

CALL FOR VISUAL and MUSICAL ARTISTS

Project Name: Live at the Black Hawk

Description: a community-based, interactive augmented reality art, music and history gallery

Location: Boeddeker Park, 246 Eddy Street, Tenderloin, San Francisco, CA, 94102

Budget: \$200 honorarium per work

Deadline to Apply: on-going

Artists Selected on a rolling basis.

Background

Tech in the Tenderloin and Novaby Ltd's Augmented Reality (AR) Studio launched a community-driven AR experience called *Live at the Black Hawk* in Boeddeker Park in the summer of 2021. The project creates a playful, world-scale version of the Tenderloin's famous Black Hawk Jazz Club in Boeddeker Park. Through the experience, visitors can learn about the Tenderloin's progressive history of innovation and inclusion through interactive billboards and explore original digital artworks and compositions by local youths, artists and musicians.

- [Project website](#)

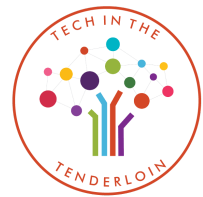
Eligibility

All artists living in the San Francisco Bay Area are eligible to apply. Preference will be given to artists with a history of working in and with the Tenderloin community.

Works to be Created

The Black Hawk works like a normal real- world gallery in that there are rotating exhibits and launch communications and events for those. The digital augmented reality gallery contains space for up to 8 visual works and 1 musical work at a time. With help from our team, selected artists create up to seven 2D digital artworks, one digital 2D mural and one jazz composition inspired by the Black Hawk Jazz Club, Jazz and the Tenderloin community.

Visual Artworks: visual artists will be provided with a "canvas" size to work from along with the appropriate pixel dimensions and resolution. Existing and high-resolution photographs of real-world artworks will also be considered. The ultimate deliverable is a digital file in PNG (preferred) or JPG format. Your work will be placed in one of several AR spaces of your choosing pending coordination with other artists' work.



Musical works: musical artists will create a 3 to 5 minute jazz or jazz-inspired composition that will be used as the looping soundtrack for the experience. Existing relevant works may also be considered. The ultimate deliverable is a digital mp3, wav file or similar format.

Recognition and Ownership of Artworks

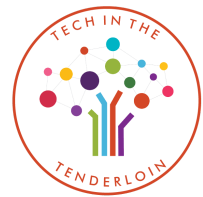
The experience is an on-going, virtual gallery and showcase opportunity for Tenderloin-based and community-focused artists. Future, AR, digital art and music creation workshops are also envisioned for neighborhood residents and visitors. If you are interested in helping with these workshops, please indicate this in your application.

Artists/organizations will retain full ownership rights of their works. Each artist will be credited for their work in the AR app and on the project website. Artists are invited to sign their artworks and include a reference to their website or social media platform just like they would with a real-world piece.

How To Apply

You can apply by emailing the requested information below in a PDF document to juliabeabout@techinthetenderloin.org. **Please indicate “Black Hawk artist application” in the subject line.**

- Name
- Email
- Phone
- Location: City, state
- Link(s) to your website, portfolio or relevant work samples



- Answers to the following questions (250 words max each answer).
 1. Please describe your art/music practice
 2. Do you have experience working on community art/music projects?
 3. Please describe any specific experience you have working in or with the Tenderloin community.
 4. Why do you want to participate in this project?

Please contact Julia Beabout with questions: juliabeabout@techinthetenderloin.org

Sponsors and Partners

Live at the Black Hawk is presented by Tech in the Tenderloin. It was created in partnership with Novaby Ltd's AR Studio and uses Augmented City's open, geo-pose AR Cloud technology. The project is partially funded by a grant from the U.S. Department of State, Department of Educational and Cultural Affairs.

Educational workshops and on-going support is provided by Niantic Labs Ltd, Novaby Ltd and Augmented City.

About Tech in The Tenderloin

Tech in the Tenderloin (TNT) expands career imaginations and life possibilities for low-opportunity youth and families in our city's and nation's most challenging neighborhoods by connecting them with high-opportunity tech through fun events and educational activities.

We are a forward thinking, rapidly expanding non-profit with a glocal focus. We are passionate about making our communities more just (and fun!) places to live and work and where the spirit of exploration, possibility and entrepreneurship thrives through amazing tech that is accessible to all those living in the Tenderloin and beyond.

Tech in the Tenderloin is a fiscally sponsored project of Intersection for the Arts, a non-profit 501c3 organization.

About Novaby Ltd

Novaby is a global digital 3D/AR design studio and production company based in Seattle and San Francisco. We are a passionate group of digital artists, storytellers and creative technologists pioneering the field of augmented reality (AR) Placemaking, space activations and tours. We LOVE transforming spaces into Places using AR, the arts, humanities and social science.