



Call for proposal
URBAN ART TRAIL



ic.on.ic ———
——— festival
d'arts visuels

3rd edition
From 2nd Octobre to 11th Novembre 2023

:: :: CONTEXT AND CHALLENGES :: ::

As part of the third edition of its **IC.ON.IC Festival** dedicated to visual arts, Amiens Métropole is launching a **call for projects for the creation of works in the public space**. By committing itself to the freedom of creation and the diversity of its forms, Amiens Métropole is taking care to invest in the issues linked to the development of the plastic and visual arts sector in its territory. The authority sees the arts and culture as levers for development, catalysts for innovative creation and vectors of influence and attractiveness.

Amiens Métropole has been awarded the "**Pays d'art et d'histoire**" label and has many exceptional heritage monuments that contribute to the attractiveness and influence of its territory. This territory extends to the whole of the urban area and has a very rich built, natural, agricultural and industrial heritage. Some elements are world-famous: Notre-Dame Cathedral, the Belfry, the Jules Verne Circus, the Citadel and the Hortillonnages site.

In order to open up the access to contemporary art forms to as many people as possible, Amiens Métropole relies on the action of its major facilities, on the training and promotion of local cultural venues and on the work carried out by associations. These have become familiar places for the inhabitants, resource places where everyone can learn, develop, discover and share. There are many cultural facilities - Maison de la Culture d'Amiens, the Museum of Picardy, the Regional Fund of Contemporary Art, the Safran - Conventional Scene of national interest, the Jules Verne Circus - National Circus and Street Arts Centre of Amiens, the Maison du Théâtre, the "Lune des Pirates" (current music scene) - to which must be added the cultural structures dedicated to artistic teaching.

Amiens and its urban area also vibrate and shine to the rhythm of festivals that contribute to the attractiveness of the region: Rendez-Vous de la Bande Dessinée (Comic book festival), Amiens International Film Festival, International Garden Festival - Hortillonnages Amiens, the Safran'Numériques (Digital festival), "La Rue est à Amiens" (Street art festival), and the music festival "Minuit avant la nuit". The area is also home to an important student population, due to the presence of higher education establishments, such as the School of Art and Design and the University of Picardie Jules Verne.

This situation invites us to think of diverse and innovative forms of action that are accessible to a wide range of audiences. The education of visual perception through contemporary forms of plastic and visual arts, which are too often neglected, must be able to find its connection with the inhabitants through ambitious and universal events.

In 2023, two exceptional contexts will guide the metropolitan area's structuring projects:

:: Development of the Visual Arts and Artistic and Cultural Education sectors at the level of the metropolitan area

A scheme for structuring artistic sectors is a tool for the joint construction of public policies in favour of artistic professions, at the service of professional stakeholders and the general public. It contributes to the development, implementation, monitoring and evaluation of public action. It is an evolutive tool, its provisions are not limited in time, they apply in the short, medium and long term and may be subject to reorientation.

- **The Metropolitan Plan for the Visual Arts** voted by the Amiens Metropolitan Council in November 2022 is the result of a process aimed at getting to know and understand the artistic ecosystem on a territorial scale. It is based on the identification of the players and the specific issues of the sector, generating networking, solidarity, cooperation and/or complementarity. The common objective of the local authority and the stakeholders is to develop and promote artists and their creative work, to improve their working conditions and to develop the sector economically. It is a matter of questioning the place of the artist in

his professional and socio-economic dimension within an ecosystem, on the territory of the metropolitan area. It is divided into 5 main areas:

- - Making vocational training and professional inclusion a priority area
- - Ensuring better communication to guide the public and promote the territory's assets
- - Affirm the role of artistic and cultural education and amateur practices
- - Rely on common projects to create a network
- - Thinking collectively about distribution.

Since March 2023, Amiens Métropole has been implementing a Metropolitan **Contract for the Generalization of Artistic and Cultural Education (CMEAC)**. This contract is one of the pillars of the new **Metropolitan Scheme for Artistic and Cultural Education**, whose ambition is to federate energies, means and skills in order to build sensitive and civic EAC programmes for children, young people and their families at all stages of their lives and beyond, for all the inhabitants of the metropolitan area.

The projects supported allow for the emergence of artistic and cultural education programmes at all stages of life by inviting children and young people (school, extracurricular and leisure time), but also the inhabitants of the territory, to take up the proposals put forward by the artists.

:: Amiens labelled « Terre de Jeux 2024 »

As part of its "Amiens se prend au Jeu" project, Amiens Métropole is committed to actively participating in the 2024 Olympic Games.

Since the designation of Paris in 2017 to organise the Games, Amiens Métropole has successfully taken steps with the Organising Committee. It has officially been awarded the "Terre de Jeux 2024" (Land of the Games) label and has received the "Centre de Préparation aux Jeux" (Games Preparation Centre) certification for 9 of its sports facilities (11 disciplines concerned: tennis, wheelchair tennis, swimming, handball, volleyball, hockey, judo, table tennis, rugby, football and athletics). In parallel with the reception of foreign delegations, a programme of actions has also been devised.

On the occasion of this great worldwide sports festival, the objective is to involve the inhabitants of the urban area and to instil a real Olympic and sports dynamic within the Amiens metropolitan area. The geographical location of Amiens, its territory, its sports facilities and its living environment make the city a privileged place to welcome foreign Olympic delegations as part of their preparations for the Games, as well as many tourists and supporters.

// OBJECTIVES OF THE IC ON IC FESTIVAL

Created in 2021, the [IC.ON.IC Festival's](#) Urban Art Trail invites artists to take over exhibition spaces and public areas in order to challenge, raise awareness and promote immediate encounters with the public, through three artistic trails - Urban Art Trail, Contemporary Art Trail and Video Mapping Trail. More information on previous editions on the [amiens.fr/iconic website](http://amiens.fr/iconicwebsite)

Combining an artistic and cultural dimension with a local development dimension, the IC.ON.IC Festival has many objectives:

- To establish the visual arts sector through the visibility of its players

To allow artists to bring their sensibility and their view of the territory. To contribute to the creation of works of art in situ, by placing them in exhibition spaces but also in the urban fabric. To pay particular attention to the interactions between contemporary practices and the human, cultural, urban and landscape environments.

To stimulate the search for links and complementarity between artistic practices, players and places.

- Enable artists to develop research and disseminate their work by reaching out to residents and soliciting their participation through shared creations, meetings and workshops.

To encourage access to artworks and reveal the diversity and richness of artistic practices.

- To improve the living environment of the inhabitants by setting up ephemeral and/or permanent works of art in the public space. To encourage the reappropriation of this space by the inhabitants, to encourage them to adopt new practices.

Contribute to changing the way people look at their surroundings and the city. To make the Saint-Leu district and the places concerned, discovery places for the inhabitants, cultural tourists, tourists on holiday and art lovers in general.

- To contribute to cultural and artistic outreach

Familiarise people with artistic works and their creative process.

Enable emerging artists to make themselves known (support them in their professionalization) and international artists to appropriate an urban and heritage context.

To offer artists hosting conditions conducive to research and experimentation, as well as encounters with a diversity of audiences.

To improve the attractiveness of the area through original and high quality artistic proposals.

\\ CREATION OF ARTWORKS IN THE PUBLIC SPACE - URBAN ART TRAIL

Alongside the Somme River and a stone's throw from Notre-Dame Cathedral, the Saint-Leu district is characterised by its unique architecture and the presence of numerous cultural players (Maison du Théâtre, Lune des Pirates, Centre Culturel Léo Lagrange, Théâtre d'Animation Picard " Chés Cabotans d'Amiens "...). It is also characterised by an important heritage wealth through its small cobbled streets along the canals with traditional houses, the Saint-Leu church, the Passe-Avant mill, the old Hôtel-Dieu....

The Saint-Leu district is located near the Hortillonnages, an exceptional natural and tourist site. This scenic and touristic place has a poetic dimension, conducive to strolling and contemplation. A mixed and contrasting district, part of which is covered by the City's urban policy, Saint-Leu is also the heart of the student district and the place to meet and go out with its many bars and restaurants in an exceptional setting.

After two previous editions, the Urban Art Trail invests this district with works representative of all the urban art categories. Some twenty artists and artist collectives have contributed to the construction of this trail: Astro, Bault, L'Atlas, Scaf, 2Flui, Pozla, Jo Ber&Poes, Taken, Hydrane, Juan Spray, Osru, Ememem, Le Cyclope, Xkuz, Philippe Hérard, Nadège Dauvergne, Gunter, among others. The appropriation by the inhabitants and their involvement is an important dimension of the project.

In 2023, in order to honor the values of Olympism, the artistic route will be extended to the neighbouring areas and will include the Parc Saint Pierre, a place of reference for sports practices and a privileged green space in the city.

// SUBJECT OF THE CALL FOR PROPOSAL

This call for projects invites artists and artists' collectives to design and disseminate ephemeral artistic works, intended for the public space in the Saint-Leu district of the city of Amiens and responding to the proposed theme.

The proposals must be part of an original creative process, in all types of media: collage, mosaic, painting, photography, visual poetry, tag, graffiti, stencil, tape art, stickers, yarn bombing or urban knitting, intervention on urban furniture, etc. The techniques and materials used must allow the work to be visible to the public on the dates of the festival, at least from 2nd October to 11th November 2023. **The work must be completed by 30 September 2023 at the latest.**

The artistic proposals will reinforce an existing artistic trail from September 2021, with some of the works already installed since the first edition and planned for several years. The existing works can be seen at www.amiens.fr/iconic

// THEMATIC FOCUS

In 2023, ICONIC will take place under the banner of the values of Olympism: friendship, respect, solidarity, inclusion, cultural diversity, excellence and cooperation. Artists are invited to take up this thematic orientation as they wish to explore it.

// SELECTING A PLACE TO WORK ON

Pictures of the proposed sites can be found in ANNEX 1 of this call for projects. The artist or artists' collective may submit one or more artistic proposals for one or more of the proposed sites.

With the consent of the artists and with respect for the artistic gesture, the selected projects may be adjusted with regard to the regulations, the technical conditions of realization, and subject to the necessary administrative authorizations (private owners, town planning department, Architecte des Bâtiments de France)

The artistic proposals may be coupled with proposals involving interaction with the inhabitants through meetings, workshops, shared creations or any other proposal that encourages the appropriation of the artworks by the inhabitants.

// ELIGIBILITY

This public tender is only eligible to professional artists, whether they are applying on their own behalf, as part of a collective or an association. Applicants must be able to present: guarantees of the feasibility of the proposed work, recognition of their work in the street and/or the creation of large-scale wall paintings. The technical and artistic ability to produce the artwork(s) will be essential for the selection of the candidate.

Artists, artists' collectives and associations can :

- respond to one or more sections of the call for projects. In this case, it is advisable to submit one or more artistic projects for each section and to develop the links that will be created between each project.
- propose one or more projects for each section of the call for projects.

// FINANCIAL CONDITIONS AND CONTRACTING

The contract signed between Amiens Métropole and the artists, artists' collective or association will detail the minimum duration of visibility of the artworks, the conditions of maintenance according to the techniques and materials used, as well as the modalities of recovery/erasure. The remuneration of the artists or artists' collectives is given in the form of a global envelope to the successful candidate, who manages the different allotments.

The budget per project includes :

- 1 - the remuneration of the artist or group of artists for their work and the transfer of representation and exploitation rights for the work(s)
- 2 - the production costs of the work(s) (material and human resources costs, rental of lifting equipment)
- 3 - additional costs (venues scouting costs, transport costs, catering costs, accommodation costs) on the basis of a prior agreement with the artist
- 4 - Any cultural activities on the basis of 55 € per hour, including tax

The total amount allocated to the projects will be finalised and contracted upon the signing of a contract for the commissioning of the work and the transfer of exhibition and performance rights between Amiens Métropole and the artist (or the artists' collective or association) once the project has been selected.

Amiens Métropole will provide the acrylic paint via a sponsorship from the company Caparol. However, the artist(s) will be responsible for the spray paint as a production cost.

This contract will include the obligations of both parties, and in particular

- the compulsory presence of the artist on certain dates defined in consultation (production of the work, opening)
- the number of working hours of the artist with the public

Amiens Métropole intends to carry out three types of projects in its urban arts programme (the venues identified and the dedicated budgets are compiled in Appendix 1):

1 / Large-scale murals and art projects

Artists required: experienced artists with significant experience and several projects carried out on similar surfaces and techniques

Techniques: painting (all types) or techniques allowing the work to be preserved for at least 5 years

Selection criteria :

The jury will pay particular attention to :

- Relationship to the general topic of the event
- Originality of the subject, techniques and creation in general
- Suitability of the work with the selected location and its immediate environment (architectural reference and insertion, neighbourhood, built, immaterial and landscape heritage, etc.)
- Quality of the project and its production in relation to the important dimension of the site, its specificities and its visibility (human and material means to be implemented)

Overall budget of €10,000 per project, including artistic and production costs

2 / Small-scale murals and art projects

Artists required: emerging artists and those from the local scene

Techniques: all types of techniques as long as they are adapted to the surface and the conditions set by the authority. The work must be kept for at least the duration of the current edition of the festival, i.e. from 2nd October to 11th November.

Selection criteria :

The jury will pay particular attention to

- Relationship to the general topic of the current edition
- Originality of the subject, techniques and creation in general
- Suitability of the work with the selected location and its immediate environment (architectural reference and insertion, neighbourhood, built, immaterial and landscape heritage, etc.)
- Quality of the project and its production (human and material resources to be implemented) in relation to the "human" size of the sites

3 / A collaborative/participatory art project

The project will take place mainly at the Saint Leu School, Dodane Street. It will be carried out by the artist and the public: pupils, teachers, leisure centres and/or parents and inhabitants of the Saint Leu district and the people of Amiens. The Department of Culture and Heritage will coordinate the recruitment of the public, in partnership with the cultural, educational and local actors, after agreement with the artist on the interventions and their development.

The intervention will take place on the 24 windows/alcoves of the school facade in the heart of the Saint Leu district.

Allowance:

You will receive an allowance of €5,000 including wages, materials, accommodation and travel expenses.

Application:

In addition to the terms and conditions listed for all applicants below, a note of artistic intent illustrated by a simulation, materials used, estimate of the interventions and their progress. It must be accompanied by a provisional budget that includes all aspects of this participatory project.

Selection criteria :

- Quality and reliability of the budget
- Feasibility of the project among the workshops and public meetings and production methods
- Timetable / number of hours of intervention, conducted with the public in September 23
- Type of public targeted, participative methodology deployed
- Significant similar experiences

Timetable: between 21st August and 30th September

// JURY AND PROJECT EVALUATION CRITERIA

A jury composed of the IC.ON.IC Festival partners and qualified personalities will evaluate all the projects and select the artistic proposals according to the criteria previously stated. One or more works may be chosen by the inhabitants, in connection with the existing consultation plans in the district.

Selection criteria :

The jury will pay particular attention to

- The artistic quality and relevance of the proposed projects
- Projects that involve local people in the process of work creation, in a participative logic, meeting and/or exchange
- Compliance with the thematic guidelines of the call for projects
- Integration into the landscape, in balance with the architectural elements
- The technical feasibility and timeframe of the project
- The financial feasibility of the project and the coherence of the budget (overall cost, remuneration of artists, technicians and authors, charges and taxes, production costs, etc.)
- An approach that takes into account environmental impacts will be appreciated

// APPLICATION PROCEDURES

Applicants may submit their applications until 1st May 2023, to the attention of :

Direction de l'Action Culturelle et du Patrimoine / Festival IC.ON.IC 2023

Monsieur Paul Renaud p.renaud@amiens-metropole.com only FTP (WeTransfer, Dropbox or other).

Further information : 03 22 49 20 15.

An email will be sent to acknowledge receipt of the application.

The application file must be composed of the following documents

- Completed administrative form (ANNEX 2 of this call for projects)
- Presentation of the project leader: Curriculum Vitae, artistic background, portfolio of the artist, of the collective or of the association
- Choice of location and preview of the artwork(s)
- Note of intent detailing :
 - The choice of venue
 - The artistic intention
- Possible proposals for interaction with the inhabitants

Detailed provisional budget according to the elements mentioned above: production costs of the work(s) (materials), technical costs and in particular lifting equipment, additional costs (location fees, transport costs, catering costs, accommodation costs), remuneration of the artist or group of artists, transfer of copyright as well as all other expenses related to the artistic project.

- Technical sheet detailing the project's implementation and timetable
- Copy of valid civil liability insurance certificate
- Copy of the CACES diploma, if necessary
- BANK DETAILS

// Provisional programme of the ICONIC festival

- Deadline for applications: until 1st May (included)
- Results sent: early May 2023
- Scouting time with selected candidates if necessary, by appointment: May 2023
- Creation of the works for the Urban Art Trail: from 5th September to 30th September 2023
- Delivery of the work by 30th September 2023 at the latest
- Launch of the IC.ON.IC Festival: 2nd October 2023
 - Urban Art Trail from 2nd October until 11th November 2023
 - Meeting about Urban Art, in partnership with the Urban Art Federation (to be defined)
 - Video Mapping Trail created by the association "Les Rencontres Audiovisuelles" from 19th to 21st October 2023 (dates to be confirmed)
 - Final presentation of the Contemporary Art Trail residencies from 2nd October to 11th November 2023