CALL FOR ARTISTS
REQUEST FOR QUALIFICATIONS

COMMISSION OF A PUBLIC ARTWORK FOR NEUCHÂTEL'S CENTRAL PLAZA IN NUEVO POLANCO, MEXICO CITY.
By MIRA and MASSIVart

DEADLINE
June 29th, 2020, 23:59 hrs (Mexico City time, CST)

MIRA × MASSIVART

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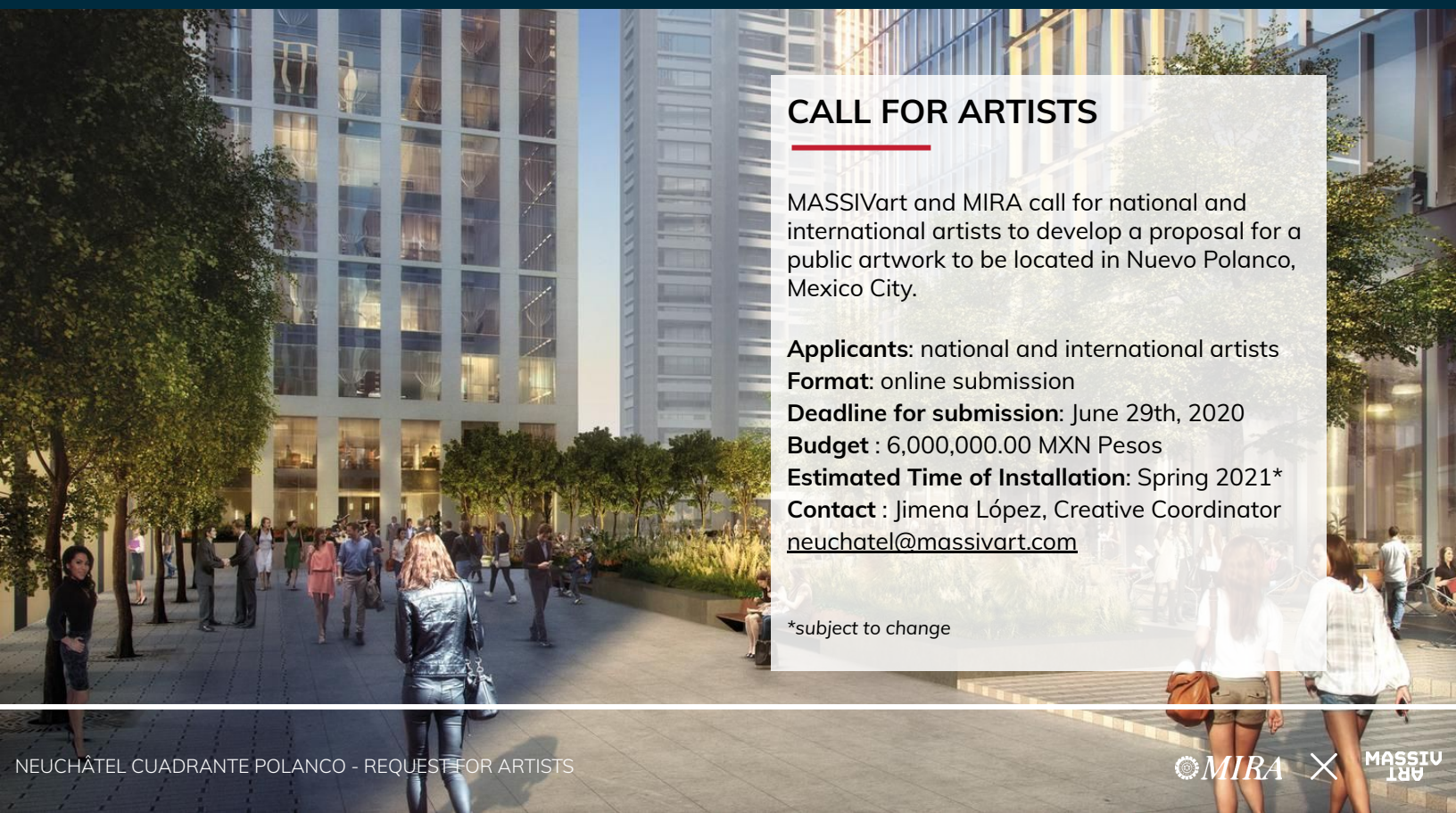


CALL FOR ARTISTS

MASSIVart and MIRA call for national and international artists to develop a proposal for a public artwork to be located in Nuevo Polanco, Mexico City.

Applicants: national and international artists
Format: online submission
Deadline for submission: June 29th, 2020
Budget : 6,000,000.00 MXN Pesos
Estimated Time of Installation: Spring 2021*
Contact : Jimena López, Creative Coordinator
neuchatel@massivart.com

*subject to change

1. CONTEXT

NEUCHÂTEL CUADRANTE POLANCO

Neuchâtel Cuadrante Polanco is a mixed-use development that will combine residential, corporate, retail and green spaces located in Nuevo Polanco, Mexico City, currently under development by MIRA.

Neuchâtel Cuadrante Polanco was conceived as a response to the city's urban challenges and seeks to create a new place in the Nuevo Polanco neighborhood that reflects today's housing, work and leisure trends. MIRA proposes to **create a new urban space** in which pedestrian mobility, local entrepreneurship and open space innovation predominate.

Neuchâtel Cuadrante Polanco will be made up of ~1.1 million sq. ft. of leasable office space, five residential towers with 1,400 apartments, and more than 54,000 sq. ft. (5,017 sq. mt.) of retail at the street level. Future residents will be able to live, work and enjoy leisure activities all within walking distance of museums, shopping malls and open space.

One of the main features of the development is the 161,500 sq. ft. (15,000 sq. mt.) of **open space accessible to the public** that will provide new urban and cultural spaces. Another key aspect of the project resides in improving connectivity throughout Nuevo Polanco thanks to **greater pedestrian accessibility** by connecting Rio San Joaquin Avenue to Lago Neuchatel from north to south, and Moliere Avenue with Zürich Street from east to west.

This central boulevard connecting the site with the Cuernavaca Railroad Linear Park, and the series of walkways with pedestrian access are the two main characteristics of the open space objective of the project.

Neuchâtel Cuadrante Polanco will offer an urban lifestyle where people can enjoy the city, their neighborhood, parks and streets for **both living and social interaction,** attracting them to public spaces creating a sense of belonging and community.

NEUCHÂTEL

ABOUT US

MIRA is an investment and real estate development company with integrated commercial, residential and office properties in Mexico. MIRA is focused on developing environmentally transformative projects that become sustainable investments, creating city centers and communities where people live, work and engage in leisure activities. Its vision and constant search for innovative real estate solutions is behind an important contribution to the evolution of mixed-use communities in Mexico. Its drive to create mixed-use communities is led by the idea that modern communities should promote both individuals and families, encouraging balanced daily living, social awareness and a sense of belonging. MIRA's mission is to **"Create spaces that make daily living extraordinary"**.

MIRA

MASSIVart is a global art consultancy and production agency. MASSIVart conceives creative destinations that bring people together, creates emotional connections and offers authentic brand experiences. With its team of producers, art directors, curators and designers, who are consistently at the forefront of the global art and culture scene, MASSIVart creates exclusive content, develops impactful design and connects artists to the public while highlighting its partners and clients in innovative ways.

MASSIVart

2. MANDATE

THE ICON

The call for proposals is issued jointly by MASSIVart and MIRA. The project is aimed at giving creators the opportunity to create an **outdoor artwork** to be located in MIRA's new development, Neuchâtel Cuadrante Polanco, in Nuevo Polanco, Mexico City.

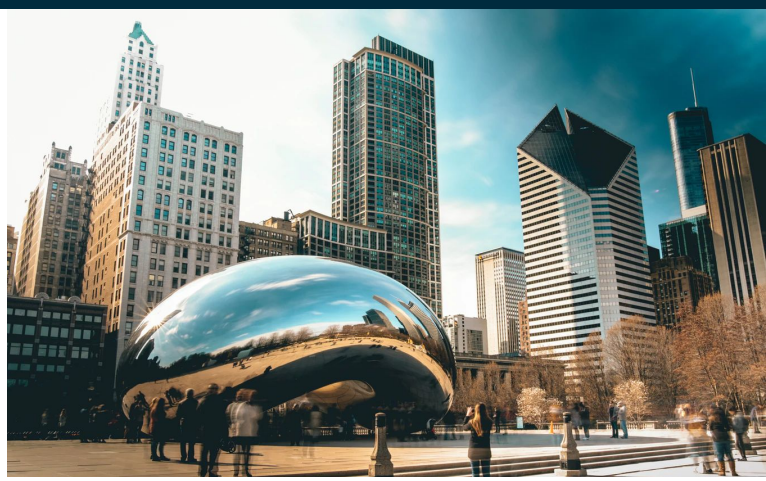
The artwork is intended to become a **landmark** in the city and should be aligned with the artistic direction of MIRA and MASSIVart as well as the vision of Neuchatel Cuadrante Polanco, which is led by a desire to **create an iconic and timeless art installation** that has the power to engage the community.

This artwork must coexist harmoniously with urban structures that include offices, apartments, and retail at the street level with open spaces. With this iconic space, MIRA will unite a larger set of cultural destinations, including the Soumaya and Jumex Museums, Inbursa Aquarium, Plaza Carso and the Cuernavaca Railroad Line Park. The proximity of these destinations will help Neuchâtel Cuadrante Polanco to **become a major destination,** taking advantage of this critical mass to attract visitors and establish a new center of gravity in Nuevo Polanco.

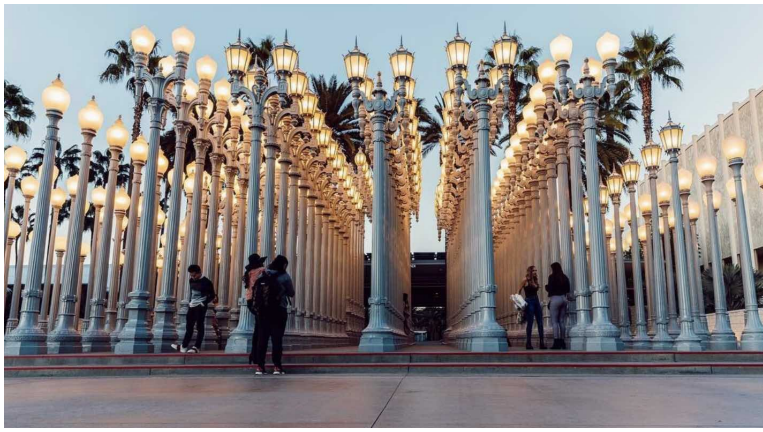
INSPIRATIONS & REFERENCES

The following examples serve as references to guide applicants about the types of public art we are inspired by.

Seven Magic Mountains by Ugo Rondinone.
Noteworthy aspect :
The size, and colorful aspect of the bolder totems create a highly surprising immersive space of man-made natural elements.



Cloud Gate by Anish Kapoor.
Noteworthy aspect :
We like the interactive component of the piece due to its mirrored surfaced, distorting the reflexion of the cityscape and the people surrounding the work. This installation fosters connection between the people experiencing the piece.



Urban Light by Chris Burden
Noteworthy aspect :
We love the storytelling of this installation that reflects the identity of Los Angeles. The installation consists of old restored Californian street lamps from the 1920s and 1930s that the artist collected.

All the above examples have the common trait of being **highly engaging**, they all generate interaction with the viewers. Whether it is through their immersive aspect or through the fact that they are visually surprising (bright colors or impactful size), they generate the desire to be interacted with.

2. MANDATE

ART DIRECTION

For the artistic direction of Neuchâtel's icon we wish for the artists to be guided by the notions of **timelessness** and **surprise**. This entails that the piece has to be bold enough to disrupt the walkway of a passersby and to engage with the public in order to create an **interaction**.

The **interactive aspect** can be directly integrated in the sculpture through the use of technology (i.e. with sound, light, etc.) or it can refer to indirect interactions: photo-taking, thought-provoking, connecting viewers, encouraging to touch or walk through, on, or around, etc. The goal is to privilege an immersive or interactive art installation rather than a contemplative one.

Whether through its shape, material or color, the piece should be elaborated while keeping in mind the **timeless** effect it must have on viewers over the years.

The **surprise** effect should in part be generated by the artwork's innovative aspect. The latter could be expressed by featuring new or advanced designs and technologies or simply through an original idea or concept.

Moreover, the piece should reflect in a literal or symbolic ways **MIRA's values**. Inclusive environment, sustainability, innovation, technology, urban wellness and sense of belonging, are some of MIRA's key values the applicants could integrate.

The artwork should coexist harmoniously and elegantly with the surrounding urban architecture while detonating to grasp passersby attention, inviting visitors to immerse themselves in a holistic, well-crafted experience.

We are seeking for an artwork that has the potential to become a true **landmark** in Nuevo Polanco, and the city in general, creating a destination as well as a space for interaction and connection.

We also encourage applicants to think of ways to **renew** the interest for the art installation whether it is through a new element that will periodically be changed or through a cultural manifestation conceived to happen around the installation, fostering connections between people.

THEMES

The following list consists of themes that can be explored by the artists when conceiving the artwork. These are not mutually exclusive and can be combined.

- **Urban Wellness**
- **Mexico City's cultural heritage and/ or modernity**
- **Community**

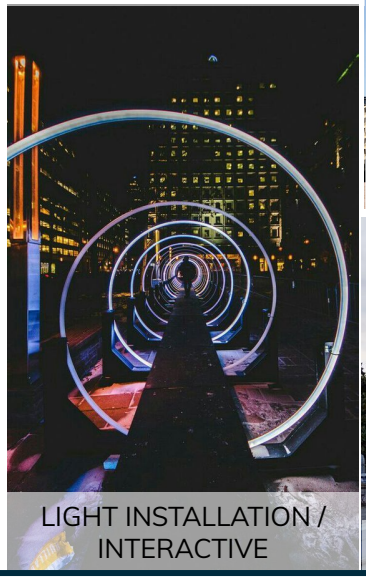
POTENTIAL LEADS

Reflection, light, size, originality, movement, fluidity and interactivity are some of the leads the artists can choose to develop.

FIGURATIVE / IMMERSIVE

IMMERSIVE / REFLECTIVE

COLOSSAL / IMMERSIVE


LIGHT INSTALLATION / INTERACTIVE

KINETIC

2. MANDATE

TECHNICAL PARAMETERS

- **3 to 5 meters** diameter footprint
- Potential Height of **8-10 meters**
- Located on top of an underground parking
- **1,23 meters** deep anchoring depending on the exact location of the foundations
- Floor tiles will be composed of white, grey and dark grey granite pavers
- The sculpture could be elevated on a planters or directly on the ground, depending on the artistic approach required
- Access to electricity if needed
- Other lighting surrounding the sculpture could be added by Luz+Forma studio
- Water cannot be a feature of the artwork
- Sound can be proposed only as an option. It cannot be the main feature.
- The icon can be composed of any material that feels noble and that fits with the existing textures of the plaza
- The current location of the artwork in the floorplans is recommended to stay the same.
- The icon should be designed to resist weather conditions & require minimal maintenance
- A maximum weight of **15 tons** on an area of **3x3 meters** is allowed (the shape and material of the icon would be required to properly dimension the structural impact)

PROJECT TIMELINE

Call to Artists

- Submission deadline: **June 29th, 2020** - 23:59 MX Time CST*
- Results announcement: **July 6th, 2020**
- Finalists concept presentations: Week of **July 27th, 2020**
- Selected artist announcement: **August 3rd, 2020**

**Any proposal submitted after this period will not be accepted.*

Global Project:

- Beginning of the construction of the plaza: **October 2020**
- End of the construction of the plaza: **March 2021** **subject to change due to COVID*

The installation date of the artwork will depend on the general construction calendar of the plaza. The construction phases will be coordinated by the architect group mandated by MIRA and the exact timeframe of the installation will be refined later in the process.

BUDGET

A maximum total budget of **6,000,000.00 MXN Pesos** (all inclusive) will be allocated to the project.

During the second phase, shortlisted artists must propose a budget structured as outlined below :

Artist Fee : Concept & Design
Project Management
Travel & Accomodation
Production Fees : - Fabrication of the artwork - Technical development fee (engineer's drawings and approval) - Transportation & delivery fees - Technical equipment (if needed) - Installation fee (anchoring) - Labour - Other
Contingency* (suggested 10-15% of the production fees)

MASSIVart will be in charge of assisting the artist during the installation, transportation, coordination of the fabrication process and project management. The team will be there to facilitate every step of the project.

**The contingency is mandatory. If not used at the end of the project it will be refunded to Mira.*

ABOUT THE SITE

The Central Plaza is an iconic, vibrant destination **at the heart of the Neuchatel District** that reflects and enriches the City's unique history, community and culture. The icon will be installed in the south west part of the plaza.

It was redesigned by Zachary Christeson and Brian Jencek at HOK who were inspired by indigenous crafts and circular elements. One unique design component of the plaza are the vessels, circular futuristic shapes that are central in the overall look and feel of the plaza. These vessels are irradiating life and action interpreted even in the tiles used for the floor design. Each vessel is thought to inspire key elements of the plaza's functions : fun, dining, work, nature, culture, social.

The design of the plaza aims to create an iconic destination with a **memorable wow factor**. It integrates diverse programming throughout the plaza for residents, workers & visitors. It is designed to encourage unexpected opportunities for discovery and encourages multi-purpose use. The plaza totalizes 17,200 sq. ft. (16,000 sq. mt.). It will be finished in March-April 2021.*

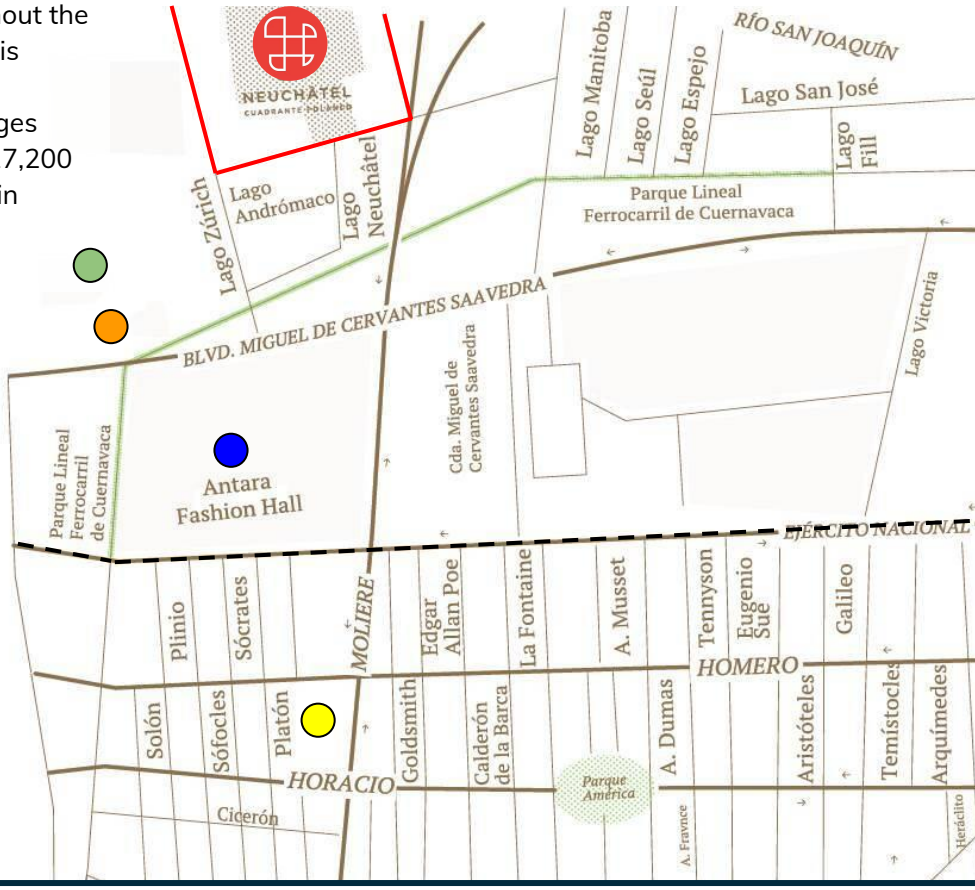
**subject to change.*

The **boulevards** and **pedestrian walkways** are a key support of the project. The artwork will be **located at the intersection** of different pedestrians walkways which can offer some interesting perspectives and angles of view on the artwork. The **visibility and perspectives** would need to be taken into consideration by the submitants. In order to be iconic and visible, the art piece might need to be tall enough and noticeable. The current location of the artwork in the floorplans is recommended to stay the same.

The artwork must be an **integrated component** of the plaza and its environment. The materials and shapes implemented on site must be taken into account by the submitant. It can be composed of any **material that feels noble** and that fits with the existing textures of the plaza (metal, wood, laser cuts, granites, stone etc).

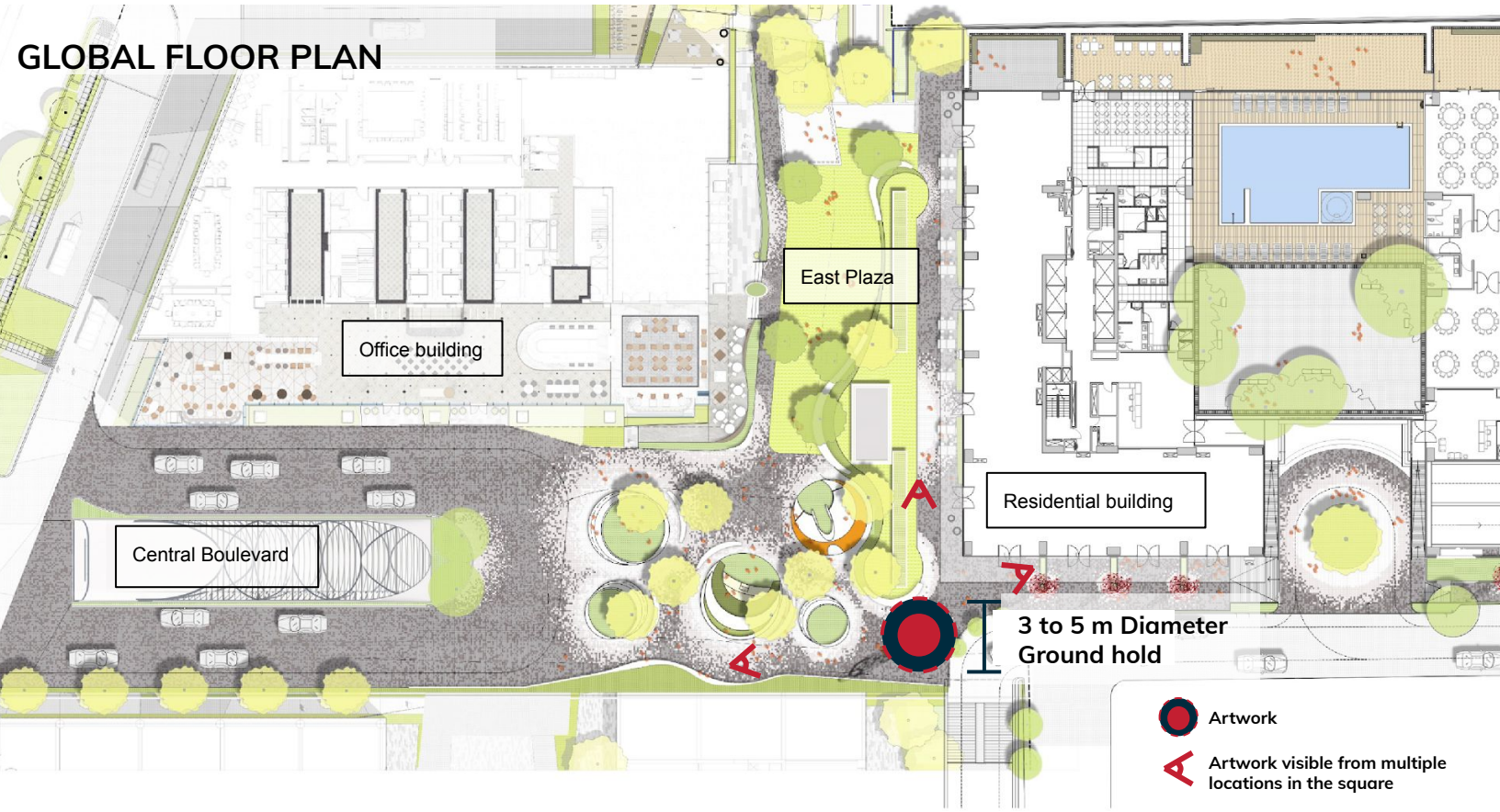
AREA MAP

- -------- Nuevo Polanco Area
- Museo Soumaya & Plaza Carso
- Antara Shopping Mall
- Museo Jumex
- El Palacio de Hierro

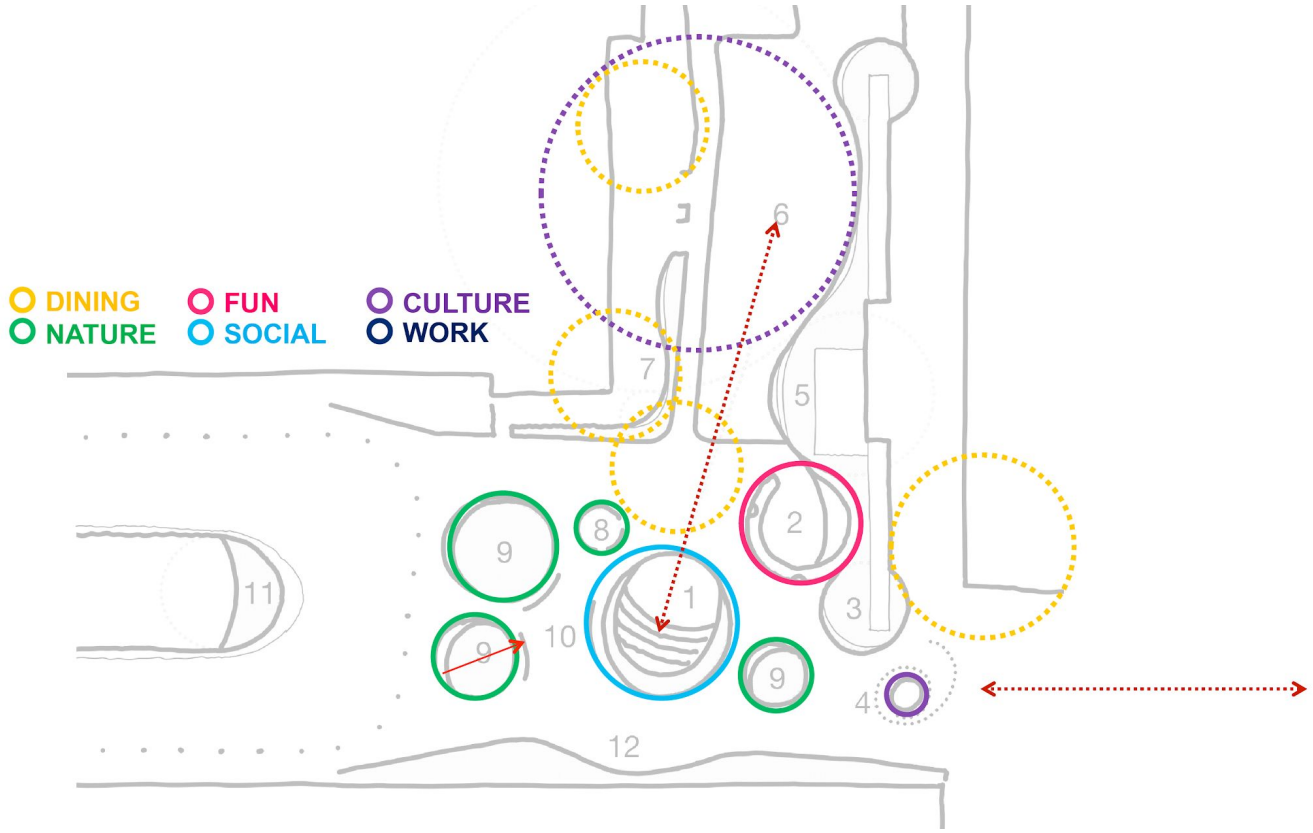


3. THE SITE

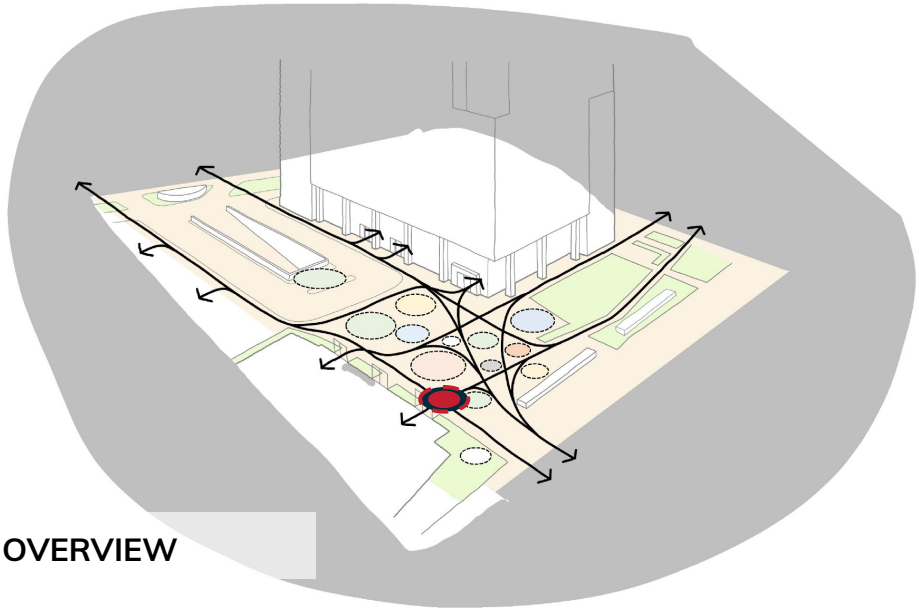
GLOBAL FLOOR PLAN



PROGRAMMING USE ORIENTATION STUDIES



3. THE SITE



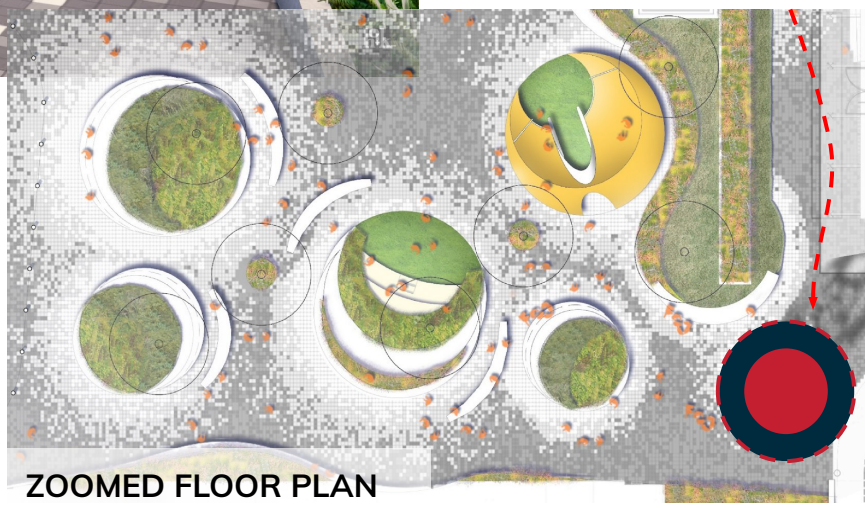
PEDESTRIAN TRAFFIC OVERVIEW

3D RENDER OF THE PLAZA

Render by HOK

Example of an art installation to identify the location of the future artwork.
Should not be taken as a reference when developing a concept. The series of similar structures behind should not be taken into account either.

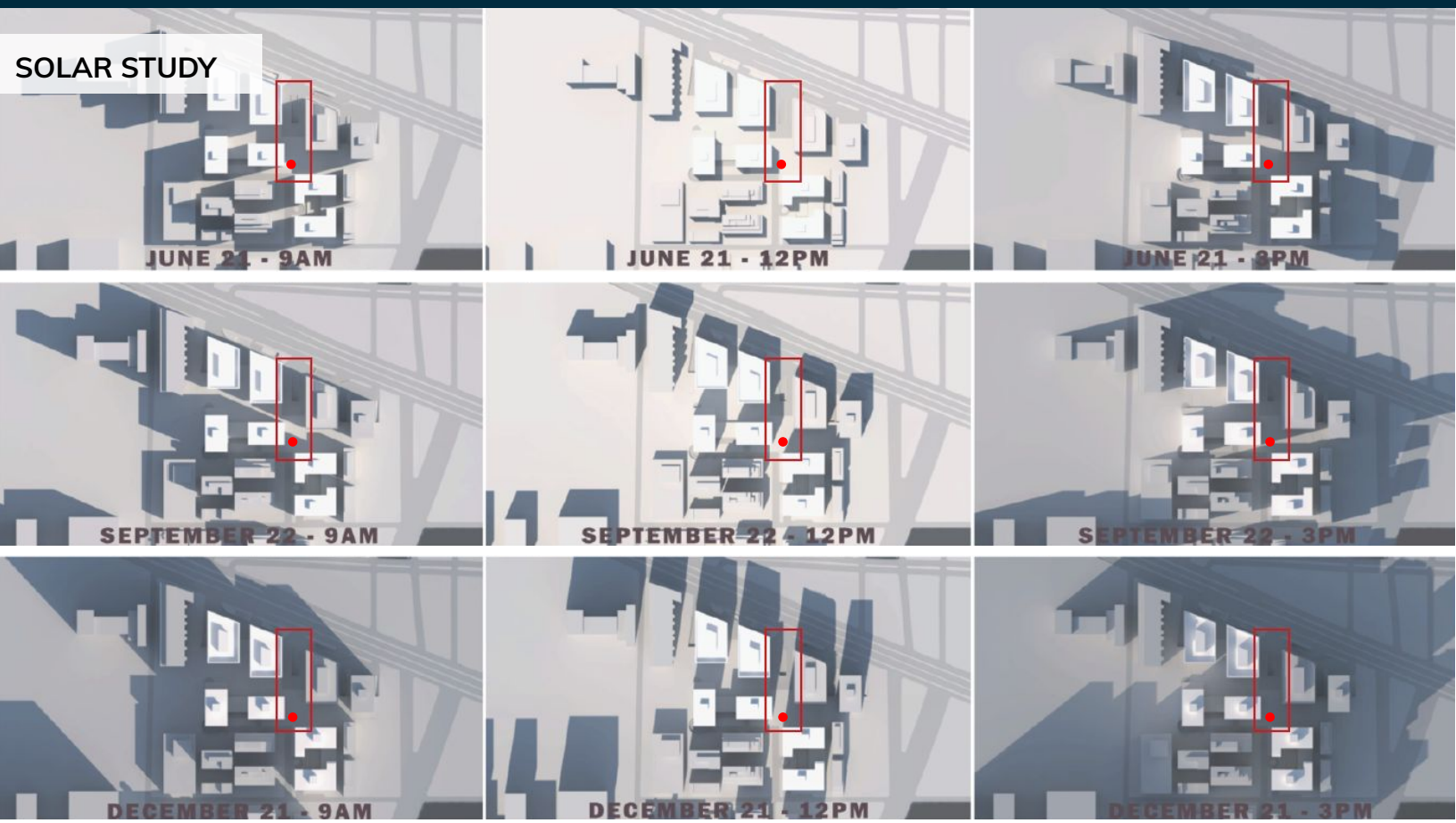
The use of a vessel for the artwork is not mandatory, but is an available option if it fits the concept.
***Note:** Icon without a vessel is also considered as an option.



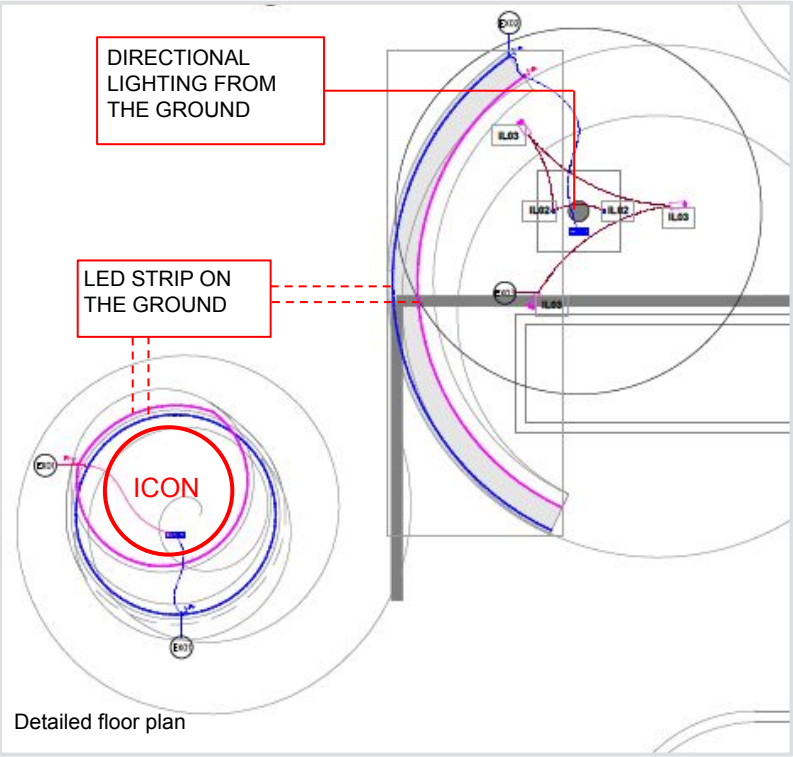
ZOOMED FLOOR PLAN

For more details on the plans and design of the plaza, refer to Annex I.

SOLAR STUDY

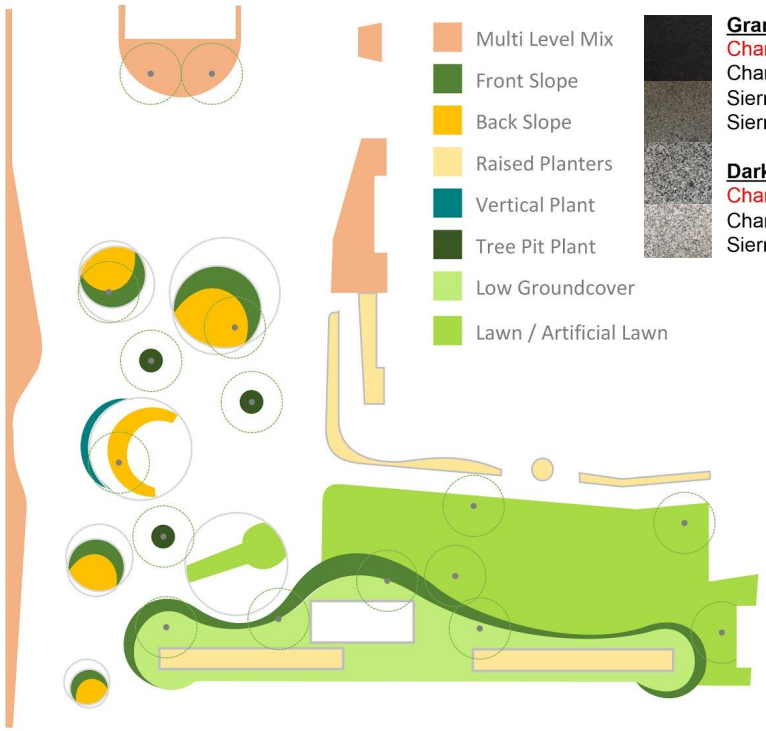


DETAIL LIGHTING OF THE VESSEL & AMBIENT LIGHTING



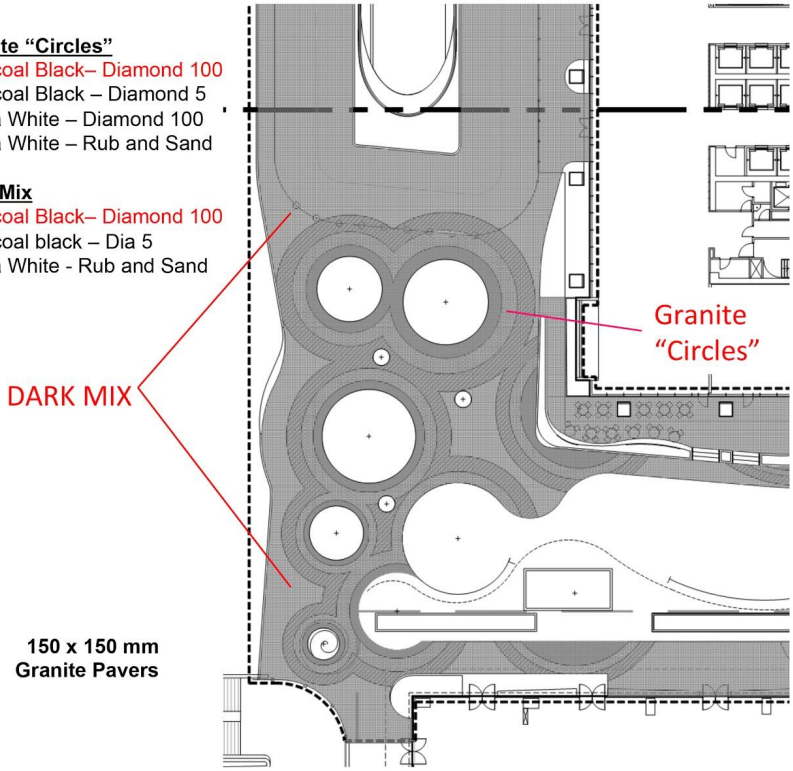
Detailed floor plan

3. THE SITE

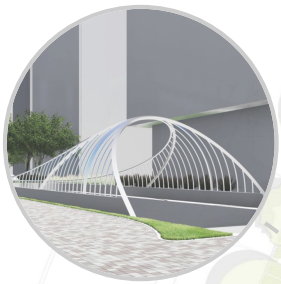


Granite "Circles"
Charcoal Black– Diamond 100
Charcoal Black – Diamond 5
Sierra White – Diamond 100
Sierra White – Rub and Sand

Dark Mix
Charcoal Black– Diamond 100
Charcoal black – Dia 5
Sierra White - Rub and Sand



PLANTING DESIGN / PLAN DIAGRAMS



Overview of the Canopy

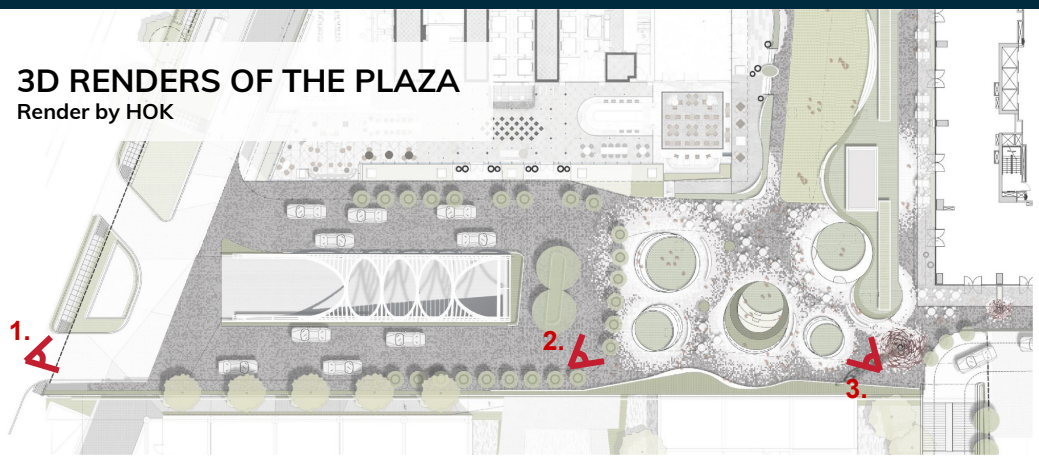
SITE CONDITION / GARAGE ROOF DEPTH

For more details on the plans and design of the plaza, refer to Annex I.

3. THE SITE

3D RENDERS OF THE PLAZA

Render by HOK



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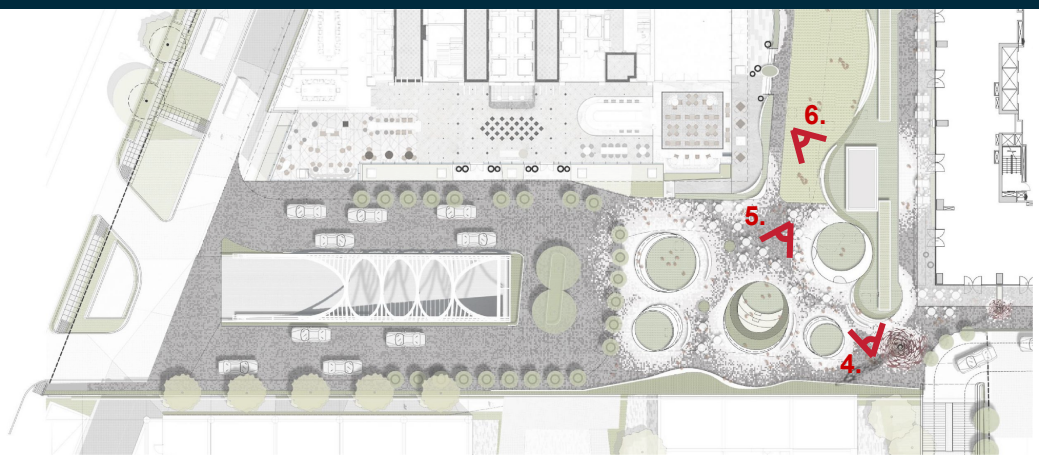

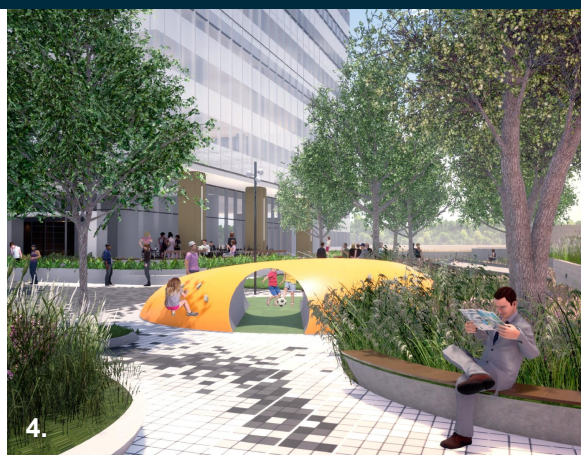

4. INSTRUCTIONS

APPLICATION PROCESS

- The **first stage** will shortlist three to four applicants based on qualifications demonstrated from the applicant's Curriculum Vitae, portfolio of work, and preliminary artistic approach. All participants will be notified of the jury's decision by email on **July 6th, 2020**.

- In the **second stage**, each of the three or four artists or artist teams/collectives will create a **detailed artist proposal** including written information, a budget, sketches and renders, preliminary construction plan and other descriptive presentation materials as needed to fully describe the concept intent.

- Shortlisted artists, except the finalist will be provided with a fee of **$15,000.00 MXN pesos + taxes** for the development of the detailed artist proposal and presentation of the proposals to MIRA and MASSIVart teams.

- The artist or artist teams/collectives will **present their detailed artist proposal** to MIRA and MASSIVart teams.

- One artist or artist team/collective will be selected based on the full project proposal from the shortlisted applicants.

- Once selected and under contract, the commissioned artist or artist team/collective will further develop their concept in collaboration with MASSIVart and MIRA teams.

ELIGIBILITY

- This commission is open to professional, emerging and consolidated artists **18 and over**. Each applicant may submit only one proposal.

- Artist teams may apply and must designate one artist as the **lead contact**.

- All artists must have a minimum of **five (5) years** of demonstrated professional visual art experience. Examples of work submitted must be original, recently completed artwork (within the last 10 years).

- Artists must have experience **producing artworks similar in scale** and **complexity** to this project. It is preferable but not necessary for the applicants to have experience creating, fabricating and installing permanent outdoor public artwork, and working within the public process.

4. INSTRUCTIONS

SUBMISSION MATERIAL - STAGE 1

Artists are invited to submit the following content and information by **June 29th 2020**:

IN ONE PDF:

1. Artistic Statement and Bio
One page maximum.

2. Curriculum vitae
Three page maximum. Detail professional experience as an artist, past public art experience, and other information relevant to this Call. If applying as a team/collective, please identify all members and include a CV for each.

3. Preliminary approach to the project
Briefly describe your interest in this project and how your work may relate. Describe your preliminary approach and ideas regarding the project, **including a financial ballpark**. Two page maximum.

IN A SEPARATE PDF :

4. Portfolio
Include 5-10 images of previous work. For each past project you submit, you must include : the title, medium, dimensions, project budget, year completed, location, and a short description. The value must be indicated in MXN pesos.

SUBMISSION MATERIAL - STAGE 2

Finalists will be contacted directly by MASSIVart and will be required to send the following content and information by **July 27th 2020** :

Concept description
A text describing the concept, materials, size, weight, installations requirements, details of maintenance and any other information allowing us to understand your concept. Eight pages maximum.

Visual material
1-5 sketches or renders of the proposed artwork showing the physical volume of the space and allowing for multiple perspectives of the artwork within the space.

Supplier list
A list of suppliers and fabricators you would need or think of using for the production of your concept.

Budget
Breakdown budget, presented with the sections described in the chart on p.6.

Workplan
Execution program with detailed timetable for each phase.

STAGE 1 - KEEP IN MIND

- The submission must consist of two PDFs smaller than 25 MB when sent together as an email attachment.
- If your documents are to big, you can send them via a WeTransfer link included in your email when applying.
- Only the projects that are sent in the indicated times and with all the aforementioned requirements will be evaluated
- The official languages of the call is Spanish and/or English
- Submissions must be sent to: **Jimena López, Creative Coordinator, neuchatel@massivart.com**
- Any questions regarding the call for artists can be communicated to the above contact.

STAGE 2 - NOTE

- Submission details for the second stage will be communicated to the finalists in due time.

4. INSTRUCTIONS

ARTIST SELECTION

Finalists will be selected on the basis of their qualifications, as demonstrated by the quality of their past work and suitability of their artistic expression for each project. Finalists will be selected on the basis of the fit of their concept for this project and the strength of their past work.

Applicants will be reviewed and ranked on the following:

- Quality of concept, design, and craftsmanship of past works;
- Creativity of approach;
- Relevance of preliminary concept proposal;
- Visual and technical sophistication

ARTISTIC CONCEPT CRITERIA

The proposed concept must meet the following criteria:

- Be original
- Stand out for its aesthetic appeal
- Be remarkable day and night
- Promote encounters between people
- Have a strong connection with the neighborhood and its community
- Offer a photo opportunity
- Be designed to resist weather conditions & require minimal maintenance
- Respect the technical parameters
- Be timeless
- Have a strong iconic potential

RESULTS

The call is **open** and **confidential**, the decision of which will be determined by MASSIVart and MIRA directors. For the first stage, all participants will be notify of the jury's decision by email on **July 6th, 2020**.

Finalists will be contacted directly by MASSIVart and the final selected artist will be announced on **August 3rd, 2020**.

5. ADMINISTRATIVE INFORMATION

RESPONSIBILITY

Selected artist
Conception & design
Fabrication & installation supervision
Contribution to the promotion initiatives of the project

MASSIVart
Project management
Technical direction
Fabrication & installation supervision
Global production of the art piece
Communications

MIRA
Project overview
Decision maker
Commissioner

PAYMENTS

Each shortlisted artist appearing before the jury will receive, in consideration of detailed proposal and presentation, a fee of $15,000.00 MXN pesos + taxes, which will be paid to him or her on presentation of an invoice.

Fees and charges granted under this by-law are subject to the prescribed taxes.

COMMITMENT

By submitting a proposal for the second stage of this call, **the artist commits to developing and completing the art piece for MIRA if he or she is selected**.

MIRA does not undertake to accept any of the submissions received and assumes no obligation to of any kind whatsoever to the bidder(s).

LAWS OF MEXICO

The global project as well as the call to artists and the contracts affiliated are subject to the laws of Mexico.

INTELLECTUAL PROPERTY RIGHTS

Applicants must keep their proposals confidential until the date of the resolution of the call.

Each participant will keep the intellectual property of the work. MIRA will retain physical ownership of the work. The proposals that were not selected for the present mandate may be presented in other context.

All concepts submitted must be **original**, must be the artists' intellectual property and therefore must not violate any other person or organization's intellectual property.

CONTRACT

A contract between the selected artist and MASSIVart will be issued following the final stage of the call to artist.

THANK YOU

MIRA × MASSIV ART