center.
8. **Portfolio** of past work:
 - Six to ten images
 - Publications that document promotional work in contemporary performance (may be attached separately)

The curator will be selected through a process of open competition. Criteria for selection will be:

- Quality and strength of past artwork
- The 'fit' between the curatorial and community engagement practice and the Downtown Redmond context
- Level of experience of contemporary performance and presentation
- Commitment to the role of the live arts and artists in civic life
- Availability of the artist

Applications should be submitted by email (preferred) to Jessica Rubenacker, Cultural Arts Administrator, at jarubenacker@redmond.gov, no later than **Tuesday, March 14 2017 at 5pm.**

Physical applications or materials should be delivered to **Jessica Rubenacker** at the following address no later than **Tuesday, March 14, 2017 at 5pm:**

By Mail	By Hand Delivery
City of Redmond MS:4NPK PO BOX 97010 Redmond, WA 98073-9710	Redmond City Hall Second Floor Service Desk 15670 NE 85 th Street Redmond, WA 98052

For more information please call Jessica Rubenacker at 425.556.2367 or visit our website: www.redmond.gov/arts