



## Smart Oxford Playable City® Commission 2017

### The Challenge

The Smart Oxford Playable City® Commission is a brand new competition, challenging creatives from around the world to produce an idea that puts people and play at the heart of the city of Oxford.

Smart Oxford will work with Playable City to select a project that will capture the imagination of those who live, study, visit and work in and around Oxford. Applicants can work in any field, but creative uses of smart city technology must be integral to the proposal.

### The Theme – Shared City

Oxford is a small city with a global reputation; it is both a city with a long history and one of the fastest growing cities in the UK.

The Smart Oxford Playable City Commission invites you to propose ideas, which respond to the theme **Shared City** - combining creativity and technology to surprise and inspire.

It is possible to interpret the theme in a variety of ways:

- Seeing all of the city, including the historic centre and the city outskirts – positively connecting unconnected people
- Imagining the city as a system – the information, networks or mobility patterns which are the “data” of the shared city
- Visualising the emotional contours of the city – how people feel, interact or exchange ideas in the city
- The diversity of experiences, from residents to students to visitors, within a shared city environment
- The fabric of the city, how all elements of the city share space

A Playable City approach to **Shared City** will start new conversations, imagine new futures and make new connections – person-to-person, person to city.

We welcome your own reading of the theme, and are as interested in the purpose underpinning your proposal as the mechanics of what you hope to create.

### Oxford facts

- Oxford has a population of around 160,000 people and is one of the fastest growing cities in the UK
- It is home to the oldest University in the English speaking world – and 32,000 students attend its two Universities (Oxford and Oxford Brookes)
- Oxford has a diverse economy, which includes manufacturing, publishing and science-based industries as well as education, research, creative, digital and tourism
- Oxford attracts 7 million tourists per year
- Oxfordshire Open Data Platform (<https://www2.oxopendata.uk/>) allows the public, researchers and developers to access, analyse and share information about the area. Smart Oxford is happy to provide access to this resource as a data store for static and dynamic data that might facilitate the deployment of the winning project idea

More information and statistics about Oxford can be found at [www.oxford.gov.uk/oxfordstats](http://www.oxford.gov.uk/oxfordstats)

## **The Commission**

Pushing boundaries and encouraging experimentation, this commission sits at the intersection of art, society and technology. We are looking to support distinctive ideas, which make use of existing infrastructure and smart city technologies to make the city more liveable, hopeful and collaborative. The winning project will be accessible to all, sustainable and innovative. It will be designed for Oxford and will aim to spark a conversation.

### **The winner will be awarded:**

- Commission of £30,000 (to cover all fees, development, delivery, testing and production costs of an idea)
- Some additional support for travel for international winners and local support
- Access to advisors to help develop and test your idea, including advice on location scouting, technical infrastructure, interaction design, testing, and public space implementation
- PR campaign, including tailored media support to maximise the impact of the commission
- Access to facilities and connection to a vibrant community of artists and creative technologists in Oxford and through the Playable City Network

### **What will we expect from the Commission winner?**

- The delivery of a public project in Oxford in Winter 2017
- Delivery of technical specs, budget, project plan and communication assets to inform and support development of the project
- A generous and open attitude
- Participation in events and discussions with public, peers and partners
- Participation in media and communication around the Award

### **Who should apply?**

We are looking for artists, designers, architects, urbanists, interaction designers, digital performance designers, technologists and creative practitioners who can demonstrate a history of producing high quality, innovative public projects. Individuals or teams can apply.

We propose to commission an idea that will be delivered to a set date and budget in Oxford, therefore applicants will be expected to show a track record of delivery of ideas of this scale to a defined timeline.

We will consider completely new work, projects that have already been conceptualised and the development of existing areas of work but we will not support work that has already been fully realised or presented professionally.

The Smart Oxford Playable City Commission is open to all international applicants. An existing Oxford connection is not a necessity but Smart Oxford and Playable City will facilitate collaborations with Oxford creative teams at shortlisting stage (where required) in order to connect all projects explicitly with the city.

Due to the collaborative nature of the commission it is essential that the successful candidate can communicate in English with confidence.

We aim to broaden the constituency of people currently engaged in imagining city futures. We therefore particularly welcome applications from deaf and disabled practitioners and practitioners from a Black, Asian and Minority Ethnic background.

### **How we will assess the ideas**

- Fit of project to the theme of *Shared City*
- Use of Smart City technologies
- Quality and Originality of concept
- Audience and accessibility - how engaging is the work?
- Impact and experience

- Track record - a demonstrated history of high quality, innovative creative practice to professional standards
- Skills, ability and experience of the proposed team or creative and their ability to deliver the idea
- Feasibility of project delivery within agreed budget and timeline

### **Timetable**

Open for applications: May 09, 2017

Close of applications: June 20, 17.00 BST, (GMT+1), 2017

Shortlist published: July 2017

Judging and successful commission announced: August 2017

Production of Award and Testing: Aug to Nov 2017

### **How to apply**

If you are interested in applying for Smart Oxford Playable City Commission 2017, please fill in the online form in English giving details of you, your proposal and your practice. You can find the online form at:

<https://watershedbristol.typeform.com/to/zSCrw2>

**Deadline:** Please submit applications by **June 20, 17.00 (BST)**

Please note: we will dedicate half an hour to the shortlisting assessment of each submission.

### **Shortlisting**

All submissions will be carefully considered by Smart Oxford and Playable City and a shortlist will be announced in May. If shortlisted, the image and text provided in your cover sheet will be made publicly available online to encourage public response and debate. The comments will be reviewed in the final judging process but will not constitute a vote.

### **Judging**

The shortlisted submissions will be judged by a panel of industry judges at the forefront of art, society, and technology. The full judging panel will be announced with the shortlist.

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### **Smart Oxford**

Smart Oxford is the strategic programme of a wide range of city partners working together to develop and promote Oxford as a smart city. It represents a commitment by its partners to develop efficient and effective use of data and technology for the benefit of its citizens. The Smart Oxford project board acts to help initiate, orchestrate and support smart city activities & projects carried out by its Oxford and Oxfordshire partners. The Vision of Smart Oxford is of a city where innovative ideas, active citizens, and aligned stakeholders come together to co-create a better Oxford, one that is stronger, safer, and both economically and environmentally sustainable.

<http://oxfordsmartcity.uk/cgi-bin/index.pl>

### **About Watershed**

Watershed is a cultural venue and producer developing cultural engagement, imagination and talent. We are based in Bristol, but place no boundaries on our desire to connect with artists and audiences in the wider world. We curate ideas, spaces and talent to enable artistic visions and creative collaborations to flourish. We produce work that cuts

across film, media, music, theatre, design, visual art, and the creative and technology sectors.

<http://www.watershed.co.uk>

### About Playable City

Playable City is a framework to think differently about the city, generating social dialogue by creating shared experiences through play. Visible, democratic, surprising, inclusive – it reuses the city infrastructure to create connections – person to person, person to city. By transforming city spaces into places of unexpected interaction the Playable City is a conversation starter towards the change we would like to see in our cities of the future.

Playable City has worked in nine cities across five continents in recent years, the Playable City international network reaches from Tokyo to Recife to Lagos. You can read more at <http://www.playablecity.com>. Watershed is the founder and producer of Playable City. [www.watershed.co.uk](http://www.watershed.co.uk)

### Contact

If you have any questions or queries please get in touch: [playablecity@watershed.co.uk](mailto:playablecity@watershed.co.uk) / 0117 9275189 (ext 389) / @PlayableCity

Smart Oxford Playable City® Commission is supported by: [Lucy Group](#), [Nominet](#), [University of Oxford](#), [Oxford Brookes University](#), [Science Oxford](#), [UKAEA](#), [Oxford Bus Company](#), [Oxford City Council](#), [Oxford County Council](#), [Bosch](#) and [Oxlep](#). The Commission is produced by [Watershed](#). Playable City® is a registered trademark of Watershed Arts Trust Limited.

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