



URBAN CITIZEN INNOVATION MEETING
“LA RECONQUISTA DEL ESPACIO PÚBLICO”
(“RECONQUERING PUBLIC SPACE”)

VALPARAÍSO, 2017

NOVEMBER 06th to 09th

CALL FOR ACTIONS
1st URBAN CITIZEN INNOVATION CONTEST

1. INTRODUCTION

The launch of the “1st Urban Citizen Innovation Contest” has been organized by the NGO Espacio Lúdico and sponsored by PPS (Project for Public Spaces), Avina Foundation and the community CivicWise within the framework of the “Urban Citizen Innovation Meeting - Placemaking Latin America” (From now “Meeting”) to be held in November between the 6th and the 9th, 2017, in the Parque Cultural Ex Cárcel and around the city of Valparaíso-Chile.

The central theme of this contest is “Reconquering Public Space”, promoting the creation of Ludic Spaces for social gatherings, leisure, recreation, play and, above all, dialogue through innovative activations of neighborhood and/or public spaces, thus promoting participation, collaboration, social inclusion, the application of new technologies, community relations and local development , among others.

Therefore, Urban Activators from all different fields (art, architecture, performance, sociology, history, urbanism, activism, design, music, literature, etc.) are called to participate with their proposals of Urban Innovation of an ephemeral and light nature, to be presented, implemented and executed during the days of the Meeting in the city of Valparaíso - Chile (November 6th, 7th, 8th and 9th).

These will be implemented through easy and quick interventions “**Lighter, Cheaper, Quicker**” (PPS) aiming for a higher creativity, exploration and transformation of Public Spaces.

“For Espacio Lúdico the appropriation of the Public Space is a task that cannot be postponed, considering the individualist social system that has been consolidated by the urban development models promoted by the economy. From this analysis, we understand that the Ludic Action in the city is a powerful strategy to collectively incite the “Reconquest of Public Space”

“**Ludic Actions**” will be understood as social and urban interventions, which aim to foster and promote collaboration, participation, social and cultural development among neighbors through the activation of public spaces by using art, architecture, design, fashion, technologies, new media, installations, markets, parties, sports, performance and every stage of creation.

2. GENERALITIES

It is important to highlight that the present Meeting will be held in conjunction with the XX Architectural and Urban Design Biennial, and the presented proposals cannot be those selected for the execution of the “Challenges” of the Biennial.

Furthermore, they may take part in the contest as an independent person or in teams, as a natural person(s) or representing some organization, institution, studies, company, etc. The person, as well as the team, must have at least one representative of the proposal (+ 18 years old) with whom the organizers shall get in contact with if selected.

3. PLACE

The contest will have available 5 Public Spaces for proposals. In case the proposal requires it, the presentation of Actions intending to activate the immediate surroundings of each public space will be accepted. The selected proposals should establish a method and/or strategy to link the local community to the project, either at the stage of development, execution and with special emphasis on implementation.

For this instance, the management of permits of Public Space and others, to be able to carry out the execution of the Actions, will be previously managed by the organizers of the contest.

The 5 Public Spaces proposed for the presentation of the Actions proposals are available in the following link: [PLACES](#)

4. ACTIONS

The contestants will be able to present a maximum of 2 Actions, each aimed for a particular space, in other words, two Actions cannot be submitted for the same space.

Five Actions will be selected and presented, published and executed during the program and the days where the Meeting will take place.

The selected person or team, will enter a second phase of the present contest, where they will be summoned to 3 coordination rounds of proposal (on-site or via hangout) with the object of **fine** tuning and collaborating in order to answer all types of doubts regarding the presentation of the Action to the community and its execution.

Each one of the selected projects will have a maximum of \$2.000.000 CLP- (two million Chilean pesos gross) to cover all the costs of the execution of the Actions proposed (all kinds of material, manufacturing, freights, hires, machinery, etc.). A maximum of 10% of the maximum amount utilized may be available for fees / per diem. It will not be allowed to use these amounts for transportation costs (airplane - bus). Any type of extra cost to the amount indicated above will be borne by the selected representative, and must credit its financing and disclose any sponsor and/or brand it may have with it. A budget of the project expenses must be provided through receipts and/or other legal documents.

The images of the selected projects will be presented on day 1 under the frame of the opening of the Meeting. Day 2, 3 and 4 will be dedicated to the execution. Additionally, on day 4 the presentation and implementation of proposals will be held (see point 8). In case the project requires it, the selected teams will be received before the 1st day of the Meeting, thereby granting more days for the execution of the Actions.

"A good City is like a good Party"

Jan Gehl

5. APPLICATION FORMAT

Applications must be done through the webpage www.placemakinglatinoamerica.com, entering the available Application Form and uploading the following documents, among others:

PROPOSAL

- Title of the Action
- Place of the Action
- Description (250 words)
- Objective and/or issue to be treated (100 words).
- 1 PDF slide size A1 horizontal (free technique in which the proposal is explained and understood with its methodology)
- 1min. video, sent through Vimeo, Youtube or similar link (optional).
- Budget and Costs Spreadsheet
- Key words (4 to 6 #hashtags)

APPLICANT

- Author(s) Name(s)
- Representative Email
- Institution, if applicable (optional)
- Biography (50 words narrating the Action history linked to Public Space)
- Web
- Social Networks contact
- Country
- City

The following supplies will be provided through the Meeting's webpage:

- Planimetry, location and general background of the places where the proposals will be carried out.
- Images of such places.
- Excel spreadsheet of budget and project costs.

6. EVALUATION CRITERIA

Innovation and Creativity in the ludic practice of involvement, Landscape: relation and value with the place and its surroundings, ability to identify opportunities, relationship with the resident community, capacity of activation and attraction of the public, generation of synergy, generation of diversity.

In addition to this, the effectiveness of the implemented methodology will be evaluated (Point 3) based on the acceptance and links with the neighbors, measured on the degree of their participation in the stages described previously. Note that the jury vote is issued after seeing the proposals working.

Finally, through the vote of the curatorial team + local guests, the awards ceremony of the "1st Urban Citizen Innovation Contest" will be presented at closing party of the "Meeting", with the following prizes:

7. PRIZES

The 5 selected projects will be part of the research project "**Reconquering Public Space**" (La Reconquista del Espacio Público) to be carried out by the research area of the NGO Espacio Lúdico, with the aim of reviewing and raising the indexes and effects of activations in society, territory and its environment.

"Play is the highest form of research"

Albert Einstein

Finally, through the voting of the curatorial team + local guests, the awards ceremony of the "**1st Contest of Urban Citizen Innovation**" will be presented at the closing party of the Meeting, with the following prizes:

1st Place: \$ 1,500,000 clp.- + publications related to the Meeting and its dissemination.

2nd Place: \$ 1,000,000 clp.- + publications related to the Meeting and its dissemination.

3rd Place: \$ 500,000 clp.- + publications related to the Meeting and its dissemination.

4th and 5th place: Honorable Mentions + publications related to the Meeting and its dissemination.

8. KEY DATES

June 7th: Contest Launch.

20 de Julio: Closing of Applications

2nd week of August: Announcement of selected proposals

August: 1st coordination round of selected proposals

September: 2nd coordination round of selected proposals

October: 3rd coordination round of selected proposals

November 6th

- Opening of the "Meeting" and show of selected proposals.

- Recognition and handing over the areas for the execution of proposals.

- Provision of place for work operations and store material.

November 7th and 8th:

- Execution of proposals and realization of workshops.

November 9th:

- Execution of proposals and realization of workshops.

16:00> Presentation and opening of proposals. Tour of the jury through each proposal.

20:00> Closing Party and Awards Ceremony.

** The dates of the coordination rounds may vary in case the organization requires it.*

** One of the three rounds mentioned above will be held in the selected Public Spaces, in order to identify all kinds of conditions of the place to be considered and safeguarded for the effective implementation of the Action. The organizing team shall send a report with the items that should be considered in the proposal for those international applicants who cannot attend this round.*

For further inquiries, please write to cfa@placemakinglatinoamerica.com