

Rules for the Embellir Paris call for projects

A vibrant, multi-colored map of Paris, featuring a dense network of streets and buildings in various shades of red, orange, yellow, green, and blue. A large, solid white circle is centered over the map, containing the text 'embellir.paris'.

embellir.paris

MAIRIE DE PARIS



Rules for the **embellir.paris** call for projects City of Paris

DEADLINE FOR SUBMISSIONS:

February 4, 2019 – 6 pm on www.embellir.paris

Applications will only be accepted via the Embellir Paris online form.

Questions can be addressed to: contact@embellir.paris

CONTENT OF THE CONSULTATION FILE

The consultation file contains the following documents:

- The rules of the call for projects,
- The technical data sheet corresponding to each of the proposed sites, each including: the type of possible intervention, the technical, land, and property constraints of the site and the specific authorization schemes,
- The intellectual property rights release form to be completed and signed by the project leader.

This very Regulation specifies the context in which this operation is launched, the eligible projects and project leaders, the constraints to which the projects must conform, the timetable for the operation, and the content of the proposals.

PART 1. PRESENTATION

1.BACKGROUND

The City of Paris wishes to promote initiatives and projects to beautify specific Parisian spaces: sites that have been neglected, undervalued, or whose uses reduce their urban quality. The City also wants to allow everyone access to art and creation, particularly through the deployment of works of art, cultural projects or proposals to enhance heritage and public spaces. It is within this framework and to meet these challenges that the City launches the call for projects for operation Embellir Paris. This project was announced at the Paris Council on May 2, 2018 as part of the cultural policy of the City of Paris.

In the same way that the call for projects Réinventer Paris has led to an unprecedented move to renovate the urban production method, the Embellir Paris proposal, at its scale, will reveal the potential of certain sites in the Paris public space. Twenty-one sites are thus proposed in this call for projects, with a goal of rapid implementation of an artistic or cultural intervention, a heritage enhancement scheme, a design or urban architecture intervention, or any other proposal allowing, in a short order (summer 2019), and by combining initiatives of varied origins, to embellish a degraded place, to reveal a neglected heritage or to requalify public spaces enjoyed by the citizens.

The City of Paris wishes to give project leaders the opportunity to leave a trace on the public space in order to raise awareness about creation, design, or heritage, through their interventions, as well as an invitation to develop a new perspective on the current cityscape.

This call for projects is open to all: artists, creators, collectives, public or private cultural structures and institutions, architects, designers, art or architecture schools, etc.

All projects deemed feasible will be presented to Parisians online for them to issue opinions. Then, a jury of qualified personalities, representatives of the district councils, citizens and community representatives will select one winning project by district.

To support these winning projects financially, the City of Paris may contribute up to 50,000 euros per site. Project leaders must propose a lifetime between one and five years for their work, unless duly justified.

To respond to the call for projects, proposals must include a project accompanied by the modalities of its production and its complete and autonomous installation. The cost of maintaining the work for the proposed duration, which will be the responsibility of the project leader, as well as its cleaning, must also be presented.

2.GENERAL TERMS AND CONDITIONS

2.1. Projects eligible for support from the City of Paris

The proposed artistic, cultural or creative projects may for example take the form of frescoes, photographs, painted walls or floors, graphic installations, exhibitions, heritage signals or displays, innovative or artistic street furniture, installation of new or existing works. This list is not exhaustive.

Proposed projects must include a physical attribute in the public space.

The proposed project must be adapted to these public spaces to be beautified and legible. Particular attention to environment protection and pollution abatement issues will be welcome.

2.2.Eligible project leaders

Eligible project leaders are artists, creators, designers, architects, associations, collectives, art schools, artistic and cultural institutions and structures with a SIRET number, a Kbis, or a registration number at the Maison des artistes (or similar agency for foreign artists).

2.3.Responsibilities of the selected project leaders

Concern for site constraints, uses, public domain security, regulations, procedures and deadlines as well as maintenance constraints

Project sites must be invested in their current situation; only a thorough cleaning of the site is planned before each artistic intervention.

The artistic, cultural or creative devices proposed, in 2D or 3D, must meet the self-portability constraints as well as the weight and lift capacity constraints indicated in the site's technical data sheet.

Projects must take into account all site characteristics, such as landscape and architectural context, pedestrian and automobile traffic, emergency and traffic access, constraints related to the use of the site, the presence of underground networks and all subcontractor and City infrastructure, and more generally, any technical, security, regulatory and traffic constraints.

The project must, from its conception, be subject to a risk analysis in order to avoid any danger to the public and the surrounding areas. Projects will also have to consider the requirements related to the mobility of people with disabilities.

Project leaders should pay attention to the fact that these works and installations are intended to be exhibited outside, in a public space, and must comply with the environmental standards of safety and security in force. The materials used must in particular withstand climatic constraints, be durable and waterproof, resistant to wind, snow and fire and be safe for the public.

Project leaders should also pay attention to the fact that the City of Paris will not provide any maintenance or restoration, other than conventional road cleaning (e.g. water cleaning, poster or graffiti removal, without any intervention on the paint). Any additional maintenance of the works of art or devices is the responsibility of the project leaders, who must therefore plan it during the design stage of the project.

Electrical or connected devices (including light unless it comes from an autonomous installation), including mobile mechanics, projects without materiality (works of a purely performative or digital nature without physical visibility on site, for example), those requiring prior civil engineering work, and/or on-site intervention (restoration or rehabilitation, for example) will be automatically excluded.

In order to best meet all of these constraints, it is important that the project leader surrounds himself or herself with all the technical skills necessary for the feasibility and autonomous production of his project (production company or specialist, control office, design office, etc.) and that he contracts the necessary insurance for the installation and lifetime of the project at the site.

Duration of presentation:

Projects submitted by project leaders must ensure the durability of the installation and indicate the planned duration of the display. This period must be at least twelve months but less than five years, unless specifically requested and subject to approval, from the receipt of the installation. The precise modalities for the removal or disappearance of the installation must also be provided for.

As no restoration or maintenance procedure is planned and the public space is constantly evolving, it is understood and accepted by the project leaders that their work or installation, of which they remain the owners, must be the subject of an installation proposal for one or more years but are not intended to be maintained permanently in the public space.

The City of Paris also reserves the right to have the works removed or withdrawn or to remove by herself, particularly in the event of damage, for safety reasons, during new urban development, works or in the event of major non-acceptance by residents after installation on site. The project leader will be informed as soon as possible in order to allow him or her, if necessary, to repossess the project. If the project leader does not clearly express any desire to recover his or her installation as soon as possible, he or she is nevertheless informed that the City of Paris cannot undertake to store it and may be required to destroy it.

Themes:

Project leaders are free to choose the theme and the subject, as well as the techniques and materials composing the proposed project or installation.

However, the content of the project should not:

- contain hateful or discriminatory messages;
- damage the reputation of the City of Paris;
- contain any religious or partisan references;
- contain a protected trademark, or be the object of any advertising message;
- use the rights of a third party without consent;
- involve economic or advertising exploitation.

Mediation:

The project must include a proposal for physical mediation on site: cartel, text, or other mentioning the fact that the project is part of the Embellir Paris operation. A proposal for a harmonized presentation or format may be made by the City of Paris to the various project leaders.

Communication and promotion of the project:

The City of Paris will inform Parisians and communicate on the whole Embellir Paris operation. Project leaders, in particular the selected projects, will be invited to join in. All grant recipients will be required to mention the support of the City of Paris in the context of the call for projects Embellir Paris on their communication materials about the project, including on the plaques displayed on site. Copyright issues related to information and communication are specified in the IPR - intellectual property rights grant form.

2.4.Planned sites

The project sites allow interventions that can be ambitious but must remain light and easy to implement within the short time frame of this call for projects.

Specific technical sheets enable project leaders to understand the dimensions, locations, admissible flows and loads, the necessary administrative authorizations, and exchanges with architects or social landlords on the various proposed sites. They allow holders to consider the relevance and feasibility, site by site, of their proposals, especially given the technical, urban, custom or property constraints specific to each of these different sites.

It is possible to propose the same project, or different projects, in several sites with or without the same characteristics. The acceptance of a project in one site does not constitute acceptance in others. A project leader responding to several sites will have to submit one application per site. The projects selected for each site will be chosen independently by a jury. Similarly, schedules and budgets will be separate from one site to another.

2.5.Estimated timetable for the call for projects

Week of November 7: launch of the call for projects.

February 4, 2019 6pm: deadline for submission of projects.

February 5 to March 6, 2019: technical examination of feasibility by the City of Paris for each proposed project and establishment of the list of feasible projects

March 8 to 14, 2019: publication of feasible projects on the dedicated website Embellir Paris, so that Parisians can review them and issue an opinion before their examination by the jury, which will be informed of this opinion.

March 18 to 20, 2019: meeting of juries that will make suggestion to the City of Paris to select one feasible project per site (see composition of the jury in point 3.2).

March 25, 2019: publication of the list of projects selected by the City, based on the jury's proposals, on the Embellir Paris website.

April-May 2019: signature of grant agreements, after their validation by the Paris Council, conventions of occupation of the public domain and/or agreements with donors. Deposit of the preliminary declarations by the laureates.

April-May 2019: instruction of preliminary declarations of works and technical instructions.

June - September 2019: installation of projects on site.

PART 2. APPLICATION FORM AND LEGAL FRAMEWORK FOR THE CONSULTATION

1. Legal framework

Financial terms:

Call for Projects including a contribution by equipment grants from the City of Paris

With a maximum amount of €50,000 including VAT per selected project and per site, the financial contribution of the City of Paris cannot, as a grant, finance the total budget of the winning projects.

Consequently, the project leader must necessarily provide for the valuation of contributions in industry or in kind, propose self-financing, additional income or other subsidy or participation. Planned financial partners and the type and amount of their expected commitment should all be disclosed.

A 50% deposit will be paid upon signature of the agreement. The balance will be paid upon receipt of the project installed on site. The payment of the assistance of the City of Paris, down payment and balance, is made by administrative mandate. In case of non-realization of the project, the deposit must be returned by the winner.

2. Submission of projects

2.1. Application form

The project leader must submit on the website www.embellir.paris a file containing the following documents:

- A 5-page long (max.) updated artistic or professional portfolio (artist statement, significant achievements, resume of the project leader(s), programming or cultural project in the case of a structure).
- A 5-page long (max.) signed application and project note (images and plans may be extra) in which it lists:
 - motivations to participate in the request for proposals;
 - perception of the chosen site;
 - detailed presentation of the project;
 - sketch of the proposed installation and a plan view of the installation implanted in its site.
- A technical and administrative signed file (without limit on the number of pages, up to 50Mb):
 - The detailed budget of the project cost including, in expenses, where applicable, the compensation of artists and teams, administration, design, production, delivery, installation, maintenance and self-sufficient withdrawal from the project, all taxes, property rights, costs and constraints of any kind and, in revenue, contributions in industry or in kind, self-financing, additional income or other subsidy or participation;

- The methods of execution, including materials, planned construction and assembly methods, calculation and supporting notes necessary for the assessment of technical feasibility;
- The service providers solicited for the realization and installation of the project and, if necessary, the team assembled;
- A precise schedule for all phases of the project, including studies, administrative authorizations (allow one month for appraisal), execution/production, installation and controls;
- A prescription form for the additional maintenance that would be necessary and assumed by the holder in addition to the standard street cleaning as indicated in Part 1, item 2.3;
- A proposal for the planned duration of installation of the project between one and five years, unless duly justified, and the proposed withdrawal procedures; Any other element to assess the technical aspects and the capacity of the leader to carry out the project within the indicated budget and the deadlines of the call for projects: 3D images of implementation on the site, similar examples of realization....;
- A justification of the legal status: certificate from the Maison des artistes or AGESEA, SIRET number, RCS, KBIS or equivalent for foreign artists, minutes of the annual general meeting approving the accounts for the year N-1 for associations, etc....
- The «Release of Intellectual Property Rights» form duly completed and signed.

All documents must be provided in PDF or ZIP format. None of them should exceed 50 MB.

The deadline is February 4, 2019 at 6pm.

3.Selection process

3.1 Step 1: Technical examination of the files

Between January 8 and February 8, 2019, municipal departments will conduct a feasibility analysis of the projects. The City of Paris may be assisted in this task by specialized project management assistance.

If necessary, contact may be made during this period with the candidates in order to obtain any clarification that would be useful to assess this feasibility, the City being able to request any additional documents that it seems necessary according to the particularities of the project.

Any incomplete submittal and/or not allowing to judge all the technical, budgetary and calendar guarantees, in adequacy with the chosen sites, will be rejected.

Only at the end of this stage will projects be selected that allow self-sufficient realization within the framework of the current sites, according to the timetable and the proposed budget.

All feasible projects will be presented to Parisians online on the dedicated Embellir Paris website so that they can give their opinion.

3.2 Step 2: Selection of a proposal by site by a jury

At the end of stage 1 (technical instruction of the applications), juries will select a project for each site on the basis of the application submitted by the candidates, the technical analysis of the City's services and the opinions of the Parisians submitted on the Embellir Paris website.

Each jury will be composed of qualified personalities (personalities from the world of art and culture, urban planners, architects, etc.), and for each site, representatives of the district councils, residents and community representatives.

The selection of projects at this stage will be based on the following analytical criteria:

- Adequacy of the proposal with the objectives of the call for projects,
- Adequacy of the proposal to the chosen site and its uses,
- Opinions of Parisians on the Embellir Paris website expressed about the project,
- Originality and artistic quality and/or use of the proposal,
- Artistic references, experience of the project leader(s) in public space interventions,
- Ability to carry out the project in the announced aesthetic form.

At the end of the selection work carried out by the jury and in the light of its recommendations, the City of Paris will finalize the list of selected projects, winners of the call for projects Embellir Paris.

3.3 Step 3: Grant deliberation, authorization procedure, signature of agreements and start of implementation

In order to formalize the award of a grant from the City of Paris in the form of an equipment grant of a maximum amount of 50,000 euros, each winning project leader will have to enter an official grant request on the SIMPA platform (official webplatform for submissions of requests for subsidies). After that, he or she will be sent an agreement approved by the Paris Council, allowing him or her to collect the sum.

For proposals (especially 3D objects) that are located in the public space, an occupancy agreement will be concluded and a fee for occupying the domain will be charged to the winner, in accordance with the regulations in force. The rate applied is that deliberated by the Paris Council for the various underground or surface occupations. It remains symbolic (for information, the amount 2018 was €18.12 per year per object).

In the case of building facades owned by social landlords (indicated as such in the technical data sheets) an agreement will be signed with them (templates provided).

In addition, artistic interventions in the public space require the issuance of an urban planning permit; except in special cases, they are subject to the prior declaration regime. This requires providing a location plan, a ground plan, a photo of the site (the graphic documents that can serve as a background for the insertion of the project are provided in the consultation regulations), a visual of the work and a CERFA (official) form provided by the municipal services.

Successful candidates will be required to carry out, at their own expense, all necessary verifications by certified organizations that may be necessary, in particular with regards to security (control offices), before the public access to the proposed installations.

If the winner is unable to complete his work, the project ranked second by the jury, if one was identified, may become the winner and invited to be implemented, if it can be completed within the time limits.

In addition, work with local residents may be initiated by project leaders of the winning projects if desired, whether during the creation or installation phases of the project. District councils may be able to help identify community representatives who may want to participate.