PUBLIC /16
PLATFORM

PLATFORM

If you were offered a little piece of Claremont for 48 hours, what would you do with it?

Illuminate it? Pop-up performance or play space? Relaxation zone? Interactive installation?

If you have a great idea you're itching to test out, here's your chance.

"IT'S ABOUT HOW SHORT TERM, TEMPORARY SOLUTIONS CAN INFLUENCE LONG TERM CHANGE, IT'S ABOUT STARTING NOW, IT'S ABOUT DOING LESS PLANNING AND TAKING MORE ACTION, AND BEING A LITTLE BIT UNCERTAIN ABOUT WHAT THE OUTCOME IS."

JOHN BELA, GEHL STUDIO, SAN FRANCISCO.

In April 2016, to launch The Goods Shed, Perth's newest creative hub, FORM is organising a two-day prototyping festival as part of its PUBLIC program: PUBLIC PLATFORM. We're challenging artists, designers, architects, curators, lighting producers, sound producers, multimedia producers, digital artists, makers, chefs, creatives of all kinds to design and execute innovative ways to enliven the Bayview Terrace area and bring people together.

This is where you get to pilot your place activation idea. You dream it, design it, create it, then let everyone have fun trying it out. These temporary interventions are all about connecting people, and helping them experience Claremont in a whole new way. And who knows? Some of the ideas may prove to be stayers.

Submit your idea. Help Claremont become serious fun.

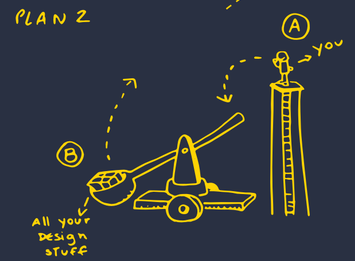
CONTEXT

PUBLIC PLATFORM in 2016, as part of FORM's evolving PUBLIC program, takes creativity for the common good out into the streets and public spaces in new ways. It is inspired by Market Street Prototyping Festival, presented by PUBLIC Symposium speakers John Bela and Carol Coletta in 2015, with our unique Perth twist. It invites you, the diverse creative minds from all parts of our community, to take a direct part in enlivening the Claremont town centre with installations during PUBLIC's annual takeover. It will invite the general public to come out, enjoy the creativity of our talent, rediscover the neighbourhood, and remember what it's like to play in the streets. For a peek at past PUBLIC events, see: **public.form.net.au**

This event will also launch a new facility that will become an ongoing home for creativity that enriches public good and our community, as the first of its year-round calendar of programs. The Goods Shed opens in Claremont on 1 April, 2016. More information on the coming facility here: **thegoodsshed.form.net.au**

The Goods Shed, Cnr Shenton Road & Claremont Crescent, Claremont

1 THE BRIEF



BRIEF:

Design a temporary installation/intervention that will bring life to the streets of Claremont.

Installations/works can be suspended, on the ground, tucked in small spaces, they can be sound or lighting. The only limits are your imagination (and safety considerations).

The installations will be in the public domain for two days aiming to bring to life the streets of Claremont town centre, reimagining and transforming public spaces as a platform for public use and play.

WHO:

Artists, designers, architects, curators, lighting producers, sound producers, multimedia producers, digital artists, makers, creatives.

Creatives of all kinds are invited to reimagine the streets, laneways and car parks as their sandbox to create new prototypes for public activity and engagement.

The public are invited to come out to play in the streets, explore and reclaim the neighbourhood, and discover the creative experiments in action enticing them to participate.

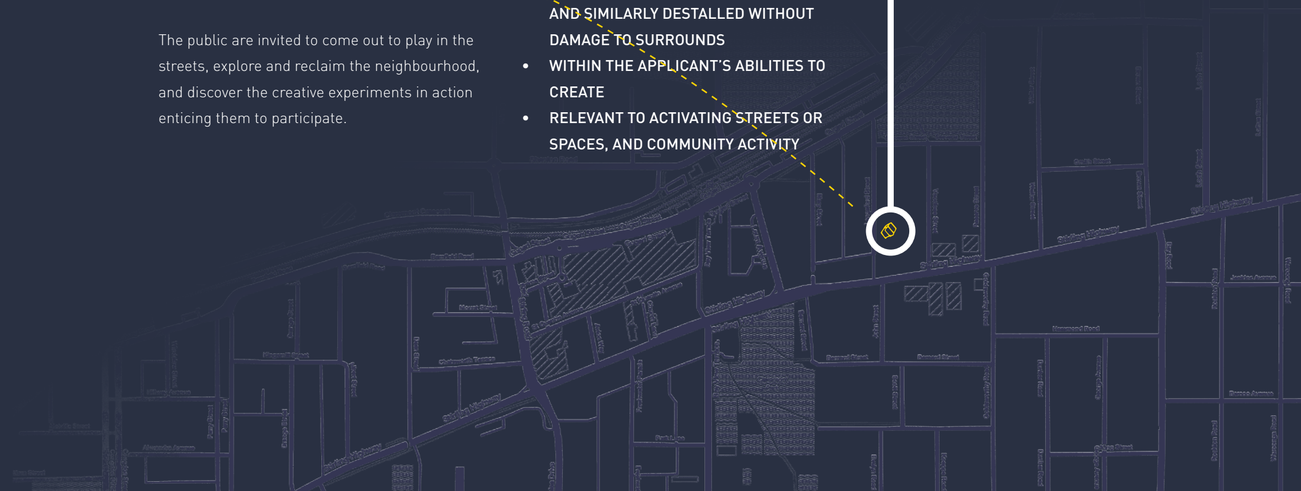
CRITERIA:

Installation submissions will be selected based on their ability to demonstrate they are:

- CREATIVE AND COMPELLING
- VIABLE AND SAFE FOR PUBLIC INTERACTION
- ACCESSIBLE FOR 2 DAYS
- ABLE TO BE INSTALLED WITHIN 3 HOURS AND SIMILARLY DESTALLED WITHOUT DAMAGE TO SURROUNDS
- WITHIN THE APPLICANT'S ABILITIES TO CREATE
- RELEVANT TO ACTIVATING STREETS OR SPACES, AND COMMUNITY ACTIVITY

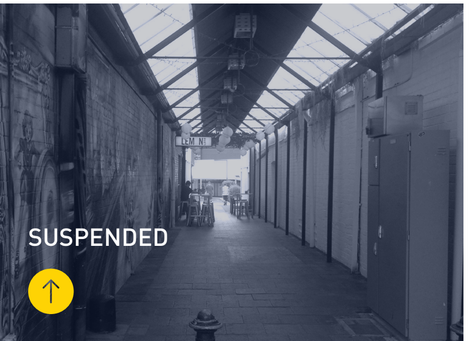
WHEN:

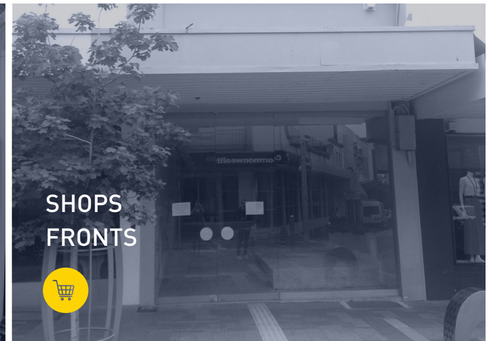
2 + 3 April 2016
As part of the PUBLIC program in Claremont 1 - 3 April



THE OPPORTUNITIES

Images are indicative only of the types of spaces or canvases you might consider. Interventions beyond public space and into private property or businesses will need to be in liaison with the owners.





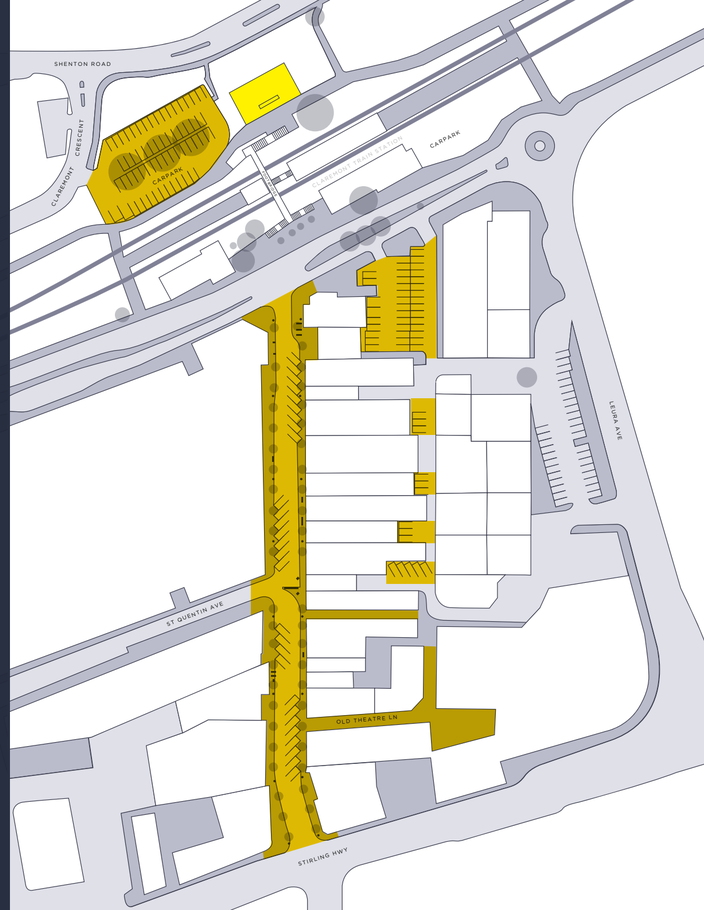
WHERE:

Claremont Town Centre, Western Australia

Public spaces that are potential placement areas are highlighted on the map

"IMAGINE HAVING A CITY FULL OF THINGS THAT NO OTHER CITY HAD."

BILL BRYSON,
THE LIFE AND TIMES OF THE THUNDERBOLT KID.



2

CASE STUDIES

To get the imagination started, here's some inspiration from around the world on the diversity of approaches to installations and prototyping in public space:

ACTIVITY/PLAY

SOCIAL/ENGAGING

ARTISTIC

URBAN SOLUTIONS

ACTIVITY/PLAY

Swingtime, Boston designed by Howler and Yoon Architecture.

Pulse and Bloom, The Playa, Burning Man 2014, Honouriam Installation.

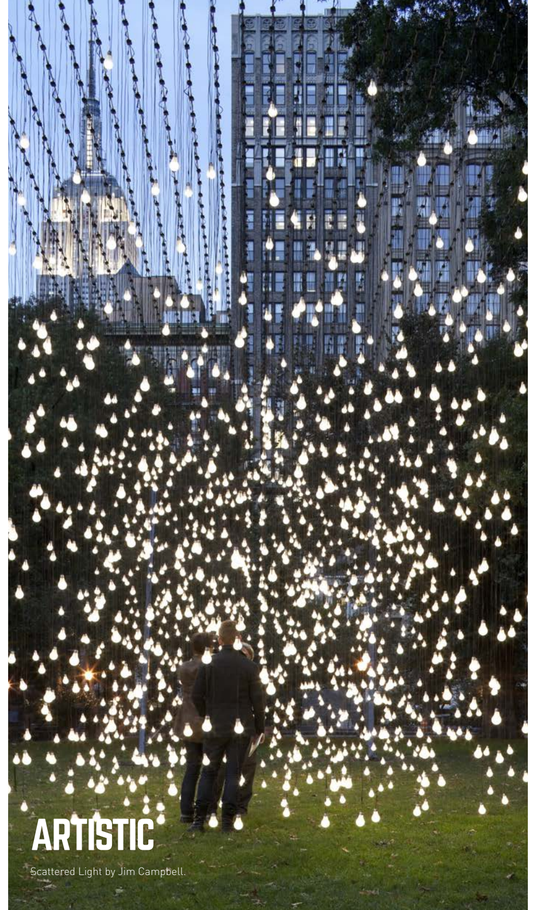
Higher Ground, Sydney designed by Maser.

The Empty Pavilion, Detroit designed by McLain Clutter.

City Leaks, Melbourne, designed by Brotly Studios.

SOCIAL/ENGAGING

The Meeting Bowls, New York designed by Mmmmm.

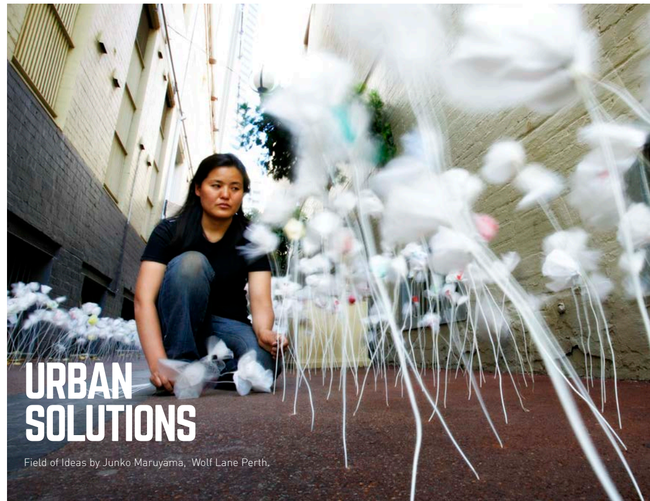


ARTISTIC

Scattered Light by Jim Campbell.

Visual Permeability Pavilion, Columbia University.

Bamscape, Berkeley designed by Faulders Studio.



URBAN SOLUTIONS

Field of Ideas by Junko Maruyama, Wolf Lane Perth.

3 WHAT NEXT?

- Unleash your imagination, harness your creativity and that of your colleagues/friends, research interventions
- Register your intention with FORM (**platform@form.net.au**) and we will send you an application package.
- Attend our briefing to walk the site on:
  - Tuesday 24 November, 4pm
  - Saturday 28 November, 11am
  - Rsvp to **platform@form.net.au**
- Send your or your team's proposal, including concept designs, to **platform@form.net.au** by 9 am, Monday 25 January 2016.
- We will let you know by Friday 5 February if your submission has been successful!
- Ready your prototypes for install at 6.00 am, Saturday 2 April over a 3 hour period, in the allocated position. (Earlier install start time may be arranged by negotiation.)
- Prototypes installed in allocated positions for 2 days. Destall 5pm 3 April.

THE VERY IMPORTANT INFORMATION

Successful applicants will receive seed funding of up to $1500 to assist with prototype production and manufacture. Include your proposed budget with your submission to be eligible.

Go in the running for the prize pool! A prize will be awarded to two showcased prototypes: A winner selected by a panel with a prize value of $20,000, and a People's Choice award with prize value of $5,000. Winning or other selected prototypes may be replicated or selected for longer term showcase (to be discussed with the prototype producers).

CALL OUT | 6 NOVEMBER 2015

SUBMIT YOUR IDEA | 25 JANUARY

SUCCESSFUL ENTRIES WILL BE ADVISED | 5 FEBRUARY

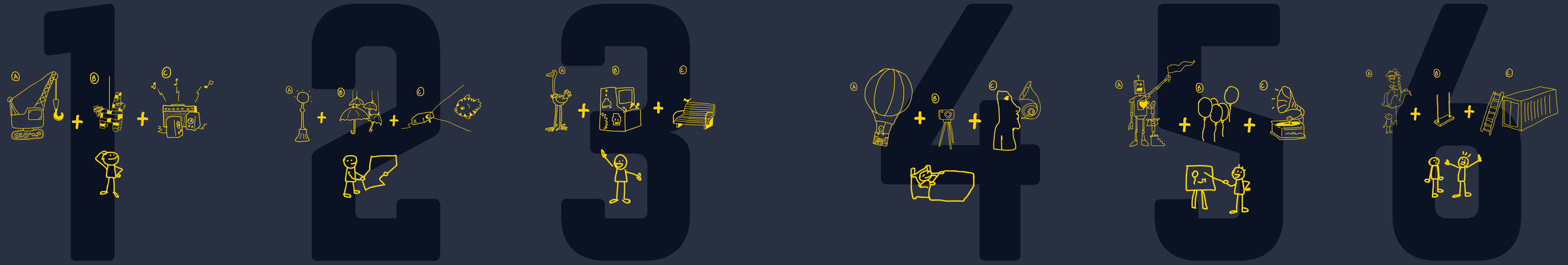
PUBLIC 2016 | APRIL 1 - 10. 2016

PUBLIC 2016 IN CLAREMONT | PUBLIC PLATFORM | 2 - 3 APRIL

PROTOTYPES WILL NEED TO BE READY FOR INSTALL | 6.00 AM SAT 2 APRIL

DESTALL | 5.00 PM SUN 3 APRIL

TIME TO GET YOUR THINKING CAPS ON...



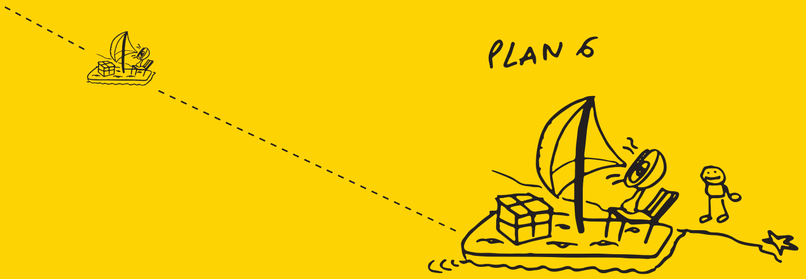
WHAT'S YOUR BIG IDEA?

4 WHY GET INVOLVED?

SHAKE THINGS UP
FACILITATE NEW CONNECTIONS
CHALLENGE THE STATUS QUO
ENLIVEN THE STREET
REIMAGINE PUBLIC SPACE
PLAY
CHANGE SOMETHING
DEMONSTRATE YOUR CREATIVITY
GET YOUR IDEA NOTICED
EXPERIMENT

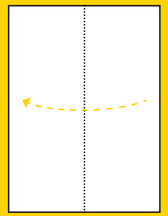
1ST PLACE PRIZE
$20,000

PEOPLES CHOICE AWARD
$5,000

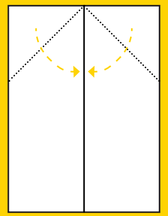


“DULL, INERT CITIES, IT IS TRUE, DO CONTAIN THE SEEDS OF THEIR OWN DESTRUCTION AND LITTLE ELSE. BUT LIVELY, DIVERSE, INTENSE CITIES CONTAIN THE SEEDS OF THEIR OWN REGENERATION, WITH ENERGY ENOUGH TO CARRY OVER FOR PROBLEMS AND NEEDS OUTSIDE THEMSELVES.”

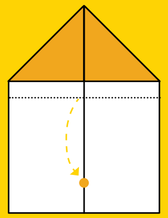
JANE JACOBS,
THE DEATH AND LIFE OF GREAT AMERICAN CITIES.



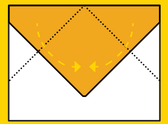
Fold page in half



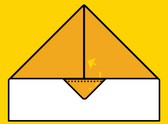
Fold corners over at top, towards the centre



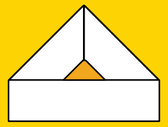
Fold top section down, leaving a gap between the point and bottom edge



Fold corners over at top, towards the centre

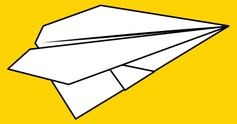


Fold point back over the top of the flaps above



Turn the whole page over

Fold wing over to the bottom edge



Now let your ideas fly.

CONTACT

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form.
building a state of creativity

“A CITY IS MORE THAN A PLACE IN SPACE, IT IS A DRAMA IN TIME”

PATRICK GEDDES.

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