



# Open Call for Proposals of Artists, Designers & Makers

INTERMUNICIPAL ORGANISATION LEIEDAL

RESPOND BEFORE 16.09.2022

## 1 Context

In 1973, the Belgian part of the E3 motorway, now E17, was completed. Intermunicipal organisation Leiedal, the regional developer for South West Flanders, wishes to single out this anniversary, along with various partners such as heritage organisation erfgoed zuidwest, roads and traffic agency AWV, Designregio Kortrijk and the local councils. Together, we dive into the motorway's history, exploring the changing view on our once fossil-fuel-driven world. Simultaneously, we examine new future-proof alternatives, aiming to connect citizens, businesses, policy-makers and officers in a look back and ahead. We will be highlighting the industrious landscape along the motorway in a particular manner by way of artistic and scenic interventions from June to October of 2023. The motorway interventions are part of a wider summer programme of activities.

This call is specifically about the realisation of a festival flag and landscape interventions and outlines the course of the procedure.

## 2 High-quality artistic interventions

Leiedal proposes a number of strips along the motorway in business estate areas where an artistic intervention might create added value. Project files containing information on these locations will be provided. As such, the locations are suggestions. Others may be proposed by the candidates and added as alternatives (upon agreement of the owners).

### 2.1 Festival flag design and realisation

Leiedal proposes to create unique festival flags to be placed in the front areas of the enterprises along the motorway, yet remains open to other creative endeavours that rethink the flag concept. The intent, however, is predominantly to start from a unique partnership with the businesses at the proposed sites. The festival flag may be a one-off design repeated at the suggested locations, or it may be part of a number of different flags interacting along the track.

### 2.1 Landmark design and realisation

Intermunicipal organisation Leiedal proposes to provide landscape interventions at suggested locations along the course of the motorway. These interventions may be physical installations, landscape manipulations, events... Both permanent and temporary interventions are possible.

### 3 Procedure

This is a wide call to artists, (landscape) architects, designers and makers to submit a first concept proposal.

Using a twofold procedure, Leiedal will allocate the realisation and production of the interventions. Both individual artists and collectives are eligible. The applicant is responsible for the proposal's design and realisation/production.

Following this procedure does not entail an obligation to award or realise the assignment. Leiedal may choose not to commission, without any compensation owed to anyone whatsoever.

#### 2.1 Step 1: call for concept proposals

At least, the concept proposal must contain the following elements:

- The choice as to which part of the call the submitter applies for: festival flags and/or landmarks.
- A clear description of the location(s) where the submitter would like to realise the intervention.
- The principle of the project.
- A descriptive text, draft design or illustration, rendering a simulation of the situation by day and night.
- A rough cost estimate.
- A concise portfolio.

The concept proposal shall contain no more than 3 A4 pages front and back. All proposals must be submitted by **Friday 16<sup>th</sup> September** at the very latest via the application form on our website <https://www.leiedal.be/50jaare17> or by mail to [e17@leiedal.be](mailto:e17@leiedal.be).

At the beginning of October, a jury will select no more than 3 artists, designers or makers on the basis of the submitted concept proposals for the festival flag part, as well as no more than 3 artists, designers or makers for the landmarks part. Subsequently, Leiedal, the jury, businesses and artists will enter into a matchmaking dialogue, so that every concept proposal selected may be developed, tailored to the chosen location. All applicants will be informed by way of an overall jury report.

#### 2.2 Step 2: elaboration of project proposal

The selected artists, (landscape) architects, designers or makers will be invited between early May and late August to develop their concept proposal into a definitive project proposal.

Towards the drawing up of a project file, Leiedal provides a fixed fee of 2,000 euros for a 'landmark' project proposal and a fixed fee of 500 euros for a 'festival flag' project proposal, providing the proposal minimally contain the following elements and is deemed sufficiently elaborated by the jury.

Minimal project proposal requirements:

- Detailed visual design of the intervention.
- Action plan for the realisation (technical, work proceedings, notification of possible permits...).
- Clear timing for completion in June 2023.
- Detailed estimate of intervention cost, including fee estimate. The intellectual property of the work remains with the artist. If in the project proposal a work of art is added to the landscape, the submitter must clearly indicate under which conditions the work of art can stay or be taken over.

Co-operation with regional enterprises, local associations, citizens or schools can be considered, being, perhaps, a sensible way to valorise local expertise and/or materials within an original context. If the submitter so wishes, he or she will be invited to clarify this.

**3 More info at**

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<https://www.leiedal.be/e17>

