

Storefront Manitoba and Urban Idea invite you to submit creative placemaking proposals for an implementable temporary installation or activity. We are looking for ideas that engage the public and celebrate the role of art and design in city building and placemaking.

WHAT IS CREATIVE PLACEMAKING?

According to Artscape Toronto, Creative Placemaking *intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.*

The New York based Project for Public Spaces suggests using the “**Lighter, Quicker, Cheaper**” approach to placemaking: *The Lighter Quicker Cheaper approach uses incremental steps, low-cost experiments, and taps into local talents (e.g. citizens, entrepreneurs, developers, and city staff). These smaller-scale, sometimes temporary, projects are being implemented in a variety of environments, including on streets, squares, waterfronts, and even parking lots.*

Proposed interventions/projects/activities will be installed in Old Market Square and Stephen Juba Park for Culture Days on October 6 and 7, 2022. Final siting will be determined by the organizing committee in consultation with each creative team.

TIMELINE:

September 7: Project Announcement

September 16: Submission deadline

September 19: Project selection announced

September 19-October 6: Creation/Fabrication/Preparation

October 6-October 7: Installation and Activation!

PARAMETERS

The installations must be freestanding. Each installation should be approximately 100 sq. ft. All installations must meet the health and safety standards of the City of Winnipeg and the Province of Manitoba. Time required on site to install and dismantle should be kept to a minimum. With sustainability in mind, materials should be reusable/recyclable/compostable. All applicants should be mindful of all building code and health and safety considerations when proposing an idea.

BUDGET

Each successful placemaking team will be provided with up to \$2000. Budget can be used for artist fees, site preparation, materials fabrication, and installation.

Note: A key element of the challenge is to carry out the activity using the budget and timeline provided.

SUBMIT YOUR PROPOSAL

Email your application to info@storefrontmb.ca as a combined reduced size PDF including:

- a. Title of project
- b. List of team members with contact information for primary applicant
- c. One page concept description - how does it create a sense of place? how does it engage visitors?
- d. One page annotated sketch(es) of concept
- e. Proposed budget outlining how \$2000 will be spent

SELECTION CRITERIA

Proposals will be reviewed on the basis of:

- Placemaking Potential
- Artistic and Creative Potential
- Public Engagement Potential
- Implementation Feasibility
- Accessibility: Is the project accessible to all?

The organizing committee will review the ideas based on the project goals and selection criteria, and recommend up to ten projects for funding.

INSPIRATION

The temporary installations you propose may take many different forms. To provide some background, and generate ideas, we suggest looking at some the websites below.

Urban Idea's 2014 Alleyway Challenge:

<https://urbanideawinnipeg.wordpress.com/placemakers/>

What is placemaking?:

<https://www.archdaily.com/961333/what-is-placemaking>

Guide to Tactical Urbanism:

http://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final

Park(ing) Day:

<https://www.myparkingday.org/>

Urban Prototyping Festival:

<http://vimeo.com/55677497>