

ZERO

WAYFINDING ARTIST/DESIGNER

Deadline February 17, 2011

ZERO1 Biennial

The ZERO1 Biennial, distributed throughout Silicon Valley and the greater Bay Area, is North America's most significant showcase of work produced at the nexus of art and technology. Through curated exhibitions, public art installations, performances, and artist talks the ZERO1 Biennial presents work by a global community of innovative artists who are reshaping contemporary culture. Established in 2006, the ZERO1 Biennial has presented the work of over 500 artists from 50+ countries; commissioned 80 original works of art (making ZERO1 one of the largest commissioning bodies in the United States); attracted over 100,000 visitors from around the world, and contributed \$20 million in economic revenue to the region.

Snapshot

ZERO1 is seeking proposals from artists and designers to create an innovative solution for the 2012 Biennial wayfinding and signage system. The 2012 Biennial will be a regional-wide event spanning San Jose, San Francisco and the East Bay. The signage and wayfinding system will need to display ZERO1's brand creatively, and also to be useable/adapted in different sizes, for different locations, while integrating technology, where possible, in order to be interactive.

Objectives

The objective of this project is to create wayfinding signage that is:

- Attracts attention e.g. is visually compelling and recognisable both day and night
- Reflects the 2012 Biennial theme: Seeking Silicon Valley
- Adapts to different Biennial sites
- Connects the locations visually through a unified system
- Can withstand natural elements
- Integrates use of technology, such as tags that provide more Biennial detail
- Maximizes user experience: seamless and clear info access.
- Enhances user engagement: multi-way communication / participatory experience.

Requirements

- Experience designing larger-scale graphics; knowledgeable about physical production
- Capable of translating the Biennial brand into the design
- Open to exploring innovative options but sensitive to a nonprofit's budget constraints
- Available to see the project from design through execution and make changes as

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- needed
- Engaged/inspired by contemporary art and artists

Submission Requirements

1. An image or images (not more than 5) graphically representing the proposed design (see below for acceptable formats)
2. Images or links of prior work, a minimum of 5 but no more than 10.
3. A narrative description of the proposed installation including the materials to be used and method of construction.
4. Current resume

Timeline

- Proposals will be accepted until February 17, 2011
- Artist Selection and notification by February 24, 2012
- Design completion by May 1, 2012
- Production complete Sept 1, 2012

Budget

The total Fee for the Project is \$5,000 which includes Artist resources, materials and travel expenses, to be paid \$1,500 on approval of the design direction; and \$2,000 upon design handover and \$1,500 completion and installation.

Submission

Please submit all materials and questions to Sarah Beth Nesbit at sarahbeth@zero1.org by February 17, 2011