

# 20 SECONDS FOR ART

EIN WETTBEWERB VON

INFOSCREEN &



KUNST IM ÖFFENTLICHEN RAUM WIEN

**Open, single-stage design competition for an artistic spot on the subject of “City-Scape”, to be shown on all INFOSCREEN displays within the city’s network in July and August 2015.**

## 1. General

**Awarding authorities:** Kunst im öffentlichen Raum GmbH (“KÖR”)  
A-1070 Vienna, Museumsplatz 1, Stiege 15  
and  
INFOSCREEN Austria Gesellschaft für Stadtinformationsanlagen GmbH (“INFOSCREEN”)  
A-1030 Vienna, Hainburgerstraße 11

**Provided service:** artistic spot on the subject of “City-Scape”

**Type of procedure:** anonymous, single-stage design competition followed by direct award

**Closing date for entries:** **April 15, 2015, 12am (time of receipt)**

Note is made of the fact that the estimated value of the order lies below the threshold for direct awards. Therefore the planned design competition must be classified as a market survey for the subsequent direct awarding of the order to the selected artists. The provisions of the 2006 Federal Act on Public Procurement (Bundesvergabegesetz, BVergG 2006) concerning procedures whose scope is smaller than the threshold value or competitions do not apply. Only the following provisions of this call and the provisions applicable to direct awards according to the BVergG 2006 shall apply to this design competition and the subsequent direct award.

## 2. Subject and objective

The competition calls for soundless twenty-second spots on the subject of “City-Scape” which interpret this theme in an artistic manner. The objective is to make the subject of art in the city of Vienna’s public space accessible to a broad public via cityscapes.

The spots should embody artistic examinations of the themes “city” and “urbanity”. Questions of the public sphere and the role of public art can be used as a starting point. To which extent does public art work as a hub for information exchange? Where do centres of communication open up and which scopes do they enable? Which kind of encounters do they facilitate? Where does public art position itself within these interplays?

Each of the selected spots will be shown on the INFOSCREEN displays of the city’s network every seven minutes for a period of two weeks in each case from July to August 2015.

Artists may choose one or both of the following media:

- Medium I: 44 screens in the subway stations
- Medium II: 570 screens in low-floor trams and buses

Overall four or, at most, eight winners will be selected.

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### 3. Target group

The call is directed at artists, students of art, graphic art, or film, graduates in these fields, as well as persons working in the sphere of art from Austria and abroad who are at least eighteen years old.

INFOSCREEN shows its programs in public space and thus addresses a heterogeneous and widely diversified group of viewers, including children. This is why content which offends religious sentiment or contains violence or sex cannot be a subject of the spots. KÖR and INFOSCREEN are entitled to exclude spots from participating in the competition if they consider these to contain non-admissible content.

### 4. Submission

Participants in this competition are requested to upload their spot online in digital form to the subsite created especially for the occasion: [www.koer.or.at/20secondsforart](http://www.koer.or.at/20secondsforart). All other information can also be found at this address.

### 5. Technical requirements for the spot

#### a) Format for online submission

Length of the video: 20 seconds  
Frame rate: 25 frames per second  
Format: MP-4 movie  
Aspect ratio: 16:9  
File size: max. 10 MB  
No sound

#### b) Formats for presentation on INFOSCREEN (only applies to selected winners of the competition)

Aspect ratio: 16:9, width 1024 pixels, height 576 pixels  
Color mode: RGB  
Final format: wmv

AVI: resolution 1024 x 576 pixels  
Frame rate: 25 frames per second, progressive  
Uncompressed video

QuickTime: resolution 1024 x 576 pixels  
Frame rate: 25 frames per second, progressive  
QuickTime for Windows, uncompressed

#### c) Text formats

To guarantee that your information can be read on all screens without any difficulties, your text elements should be 40 points at least. (This figure refers to our standard resolution 1024x576 px)

#### d) Animation

Cross-fades, movements, and effects take up a certain amount of time. As a rule of thumb, it takes at least 3 seconds to catch the depiction of a freeze image. Each cross-fade etc. takes up to 1 second of the spot.

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## 6. Schedule

Period of presentation:	8 weeks, from July 6 to August 30, 2015
Period of presentation for each of the selected spots:	two weeks
Opening party:	late June 2015

## 7. Place of presentation

In 1998, INFOSCREEN established a media genre of its own in Austria. Since then, an intelligent program has helped its viewers in subway stations, on trams, and on buses to while away the time they wait for transportation or spend travelling from one place to another. INFOSCREEN is to be found where the highest degree of attention for its program is granted: in public transit and its access areas. This makes INFOSCREEN the only digital news and information medium in public space with an audience running into millions in Austria. In Vienna, the daily changing program is currently shown on 614 screens in subway stations, trams, and buses.

## 8. Presentation of the winners' spots on INFOSCREEN displays

Five-second opener by INFOSCREEN and KÖR followed by a twenty-second spot, frequency: every seven minutes

## 9. Course of the procedure

### a) Type of procedure

Anonymous design competition for an artistic spot on the subject of "City-Scape" followed by direct awarding.

### b) Course of the procedure

- 1 The participants in the competition are requested to upload their spot in digital form (see item 5 "Technical requirements for the spot") to the subsite created especially for the occasion: [www.koer.or.at/20secondsforart](http://www.koer.or.at/20secondsforart) by April 15, 2015, 12 am, and to fill in a project description and the contact form.
- 2 Any spots which do not meet the requirements of this call (see item 5) will not be considered further. Similarly, any spots by artists who do not meet the requirements of this call will not be considered further. They will not be notified separately about not being considered.
- 3 In the event that more than 50 spots are uploaded to the subsite specified above, the jury members will make a remote advance selection of works (short list), which will then be assessed in the jury meeting. Advance selection is based on the following criteria:
  - I artistic quality and
  - II fulfilment of the objective of the call
- 4 The spots which have been uploaded by the participants in the competition will be appraised in a jury meeting in late May 2015 based on the specified appraisal criteria and the best four – up to a maximum of eight – winners will be selected.
- 5 The selection of the winners will be based on the following appraisal criteria; each of the appraisal criteria have the same weight and appraisal will be conducted based on the Austrian system of school grades:
  - I artistic quality
  - II fulfilment of the objective of the call (visualization of art in public space via cityscapes)
- 6 The number of winners (four to eight) shall depend on which media are chosen by the participants in the competition (see item 2).

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7 The winners will be notified in time following their selection and receive the order by direct award. The agreement shall be entered into by and between the respective winners and KÖR/INFOSCREEN. The submission documents shall not be returned. Except for the four to eight winners, the other participants in the competition shall not be notified in person.

## 10. Jury

The jury comprises the following experts, who will provide the subject with greater presence. KÖR reserves the right to make any changes in the composition:

Eva Maria Stadler (KÖR jury president), independent curator and university lecturer  
Marie-Therese Harnoncourt (KÖR jury member), architect at next ENTERprise - architects  
Edith Frauscher, INFOSCREEN Cultural Cooperation Projects  
Stefanie Paffendorf, INFOSCREEN Director Editorial Department  
Gerald Bast, rector University of Applied Arts, Vienna

## 11. Granting of rights

### a) Rights to the spots

Only the participants in the competition shall enjoy any and all intellectual property rights to the uploaded spots. They shall be the only ones – except for the rights granted in the following – who are entitled to dispose of them. By uploading a spot, the artist grants KÖR and/or INFOSCREEN the right to reproduce the film in the required number for the jury members and send it to them for the jury meeting.

Regarding the award-winning spots, the participants in the competition shall grant the rights described in the following:

### b) Granting of rights

By uploading spots according to item 5, the participants in the competition irrevocably grant KÖR and INFOSCREEN the unrestricted right in terms of subject matter, space and time to exploit the spots. KÖR and INFOSCREEN shall be entitled to exploit the spots in any type of use currently known or which becomes known in the future either themselves or via third parties and make them known by publishing them, particularly reproducing, disseminating, transferring or showing them in a wireless or wired form, presenting them and making them available („right of exploitation“). With exploitation of a spot, the participant in the competition shall in each case be named as the creator. KÖR and INFOSCREEN shall be entitled especially without any payment obligation to show, disseminate, reproduce or publish the uploaded spots in other forms such as advertising announcements or reports about the competition, whether in their own or other publications, fully or shortened, and use them for advertising purposes. Any exploitation of the spots which exceeds this scope, is financially profitable or for advertising and pursues purposes other than presenting the competition or the activities of KÖR or INFOSCREEN shall be excluded from this right of exploitation and shall require a separate agreement.

### c) Declaration of participants in the competition

The participants in the competition declare to be the sole creators of the spots and the materials required for them and/or be equipped with the necessary rights to submit the spot and transfer the rights to the work to KÖR and INFOSCREEN, and specifically not to have removed any parts unlawfully from the content of other works within the meaning of the Copyright Act (Urheberrechtsgesetz), and also to have any and all required permits and approvals of depicted persons or works of art. The participants in the competition shall indemnify and hold KÖR and INFOSCREEN harmless in case any claims are raised by third parties due to alleged violations of rights resulting from the use of the spots as part of the granting of rights including any lawyers' and court fees.

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## 12. Prize

### **The prize money amounts to EUR 1,000 net.**

This shall compensate for the granting of rights. Any further cost reimbursement or compensation for expenses shall be excluded. This prize money shall be payable to each winner selected in the course of the jury meeting. In addition, the award-winning works submitted in response to the call for an artistic spot on the subject of "City-Scape" will be shown on the INFOSCREEN displays of the city's network for two weeks each in 2015.

## 13. Compensation for expenses

The participants in the competition who are not among the winners shall not be granted any compensation for expenses.

## 14. Return of the spots

The spots that have been uploaded to KÖR's subsite as well as any copies made for the jury which do not come from the selected winners shall be deleted by May 31, 2015. The spots shall not be returned. Therefore the participants in the competition shall themselves be responsible for backing up the spot.