

# CANAL CONVERGENCE

## THE POWER OF PLAY

Request for Original Augmented Reality  
Artwork Proposals

Deadline: Wednesday, June 28, 2023

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*Aerogels* by Roy Wasson Valle, augmented reality artwork for Canal Convergence 2021. Photo: Scottsdale Arts

## Request for Proposals (RFP) — Original Augmented Reality Artwork for Canal Convergence | The Power of Play, Nov. 3–12, 2023

**Application Deadline – Wednesday, June 28, 2023  
at 11:59 p.m. MST (AZ)**

**Budget: \$3,000–\$15,000 per proposal (USD) depending on scale**

### Project Information

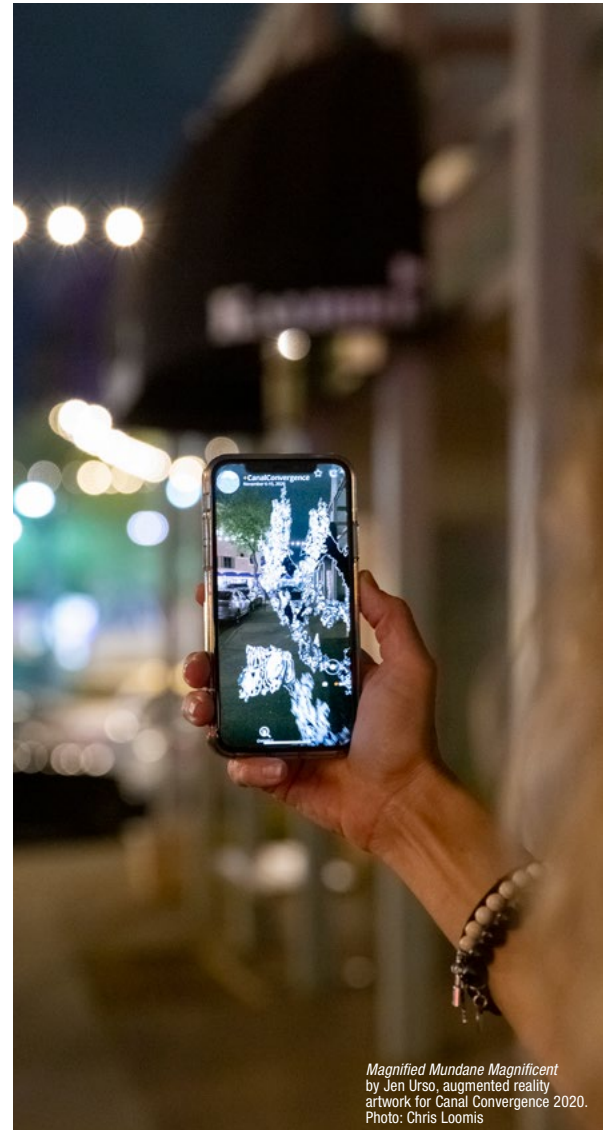
Scottsdale Public Art is accepting proposals from southwest-based artists (Arizona, California, Colorado, Nevada, New Mexico, Utah) for new, temporary, outdoor augmented reality (AR) artworks at the Scottsdale Waterfront as part of the 2023 Canal Convergence event. Between one and three artists will be selected to create their augmented reality artworks for this event.

Canal Convergence will be on view for 10 days, from Nov. 3–12, 2023. Some projects may be selected to remain available for viewing via the Scottsdale Public Art Hoverlay AR channel after the event dates.

Artists will be required to use the Hoverlay augmented reality platform for their projects, if selected. Hoverlay is Scottsdale Public Art's augmented reality partner. Artists who are new to augmented reality are also encouraged to apply.

Artists must focus on the 2023 Canal Convergence featured theme, “The Power of Play,” when creating their proposal (see page 3–4). Consideration of the perennial Canal Convergence themes of water + art + light, interactivity, and sustainability are a plus.

A physical component, which can take the form of sculptures, custom-made signage, trigger images, etc. is highly recommended.



*Magnified Mundane Magnificent*  
by Jen Urso, augmented reality  
artwork for Canal Convergence 2020.  
Photo: Chris Loomis

## Canal Convergence Overview + Featured Theme

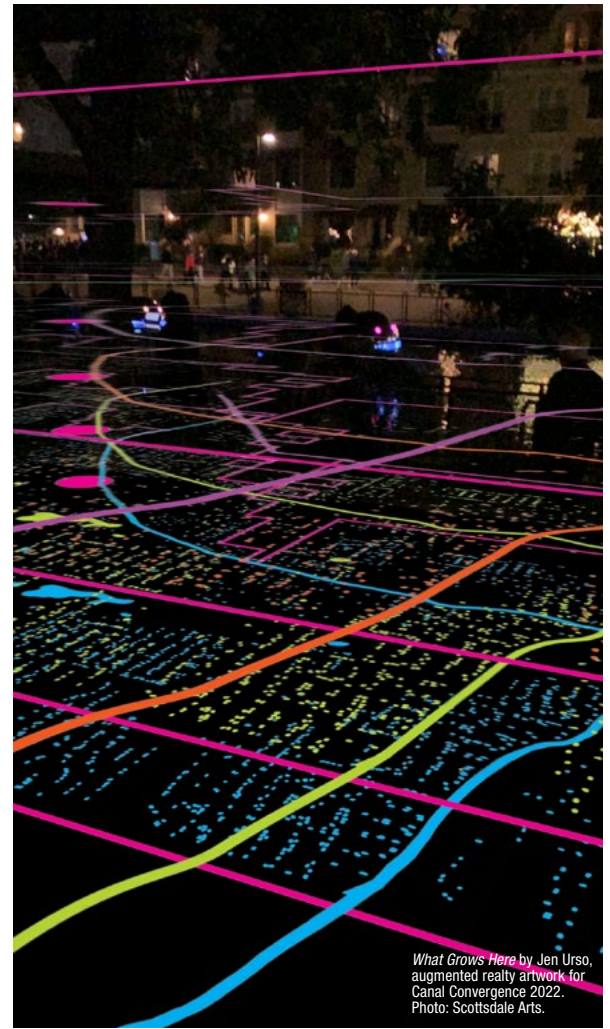
Canal Convergence takes place primarily at the Scottsdale Waterfront, a 1/3-mile stretch of pedestrian paths, open grass areas and landscaping, residences, offices, and restaurants, all along the Arizona Canal between Scottsdale Road and Goldwater Boulevard.

Since 2012, Scottsdale Public Art has partnered with the city of Scottsdale and Salt River Project (SRP) to present Canal Convergence annually at the Scottsdale Waterfront. Canal Convergence's free and immersive event features innovative large-scale installations, augmented reality artworks and experiences, educational programming, family-oriented activities, artmaking workshops, and artist talks. Canal Convergence also offers a broad selection of live music, spoken word and dance performances, and a beer, wine, and food garden.

Canal Convergence's mission is to provide an authentic and immersive art experience in and around the Arizona Canal in Scottsdale. All artists residing in the American Southwest are invited to submit proposals for augmented reality artworks that focus on—either by the content or type of activation—the 2023 central theme, “The Power of Play.” Review the featured theme narrative below:

### The Power of Play

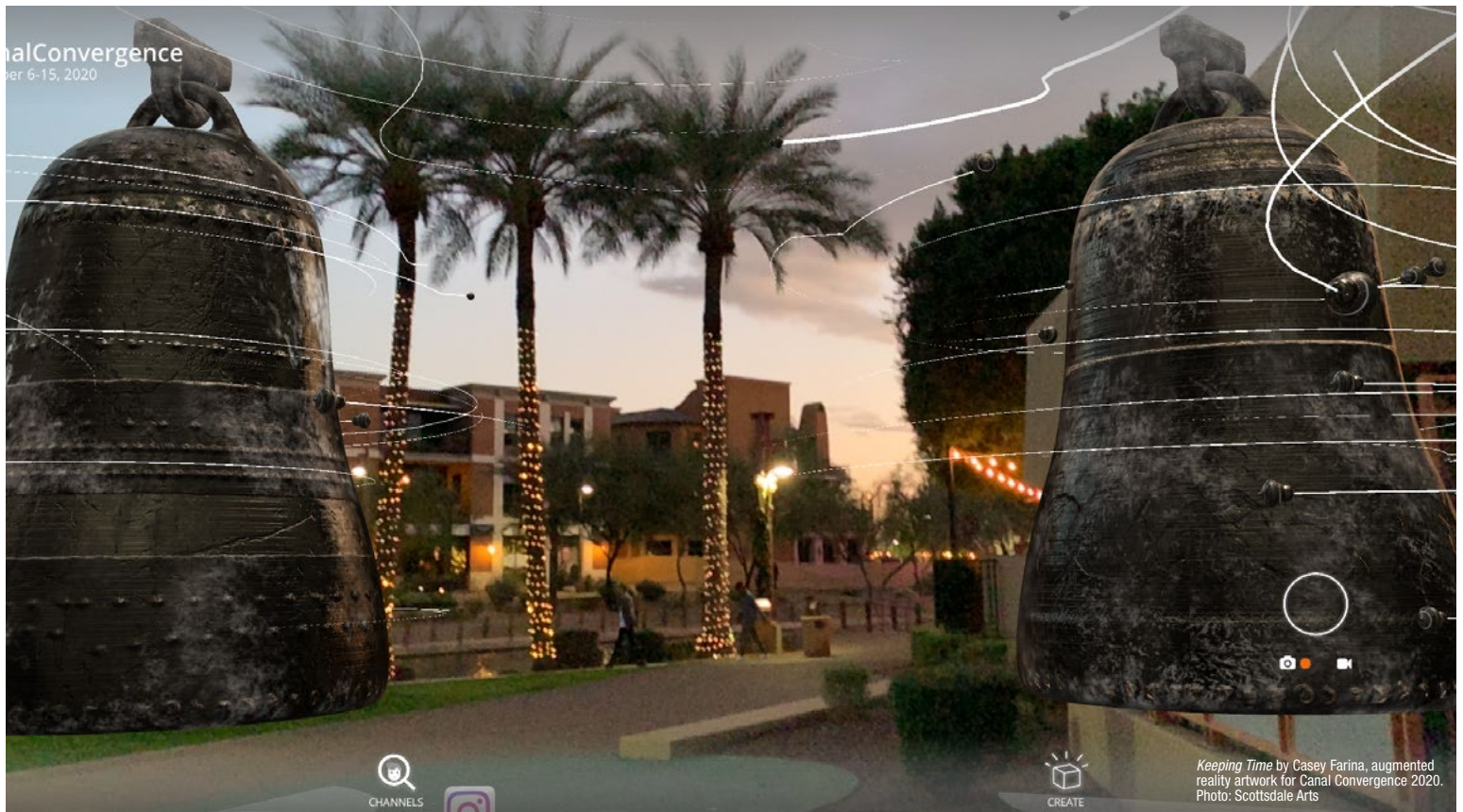
The concept of “play” is one of the most creative and meaningful constructs in the human experience. It is an innate behavior that appears in the earliest stages of childhood to facilitate learning and healthy social engagement. As an adult, play continues to have a significant role in daily life by acting as a vehicle for continuing education, practice, competitive drive, creative expression, joy, energy, individuality, and more. Play and acts of play tap into humanity's most basic instincts and, as such, can have a significant influence on how people engage with one another and their environment. By harnessing the power of play through public art, artists have the opportunity to produce compelling and meaningful experiences that reveal the power that play holds in our lives.



*What Grows Here* by Jen Urso, augmented reality artwork for Canal Convergence 2022. Photo: Scottsdale Arts.



*Scavenger Hunt: The Case of the Missing Artwork* physical sculpture and augmented reality integration. Created by Roy Wasson Valle and an artist residency with Scottsdale Unified School District and Bobby Zokaites. Canal Convergence 2021. Photo: Chris Loomis



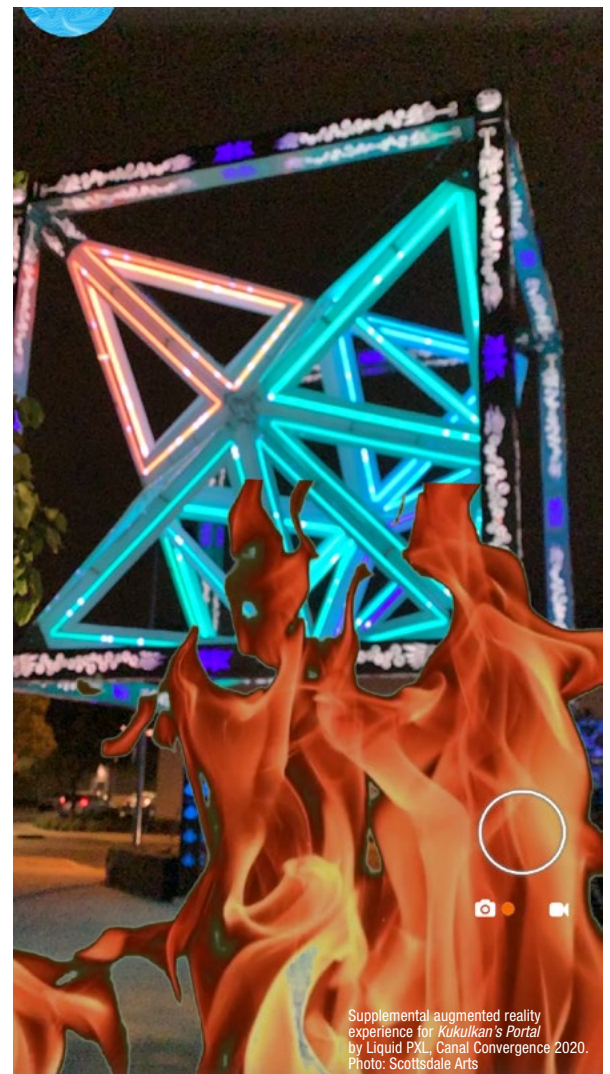
## The Power of Play (Cont'd)

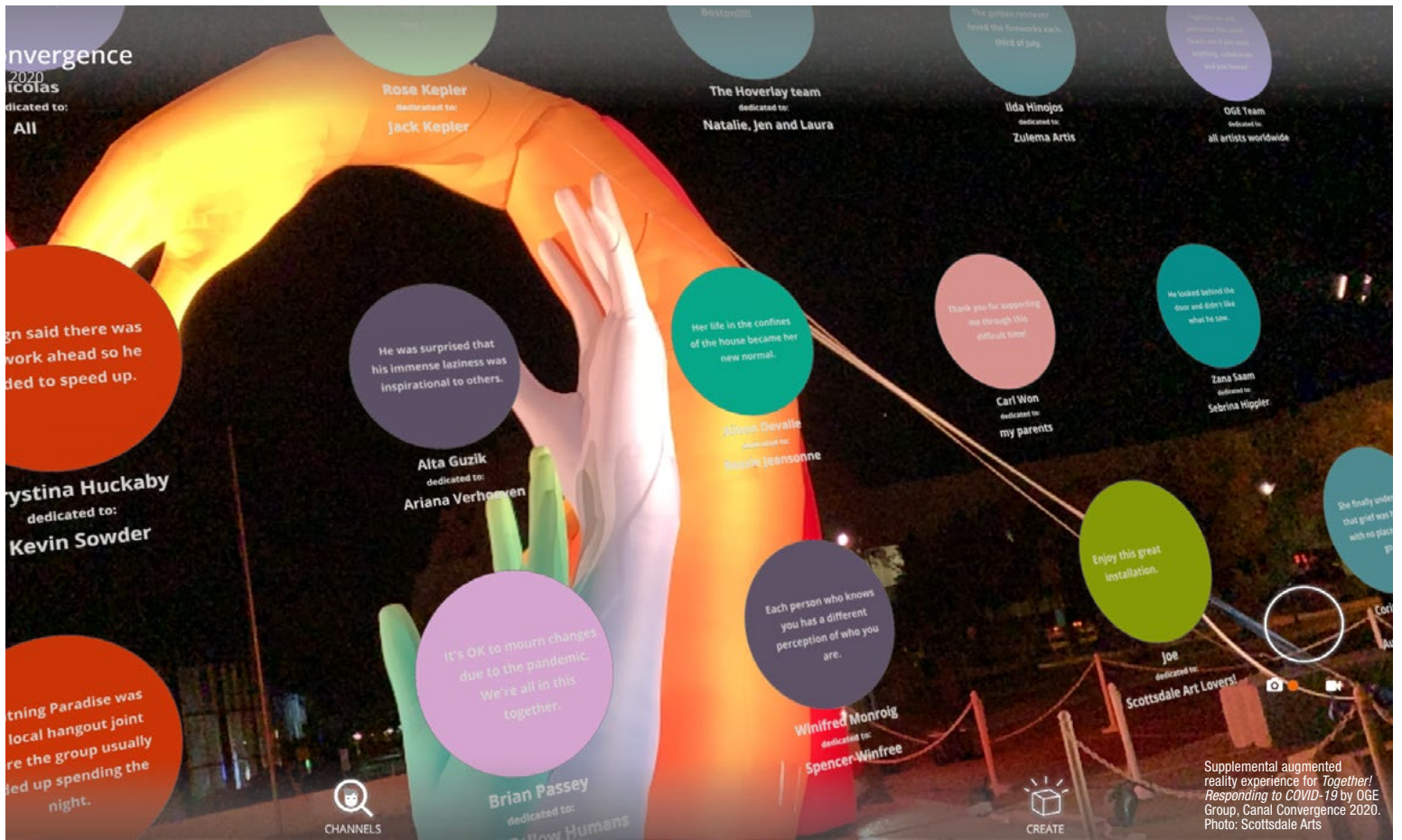
For Canal Convergence 2023, Scottsdale Arts challenges artists to integrate acts of play into the public's interaction with the artwork and/or reflect on the biological, social, or psychological impacts of play in daily life to create meaningful and engaging art experiences for the public. Some questions to consider include the following:

- What is the relationship between play and art?
- How has the definition of play evolved over time?
- What emotions can it evoke?
- How can play highlight or engage with Canal Convergence's perennial themes of water + art + light, sustainability, and interactivity?
- How can the concept or acts of play be used to draw attention to important ideas or perceptions?

With interactivity being one of the enduring themes of the event, concepts, and acts of play have always had an important role in the Canal Convergence experience. For this year's event, Scottsdale Arts is seeking artists to take the "power of play" concept to the next level by proposing artworks that require acts of play and/or speak to its influence on human development and its ability to unite people across all ages, genders, and cultures through shared experience. Consideration of the perennial Canal Convergence themes of water + art + light, interactivity, and sustainability are a plus. Review the perennial theme prompts below:

- **Water + Art + Light:** Does the artwork address the confluence of art, water, and light?
- **Interactivity:** How can the audience interact with the work?
- **Sustainability:** Does the work incorporate aspects of sustainability or water conservation? The use of solar power, biodegradable, and recycled/recyclable materials is also encouraged.





## Details

### Eligibility

Only artists residing and working in the southwestern states of the United States (Arizona, Colorado, Utah, Nevada, New Mexico, and California), are eligible to apply. Scottsdale Public Art supports diversity and inclusion in all public art calls.

### Augmented Reality Skill Level

The Canal Convergence AR RFP is open to artists both new to and experienced with AR creation. Through Canal Convergence and Scottsdale Public Art's partnership with Hoverlay, there is an opportunity for artists to learn how to translate their art practice into the new medium of augmented reality. So, if you are interested in applying to this RFP but are not familiar with AR or Hoverlay, reach out to Tanya Galin, public art manager, at [TanyaG@ScottsdaleArts.org](mailto:TanyaG@ScottsdaleArts.org) for more information and resources on how to get started.

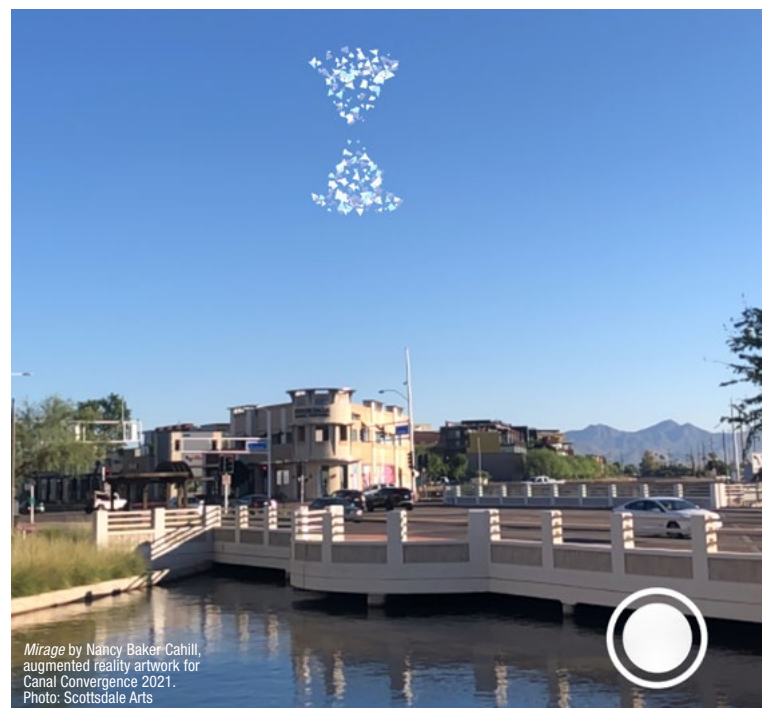
### Budget

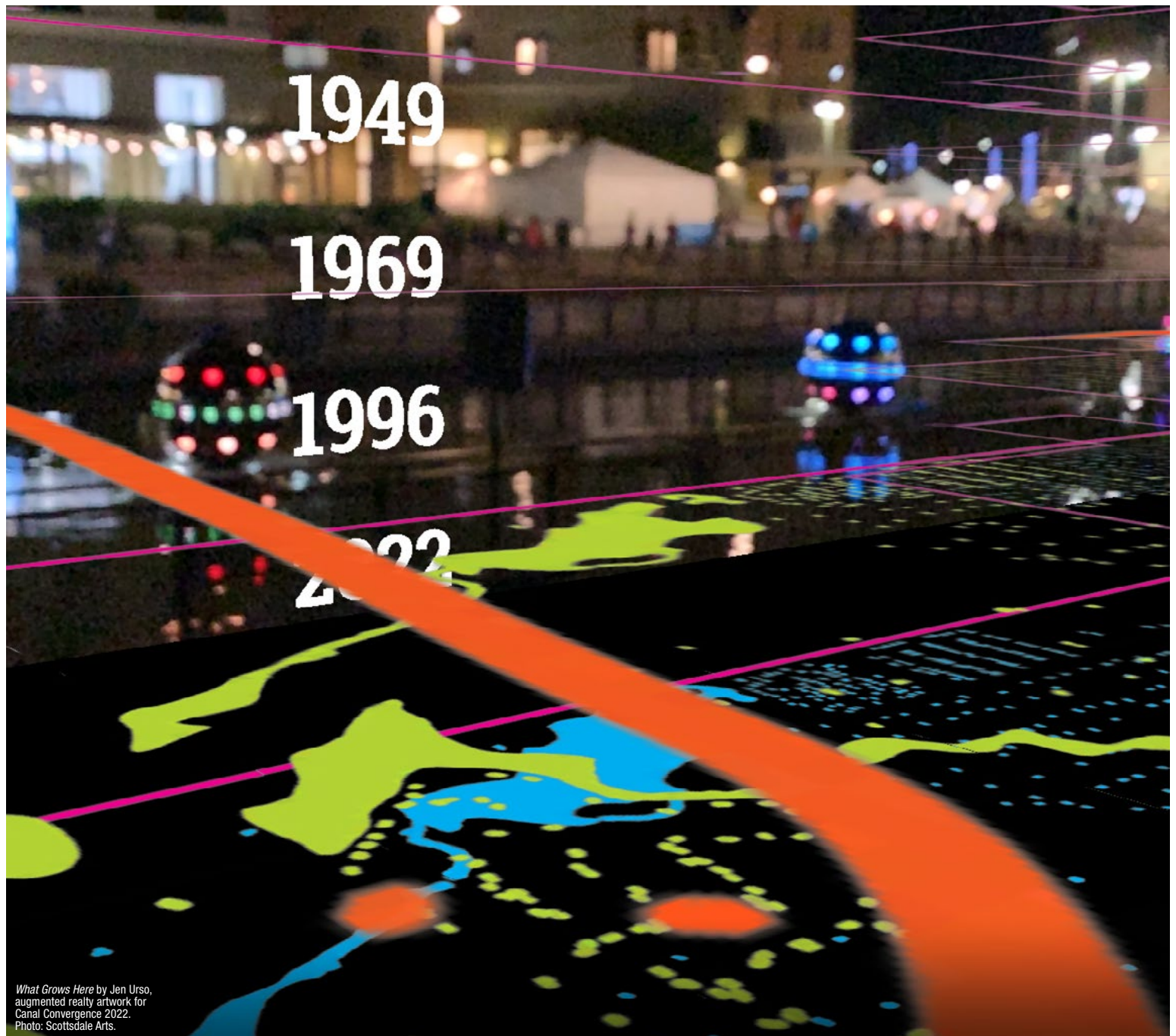
We will accept budgets starting at \$3,000 and up to \$15,000 (USD) per project, which is all-inclusive of project expenses. Proposals in the higher budget range are expected to have multiple activation points.

The following will be provided by Canal Convergence and, therefore, does not need to be included in the proposal budget: AR platform channel publishing (all AR artworks will be available via the Scottsdale Public Art/ Canal Convergence AR channel on the Hoverlay App Platform) and some Hoverlay staff assistance in translating the AR artwork proposal into the Hoverlay platform.

## Selection Process

Canal Convergence staff will review all proposals and make the final selection. The final selection will be based on adherence to the Canal Convergence featured theme, creative use of the augmented reality platform, and other relevant criteria. Scottsdale Public Art reserves the right to reject any or all applications.





*What Grows Here* by Jen Urso,  
augmented reality artwork for  
Canal Convergence 2022.  
Photo: Scottsdale Arts.

### **Installation (if physical components are present)**

Scottsdale Public Art can assist with the installation and deinstallation of the physical components required for the AR artwork proposal, however, installation planning and management will be the physical and financial responsibility of the artist. As you compose your proposal, please consider how the work will be installed, including manpower, equipment needs, power requirements, skilled labor, and an installation timeline.

### **Insurance (if physical components are present)**

Selected artists will be expected to provide general liability insurance and automobile liability coverage (automotive if applicable) if the proposal has physical components.

### **On-Site Lighting and Weather**

Canal Convergence is an evening, outdoor event. For augmented reality to function properly, there must be sufficient lighting for camera tracking on your smartphone/tablet/device. So, if you are proposing a site-specific AR artwork (for example, the artwork is meant to appear on the Soleri Bridge), take into consideration what type of nighttime lighting is present at the chosen site.

Regarding typical weather conditions, any physical component of the artwork must be durable and able to withstand weather conditions for the duration of the installation. Artists are asked to consider the Arizona environment, which during the month of November can include heat (up to 105°F/40°C), cold (40°F/4°C), wind, and rain. The consideration of temperature variations and moisture is important as it can impact the functionality of electronics.



*Aerogels* by Roy Wasson Valle, augmented reality artwork for Canal Convergence 2021. Photo: Scottsdale Arts

## How to Submit Your Proposal

Proposals will be accepted via [Submittable.com](https://www.submittable.com). Follow the link below to submit your application:

### [CLICK HERE TO START THE SUBMISSION](#)

Each artist or team may submit up to three ideas or artworks. Please submit a separate proposal with documentation for each separate idea or artwork being proposed. All materials submitted become the property of Scottsdale Public Art.

If you have questions about the RFP, Canal Convergence, or your proposal and its suitability for our site, we are happy to discuss your ideas! Questions should be directed to Tanya Galin, Scottsdale Arts public art manager, at [TanyaG@ScottsdaleArts.org](mailto:TanyaG@ScottsdaleArts.org).

### Submission Requirements

- **Statement(s) of Intent:** Artist name or team name, contact information (must include your phone number, email address, and mailing address), website and social media handles (if applicable), title of artwork, conceptual (and physical, if applicable) description of proposed artwork (300 words max.), explanation of any interactive components of your artwork (if applicable, 150 words max.), and explanation of how your artwork relates to the featured theme “The Power of Play” (150 words max.) on one document (up to two pages max.)
- **Proposed Artwork Digital Images:** Digital images or visual documentation or renderings (drawings, scale models, etc.) of proposed artwork (six images max., high resolution) with the image information identified by the image file name.
- **Images of Previously Completed Work:** Digital images of previously completed artwork with project details (six images max., high resolution)
- **Résumé or CV:** One document (up to three pages max.)
- **Two Professional References**

## Timeline\*

- Wednesday, June 28, 2023 — Deadline for response to RFP: 11:59 p.m. MST (AZ)
- Monday, July 17, 2023 — Selected artist(s) notification
- July 18–Aug. 1, 2023 — Contracting
- Aug. 1–Sept. 18, 2023 — Content development with artists and Hoverlay
- Sept. 19–Oct. 13, 2023 — Testing and finalization of placement, etc.
- Oct. 14–27, 2023 — Contingency
- Oct. 30–Nov. 1, 2023 — Installation of any physical component at the Scottsdale Waterfront (if the proposal has no physical footprint, only the signage with QR code activation will be installed at this time)
- Nov. 2, 2023 — Installation contingency day
- Nov. 3–12, 2023 — Canal Convergence | The Power of Play
- Nov. 13–16, 2023 — Deinstallation of any physical components of artwork

\*Timeline subject to change.



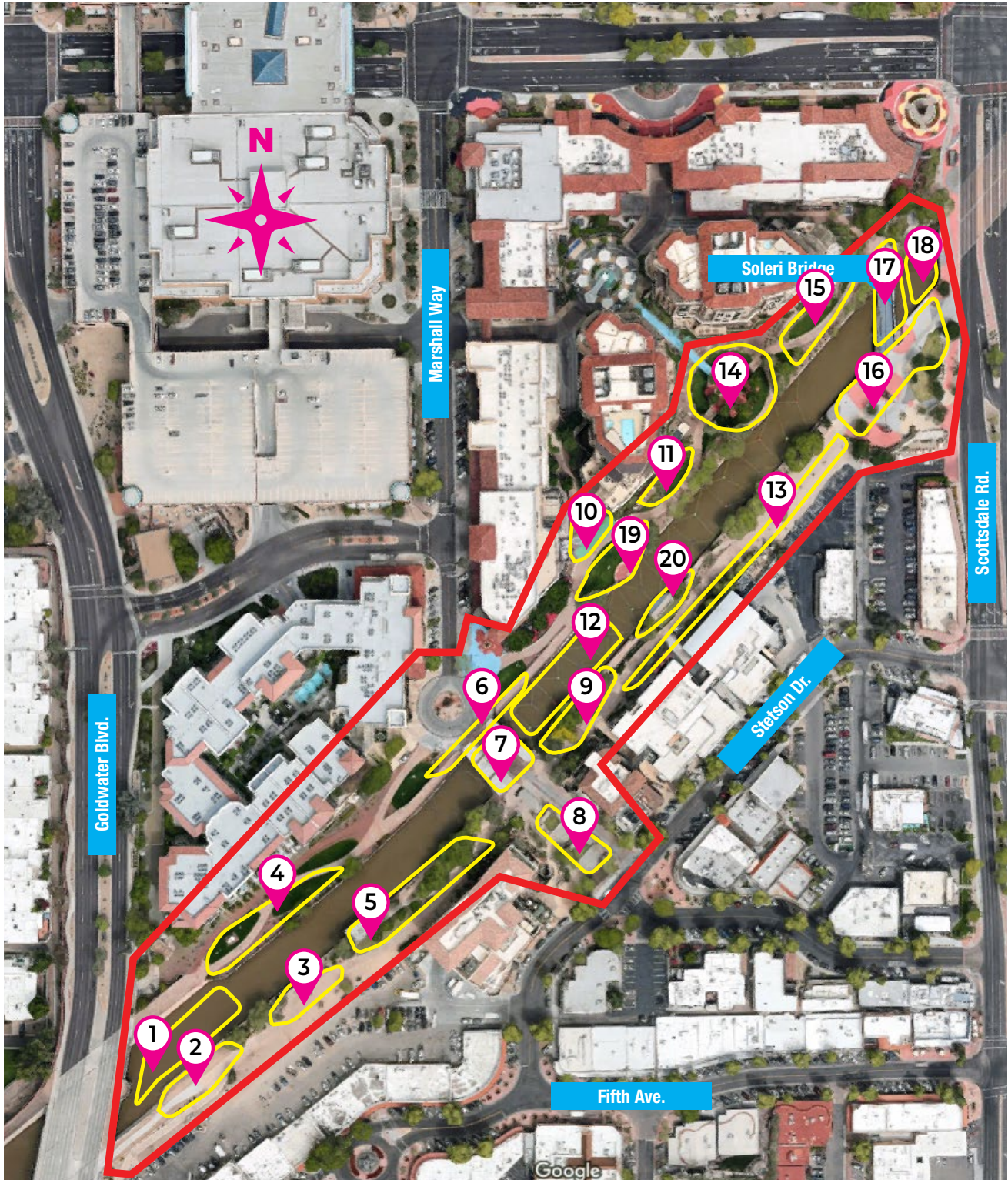
# Canal Convergence Site Map and Images

The following pages contain the aerial overview of the site and ground-level, daytime photos of the site.

Note that the site map is divided up into potential physical artwork activation sites. As this RFP is for augmented reality, your proposal can be located at these sites, but the entire site is open to activation. This selection of sites and images is meant to give you an organized view of the site, rather than showing you the only available site activation locations.

For site measurement information, go to the city of Scottsdale Parcel Map website.

Also available: 360-degree photos of select locations on the map below; visit [CanalConvergence.com/Waterfront360](http://CanalConvergence.com/Waterfront360).



Map data: Google

## Installation Locations

1

### West section of canal

Canal area beginning at Goldwater Bridge and extending northeast approximately 200 feet.



View from Goldwater Bridge, facing east.



Aerial view, facing east, showing 2016 artwork *Spiraling Droplets* by Aphidoidea.

2

### Far southwest bank of canal

Between Goldwater Bridge and Marshall Way Bridge



Gravel area between pedestrian path and canal, facing west toward Goldwater Bridge.



View of *Permutate* by Nicole A Banowitz on gravel area between pedestrian path and canal, facing south from the north bank.

## Installation Locations (cont.)

3

### Southwest bank of canal

Between Goldwater Bridge and Marshall Way Bridge



Gravel area between pedestrian path and railing, facing east.



Gravel area between pedestrian path and railing, facing west toward Goldwater Bridge.

4

### Northwest bank of canal

Between Goldwater Bridge and Marshall Way Bridge



Grass and gravel areas on either side of the pedestrian path, facing east.



Grass and gravel areas on either side of the pedestrian path, facing west.

## Installation Locations (cont.)

5

### Shade structure on southwest bank of canal

Steel shade structure, concrete, and grass area between Goldwater Bridge and Marshall Way Bridge. Art can be attached to the shade structure.



Grass area and shade structure, facing north.



Grass area and shade structure, facing west.

6

### The underpass

A pathway runs under the north side of Marshall Way Bridge. There are landscaped insets on both sides of the underpass.



Path and underpass, facing west.



Underpass, facing east.

## Installation Locations (cont.)

7

### Marshall Way Bridge

Between Stetson Plaza and Marshall Way roundabout. Art may be attached to the structure above and the metal grate below.



West side of the bridge, facing northwest.



Center of the bridge, facing north.

8

### Stetson Plaza

Between Stetson Drive and Marshall Way Bridge. One grass and concrete plateau and one concrete splash pad plateau. Splash pad is turned off November 1 – March 1 every year.



Grass and concrete plateau, facing west.



Splash pad plateau, facing north toward grass and concrete plateau.

## Installation Locations (cont.)

9

### Landscape area on southeast side of the canal

Between Marshall Way Bridge and Soleri Bridge



Gravel area and concrete pedestrian path, facing east.



Gravel area and path showing 2018 artwork *Infinity Crystal* by Klip Collective, facing east.

10

### Northeast side of the canal

Between Marshall Way Bridge and Soleri Bridge



Expansion of pathway east of Marshall Way Bridge, facing north.

11

### Grass area on northeast side of canal

Between Marshall Way Bridge and Soleri Bridge



Grass area between pedestrian path and residential building, facing west.

## Installation Locations (cont.)

12

### East section of canal near Marshall Way Bridge

Canal area beginning on the east side of Marshall Way Bridge and extending northeast approximately 200 feet.



*ARIZONA!* by Choi+Shine Architects. Photo: Hannon Rigging, 2018



*Reflection Rising* by Patrick Shearn of Poetic Kinetics. Photo: Jennifer Gill, 2018



## Installation Locations (cont.)

13

### Southeast side of canal

Between Marshall Way Bridge and Soleri Bridge



Gravel and landscaped area south of pedestrian path, facing west.



Gravel and landscaped area south of pedestrian path, facing east.

14

### Circular fountain area

Between Marshall Way Bridge and Soleri Bridge



Water fountain with surrounding grass and concrete areas, facing southwest.



Water fountain with surrounding grass and concrete areas, facing northeast.



## Installation Locations (cont.)

### 15 Northeast side of canal Near Soleri Bridge



Grass area between pedestrian path and residential building, facing east.



Grass area between pedestrian path and canal, facing east.

### 16 Soleri Plaza

The portion of Soleri Plaza alongside the canal is free of main stage traffic and may be used for artwork placement.



Soleri Plaza, south of Soleri Bridge, facing east.



Soleri Plaza, facing north.

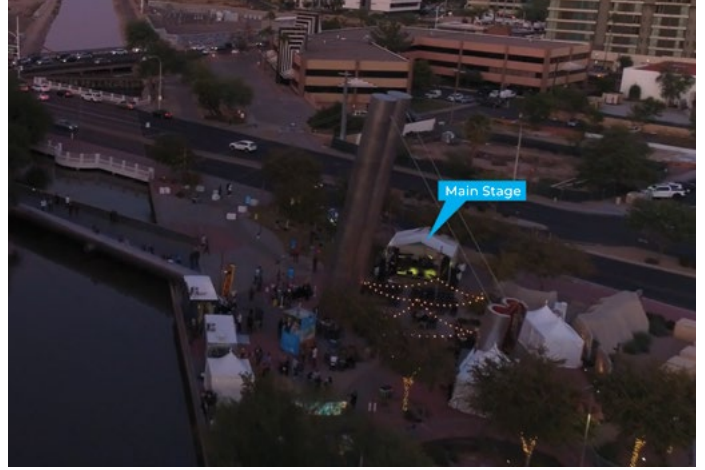
## Installation Locations (cont.)

### Soleri Bridge and Plaza

The main stage and the food, beer, and wine garden will be on this plaza. Consider how your piece may fit within this space and in relation to these elements.



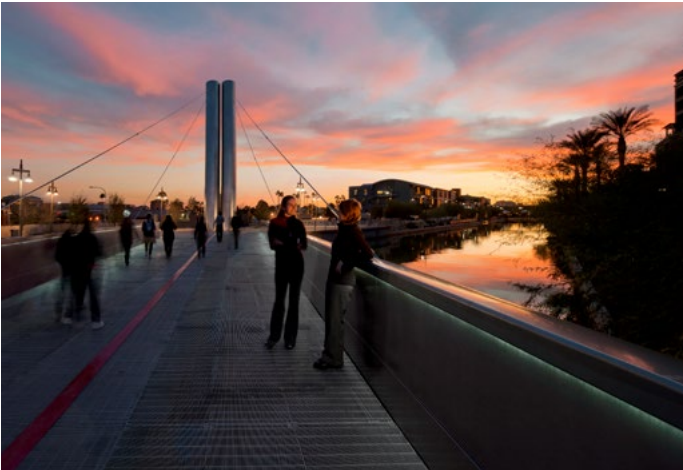
Aerial view of Soleri Bridge and Plaza, facing southeast.



Aerial view during Canal Convergence 2019, facing northeast.

### 17 Soleri Bridge

West of Scottsdale Road



Soleri Bridge, facing south toward Soleri Plaza.

### 18 Section of canal

Between Soleri Bridge and Scottsdale Road



Small canal section east of Soleri Bridge, facing north.

## Installation Locations (cont.)

19

### Northeast bank of canal

Grass and colored concrete area south of the pedestrian path.



Colored concrete pad, facing south.



Grass area between pedestrian path and canal, facing east.

20

### Southeast bank of canal

Grass, concrete, and gravel landscaping area with pedestrian path.



View from lower pedestrian path, facing west.



View from half-circle overhang on lower pedestrian path, facing south.