

“INTERCITIES PROJECT”

A CREATION, PRODUCTION, AND TOURING PROJECT
DEVELOPED BY THE QDSP AND THE NFB
IN COLLABORATION WITH THE GCDN

MAY 2015

CONTEXT

HISTORY

The National Film Board (NFB) and the *Quartier des Spectacles* Partnership (QDSP) are joining forces to make their mark on the collective conscience through interactive artwork shown in public spaces.

Media are increasingly enjoyed beyond traditional screens – such as film, television and computer. They can now be seen in the subway, on sidewalks, on the surfaces of public spaces, and more... Joining this movement, the QDSP and the NFB have signed a framework agreement committing to the coproduction of interactive works of art conceived for public spaces.

Three projects were born from this partnership and were presented at the Quartiers des Spectacles:

- *Le Mégaphone* (autumn 2013)
<http://www.wired.co.uk/news/archive/2013-09/18/megaphone-free-speech>
- The seven works on the *McLaren Wall to Wall*, celebrating the 100th anniversary of Norman McLaren's birth (spring 2014)
<http://mclarenwalltowall.com/en/>
- *Human Futures*, a creative project involving Canadian and European artists that will be presented in the autumn of 2015
<http://www.humanfutures.info/>

FINDINGS

As the NFB and the QDSP are commissioning a new project planned for 2017 at the Quartier des Spectacles, the organizations are also taking stock of their past experiences and considering whether and how commissioned projects could be hosted by other cities around the world.

Projects that have the Internet as their broadcast platform are, of course, accessible all over the world, at any given time; however, interactive projects in public spaces are limited by the areas they occupy, and the duration of their showings. The costs of adapting, transporting, and activating these projects can be significant, and this limits their diffusion in cities throughout the world. How then, to carry out interactive projects destined for public spaces beyond their original showing, and allow them to access a wider audience?

These are the concerns that the NFB and QDSP had in mind when they committed in early 2015 to a framework for a new interactive project that could tour cities around the world cost effectively. The only way to ensure that artwork can travel is to have that prerequisite in mind at the moment of production. In other words, to include technical, technological, artistic, and editorial parameters that facilitate the touring, and optimize the experience of the artwork, in public spaces other than the ones for which it was created.

THE OPPORTUNITY CREATED BY GCDN

At the meeting of the Global Cultural District Network in Montreal in February 2015 there was a discussion of the network providing new possibilities for an extension of the creative process between the NFB and QDSP. During the meeting, the proposal was made to the members of the GCDN that were present, that the creative process could also include members from their organization. This would allow the GCDN network to benefit from the experience of creating a touring project.

PROJECT PROPOSAL FOR THE GCDN

THE NATURE OF THE PROJECT

The project is an original interactive artwork created for a public space, developed by the NFB and QDSP, in close collaboration with the GCDN and some of its members.

THE PROPOSED PROCESS

- One proposal is to put into place a Sounding Board composed of members of the GCDN that are potentially interested in hosting the final project. This group will follow the evolution of the project in all its stages.
- The NFB and QDSP teams are already working on the initial parameters to steer the collective creation; technological, technical, artistic, and editorial aspects, and their possible implications for GCDN partners.
- Parameters will be submitted to the GCDN Sounding Board so that their relevance and coherence can be discussed.
- On the basis of these discussions, a call for ideas from the Canadian creative community will be developed by the NFB and the QDSP. Two members from the GCDN Sounding Board will be invited to take part in the call for ideas jury.
- Following the call for ideas, the jury will select a project to be conceived and produced in Montreal in accordance with the delineated parameters.
- The Sounding Board will regularly be called upon to submit ideas, comments, and recommendations.
- The project, in its various stages, will also be documented by the GCDN so that the members, whether participants in the project or not, can benefit in a broader sense from the transfer of knowledge about the prospective process.
- The final project will be presented in 2017, at the Quartier des Spectacles, to celebrate Montreal's 375th anniversary. The project will then tour each partner city.

MEGAPHONE



ROLES OF PARTNERS IN THE PROCESS

THE NFB AND THE QDSP

- NFB and QDSP are the co-producers at the helm of the project and its process: they define the basic parameters, launch and manage the call for ideas, support the chosen artists in the stages of creation, and organize the production, promotion/showing of the finished work.
- They manage the process in a manner that optimizes the participation of the GCDN Sounding Board.
- They support the documentation and transfer of knowledge activities about the process with the GCDN (webinar, case studies, specific reports, etc.).
- The NFB and the QDSP co-finance the production of the original project.

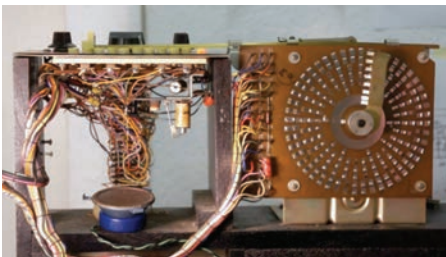
GCDN MEMBERS

- They participate in a Sounding Board that follows, and nurtures, the various stages of the project, most notably with the viewpoint of hosting the project in their own spaces.
- Two members from the Sounding Board will participate in the jury's call for ideas, and also in the final selection of a project.
- They participate in the GCDN's activities of documenting and transferring knowledge pertaining to the process.

THE GCDN

- It will follow all stages of the project, and participate in the Sounding Board discussions.
- It will develop, in close collaboration with those providing content (the NFB and the QDSP), and the Sounding Board, the transfer of knowledge and documentation activities related to the process (formats to be reflected upon).
- It will provide a platform for broadcasting the documentation and transfer of knowledge activities, as well as for discussing the project within the network.

HUMAN FUTURES



Darsha Hewitt, *Thinking through Obsolescence*



Daniel Iregui (Iregular), *OUTSIDE*



Sam Meech, *Knitted Oscilloscope and Fairisle Markers for La Place des Arts*

WORKING CALENDAR WITH THE GCDN

MAIN ACTIVITIES	TIMELINE
Definition of Preliminary Parameters	May 2015
Review of Parameters with the GCDN Sounding Board	June 2015
Establish Methods of Documentation and Transfer of Knowledge by the GCDN	June 2015
Launch the Call for Ideas	September 2015
Jury	November 2015
Announcement of Winner	December 2015
Delivery of Prototype	June 2016
Prototype Testing	October 2016
Project Production	June 2017
Unveiling in Montreal	August 2017
Presentations with the GCDN's Broadcasting / Touring Partners	2018
Meetings and Discussions with the GCDN Sounding Board	Throughout the Entire Process
Documentation and Transfer of Knowledge Activities about the Process	Regularly throughout the Process

McLAREN WALL TO WALL



Kid Koala And Hololabs, *Phonophotopia*,
Théâtre Maisonneuve, Place Des Arts



Theodore Ushev And Iregular, *Diagonales*,
Grande Bibliothèque



Daily Tous Les Jours, *McLarena*, Outside the Saint-Laurent Metro Station

QUARTIER DES SPECTACLES

MONTRÉAL

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