ABOUT Code:ART

The City of Palo Alto Public Art Program will launch its fourth interactive media event, Code:ART, a three-evening festival which re-imagines Palo Alto's plazas, alleys, and public spaces through interactive light, sound, and motion. The artworks should invite play and participation, engaging visitors in an event that outwardly reflects the creative community and culture that thrives here. All installations should have a nighttime presence and interactive component.

The festival, held on October 16, 17, and 18, 2025, 5-10 pm, will feature a large-scale immersive projection artwork on the front facade of City Hall, a major interactive media artwork at Lytton Plaza, and four additional interactive installations, so-called Urban Interventions, that will activate or reimagine downtown storefronts, alleys, parking lots or blank walls in new and inventive ways. Public Art Program staff will offer free public tours each evening of all project sites. Additionally, the City of Palo Alto in partnership with various community partners may host collateral events, including panel discussions, exhibits and performances.

EVENT DATES: October 16-18, 2025, 5 – 10 PM

ARTIST OPPORTUNITY: LYTTON PLAZA INSTALLATION

The City of Palo Alto Public Art Program seeks artists working at the intersection of art and technology to create an exciting interactive media artwork for temporary installation, anchoring the **Code:ART** festival **October 16, 17,** and **18, 2025.** As a highlight of the festival, the Artwork will have a strong evening presence, spark curiosity, and invite interaction and play. Artists interested in being considered for this opportunity and intending to create an original site-specific artwork are invited to submit their qualifications with samples of previous work and a statement of the intended artwork. Artists may also propose an existing artwork that would be appropriate to the theme and format of Code:ART and may be customized to fit the exhibition site in Palo Alto. The Artwork will be displayed at a key downtown site, Lytton Plaza, demonstrate exceptional quality and innovative uses of technology, and offer meaningful public engagement and social exchange. With a minimum display period of three days, the Public Art Program staff may consider extending the exhibition of the artwork for a prolonged period of time after the conclusion of Code:ART to continue to draw visitors downtown. The Artwork may manifest as but is not limited to an outdoor immersive multimedia experience, audio-visual performance, interactive sculptural or architectural-scale installation, and feature interactive augmented reality, robotics, and digitally generated objects, etc. The project artist / artist team will be selected by a panel of arts professionals, community representatives, and Public Art Program staff to ensure artistic excellence. The selected artist is expected to attend the festival, take part in public events, and interact with members of the public, press and festival partners at their installation site.

BUDGET: $20,000 to design, realize, and install the Artwork during the 3-evening festival. The art budget is inclusive of transportation, hotel and travel expenses, installation, and removal costs. The Public Art Program may provide a structural engineer to assist with ideation and design development to ensure the artwork meets the City's requirements for public safety, weight limits, and other criteria. Artist will be required to provide certificate of general insurance.

ARTIST OPPORTUNITY: URBAN INTERVENTIONS

The City of Palo Alto's Public Art Program is inviting media artists, designers, inventors, and innovative thinkers creating work at the intersection of art and emerging technologies to submit their qualifications for Urban Interventions. Artists interested in being considered for this opportunity and intending to create an original interactive media artwork are invited to submit their qualifications with samples of previously completed work and a statement for the intended artwork. Artists may also propose an existing artwork that would be appropriate to the theme and format of Code:ART and may be customized if needed to fit the exhibition site in Palo Alto. Four Urban Interventions will be selected to receive up to $8,000 stipends and technical assistance for installation in various locations downtown Palo Alto for the duration of 72 hours. These interactive projects placed in the downtown corridor re-imagine Palo Alto's plazas, alleys, and public spaces through interactive light, sound, and motion. They may be but are not limited to immersive experiences with augmented and virtual reality, game-based installations, dynamic projections and video-mapping, or physical interactive installations. The Urban Interventions will tap into innovative technologies, activate public spaces downtown (i.e., streetscapes, storefronts, alleyway, parking lots, and blank walls) in new and creative ways, and encourage community engagement. Selected Urban Interventions will have a strong evening presence, spark curiosity, and invite interaction and play. The projects will be selected by a panel of arts professionals, community stakeholders, and Public Art Program staff to ensure artistic excellence. The selected artists / artist teams are expected to participate in the festival, take part in public events, and interact with the members of public, press and festival partners. Selected applicants must be able to commit to having a representative on site for the Urban Intervention each of the festival days from 5 – 10 pm to interact with the public. Depending on the nature of the interventions, participants may be asked to take down and set up the installation each day.

BUDGET: $8,000 to design, realize and install the Urban Intervention during the 3-evening festival. The project budget is inclusive of transportation, travel and lodging, placement and removal costs, and insurance.

SUBMISSION REQUIREMENTS: Due by **Friday, October 18, 2024 at 11:59 PM (PST).** All applications must be submitted online via SlideRoom (http://CPApublicart.slideroom.com), an online application system for artist calls. There is no application fee for artists to submit their application using SlideRoom. Applications that are submitted via email, post, or in person won't be considered.

For those artists interested in creating an original site-specific artwork and submitting just qualifications, the submission materials should include:

- **Artist Statement** that describes your art professional experience including the latest artworks in the media discipline and addresses your interest participating in Code:ART. If applying as a team: please clarify collaborations and outline roles.
- **Five (5) Images** of previous work including most recent commissions and realized projects. Please submit only successfully realized projects or renderings for commissioned projects that are in process. Please label renderings as such. Please do not submit proposal renderings that have not been selected for implementation.
- **Annotated image descriptions** including title, date, location, materials, art budget, and a brief description (up to 3 sentences). For team application, please indicate the lead artist for each project and each person's role in the artwork.
- **Artist's Current Resume**

For those artists proposing an existing artwork, the submission materials should include:

- **Artist Statement** that describes your art professional experience including the latest artworks in the new media discipline and addresses your interest participating in Code:ART. If applying as a team: please clarify collaborations and outline roles.
- **Detailed description of the proposed artwork** and how it may be customized to a Palo Alto setting, including project specifications, dimensions, infrastructure requirements and budget.
- **Five (5) annotated images** or renderings of the proposed project.
- **Artist's Current Resume**

If you have initial thoughts about the direction of what you would like to create for Code:ART, please share that in a general proposal. Full project proposals are not expected at this time.

INSTALLATION SITES: The festival will take place downtown Palo Alto, mainly focused around King Plaza, Lytton Plaza, on University Avenue and Hamilton Avenue - installation sites are TBD. Explore potential sites with Mapme. The City cannot guarantee that if your project is selected, you will be given a preferred location, but staff will take preferences into account.

ARTIST SELECTION CRITERIA:
-   Artistic Excellence: impact and strength of past work as demonstrated in the submitted application materials.
-   Demonstrated ability to design and realize interactive media artwork applying innovative uses of technology and providing a meaningful public engagement.
-   Appropriateness to the theme of Code:ART (for existing artworks).
-   Demonstrated ability to design and realize an Urban Intervention that would foster accessibility, inclusion and shared experiences between people of diverse backgrounds;
-   Reflect the unique character of Palo Alto and its communities and be appropriate to the theme of Code:ART;
-   The installation will be safe for the public, durable and able to sustain heavy use over a 72-hour period.

ARTIST SELECTION PROCESS: A selection panel comprised of the Public Art Program staff, art professionals, and community representatives will review the artist qualifications and select up to three finalists for a follow-up interview for the Lytton Plaza Installation. A stipend will be awarded to each finalist a panel presentation. Based on the interview process, the panel will select one finalist for the Lytton Plaza Installation to recommend to the Public Art Commission for approval for the creation of the Artwork. The selection panel will also select up to four finalist concepts for the Urban Interventions.

ARTIST ELIGIBILITY: The call is open to individuals and groups of artists, designers, inventors, and innovative thinkers over the age of 18 residing in the United States, as well as international citizens with a US work permit. If applying as a team, at least one member must be over the age of 18 to enter into a legal contract with the City of Palo Alto. Artists may apply for both the Lytton Plaza Artwork and Urban Interventions calls but may be awarded only one commission. Applicants residing in Santa Clara and San Mateo counties are particularly encouraged to apply. Artists who have participated in Code:ART twice before are not eligible to re-apply.

TENTATIVE TIMELINE
September 4, 2024 – Call for Artists (RFQ) released
October 18, 2024 by 11:59 PM (PST) – Application deadline
November, 2024 – Artist selection and PAC approval
November-December 2024 – Artist contracts & Lytton Plaza Project Artist approval
March 2025 – PAC informational updates about Urban Interventions
March-September 2025 – Further concept and design refinement, production / fabrication. Share updates with Public Art staff for social media promotion
August 2025 – Artist virtual meet-up, concept presentations

October 16-18, 2025, 5-10 PM – Code:ART Festival (Artist is expected to attend the entire festival, take part in public events, interact with the members of public, press and festival partners.

Post Festival: Installation breakdown, share photos/content and event feedback with staff

STAY CONNECTED: With questions about Code:ART or the application process, email Nadya Chuprina, Public Art Program Coordinator at nadya.chuprina@cityofpaloalto.org.

Sign up to the Monthly Newsletter.

Follow us on Facebook and Instagram @publicartpa.

ABOUT THE PALO ALTO PUBLIC ART PROGRAM: The Palo Alto Public Art Program promotes the highest caliber of artwork, commissioning memorable public artworks and experiences that stimulate discussion and thoughtful reflection, celebrating Palo Alto's character and enhancing civic pride and sense of place. Learn more about the program here:

www.cityofpaloalto.org/publicart