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ARTISTS
\$15,000 AWARD

→ www.landartgenerator.org

DESIGN

GUIDELINES

LAND ART GENERATOR INITIATIVE

ART HAS THE ABILITY TO CREATE MOVEMENTS AND STIMULATE CREATIVE DIALOGUE.

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INTRODUCTION

The long-term goal of the Land Art Generator Initiative (LAGI) is to design and construct a series of land/environmental art installations that uniquely combine aesthetic intrigue and artistic concept with clean energy generation.

The LAGI viewing platforms will be tourist destinations and educational facilities, drawing people from around the world to experience the beauty of the collaborative artworks. At the same time, the art itself will continuously distribute clean energy into the electrical grid, with the sculptures having the potential to provide power to thousands of homes in the United Arab Emirates.

The UAE is beginning to take a position of global leadership in the development of clean energy technologies and applications. The construction of the Masdar Shams I 100MW solar power plant outside of Abu Dhabi will take 1% of the UAE's electricity generation and place it solidly in the "green". And Dubai has recently announced plans for a solar power plant that may be even larger.

These are steps in the right direction. We are living in a world in which the climate is deeply affected by the burning of fossil fuels for energy generation and in which it is estimated by the oil industry that petroleum reserves will be mostly used up by the time children born today reach middle age.

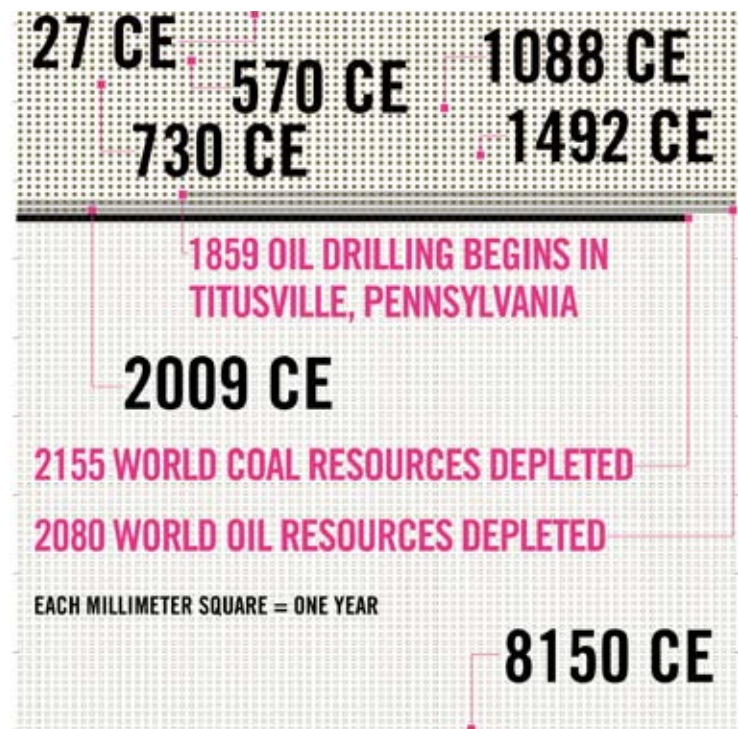
The climate of the UAE is uniquely suited to harness the energy of the sun, the waves, and the wind in ways that do not use non-renewable material resources and do not pollute the atmosphere.

The time is now to do everything that we can to make the shift to cleaner forms of energy. Art has the power to reach the hearts and the minds of the world, and it is this power that we must tap into if we are to see substantive change.

This open call to interdisciplinary teams is the first step in the process of initiating this change. The winning proposal will be the first in line to be constructed. Once completed, it will be the first of its kind in the world.

An exhibit of all qualified proposals will be held at the conclusion of the competition. This exhibit will provide a forum for a public presentation and discussion of all of the works. It is the intention of LAGI to have this exhibit travel to as many venues as possible in the time after the competition period in order to broaden the audience that is a part of the dialogue.

Robert Ferry and Elizabeth Monoian



THE AGE OF OIL IS A FLEETING MOMENT IN THE LONG AND AWESOME HISTORY OF HUMANKIND.

DESIGN BRIEF

The LAGI call is to design a pragmatic art installation for one of three pre-selected sites that fulfills the following criteria:

- Is a three dimensional form that has the ability to stimulate and challenge the mind of the viewer on a contemplative level.
- Embodies a sense of beauty and concept in its built form that is derived from the artistic sensitivities of the design team and from an acute attention to details.
- Captures energy from nature, converts it into electricity, and has the ability to store, and/or transform and transmit electrical power to a power grid connection point to be supplied by others.
- Does not create secondary emissions other than electricity and does not pollute its surroundings.
- Is safe to people who would view it. Consideration must be made for viewing platforms and boundaries between public and restricted areas.
- Is pragmatic and constructible within reason and employs technology that can be scalable and tested. There is no limit on the type of technology or the proprietary nature of the technology. The Land Art Generator Initiative will endeavor to reach contractual agreements with any company and/or patent holder that is specified as a part of a successful design entry. It is recommended that the design team make an effort to engage such entities in preliminary dialogue as a part of their own research and development of the design entry.
- Does not negatively impact the natural surroundings. Each entry should provide an environmental impact assessment in order to determine the effects of the project on the ecosystem into which the installation is to be constructed. Mention should be given to a mitigation strategy that will address any foreseeable issues.
- Uses all or any portion of the site. There is no requirement or restriction on size other than those of the plot limits themselves and the environmental footprint of the design.

The designs should be considered first and foremost as art installations. The consideration for energy generation should come in a very close second. What this means is that the installations are art first, power plants second. There may need to be sacrifices to be made in terms of efficiency of energy generation in order that the design function primarily on a conceptual and aesthetic level. The objective is not to design and engineer a device that provides the cheapest KWh or the most energy per square meter of land.

LAGI will be asking the jury to make their decisions on the merits of the designs with a number of different criteria taken into consideration.

JUDGING CRITERIA

- **ADHERENCE TO THE BRIEF.**
- **THE INTEGRATION OF THE WORK INTO THE SURROUNDING ENVIRONMENT AND LANDSCAPE.**
- **THE SENSITIVITY OF THE WORK TO THE ENVIRONMENT AND LOCAL ECOSYSTEMS.**
- **THE ESTIMATED AMOUNT OF CLEAN ENERGY THAT CAN BE PRODUCED BY THE WORK.**
- **THE WAY IN WHICH THE WORK ADDRESSES THE PUBLIC.**
- **THE EMBEDDED ENERGY REQUIRED TO CONSTRUCT THE WORK.**
- **THE ORIGINALITY AND RELEVANCE OF THE CONCEPT.**

SITE DESCRIPTIONS

Each participant team must choose one of the three hypothetical sites below as a context in which to design.

SITE 1 DUBAI :: Ras Al Khor Wildlife Sanctuary



SITE 2 ABU DHABI :: Between Yas and Saadiyat Islands



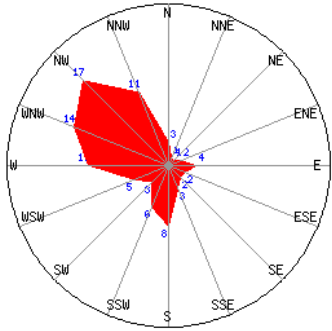
SITE 1 ABU DHABI :: Airport Road Near the Masdar City Site



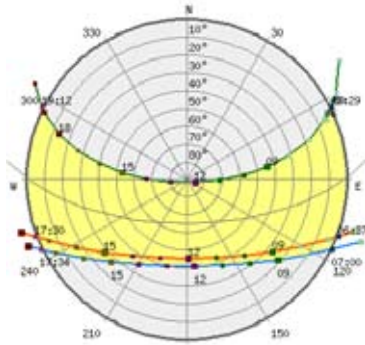
- Sites locations are shown in green shaded areas. These thumbnails are approximate locations. For complete details, please download the dwg file.
- Detailed information, photographs, and climate data follows on the next pages.
- Refer to the Downloads on the competition site for dwg files and other helpful documents.
- The sites are chosen for their natural beauty and for their prominent locations.
- They vary in size but are all large sites. It is up to the participating designers to decide what portion of each site to utilize.
- The three sites offer very unique characteristics and we hope that the results of the competition will feature a good mix of designs on each site. The reason for providing three options is so as not to limit the competition in any way. Some sites may be suited for certain energy harnessing technologies more than others for example, or some may appeal more to the vision of the artist teams.

CLIMATE & GEOGRAPHY

SITE 1



Wind Rose Diagram for Dubai
(www.windfinder.com)



Sun Path Diagram for Dubai
(www.gaisma.com)

Special considerations should be made with regard to the impact of the project on birds and other wildlife that will be free to roam in and around the installation.



Located at the end of Dubai Creek at the edge of the Ras Al Khor Wildlife Sanctuary (<http://www.wildlife.ae/>), the existing site is a mixture of white sand and loose soil with a number of native desert plants. No part of the site boundary includes any of the wetlands area and the site is approximately the location of a future visitor center for the park.

To the East of the site is a large development, The Lagoons, which is under construction. The site runs parallel to the highly trafficked RT. 44 highway from which a row of trees forms a light buffer.

The site offers beautiful views into the Wildlife Sanctuary and to the long skyline of Dubai's financial district beyond.



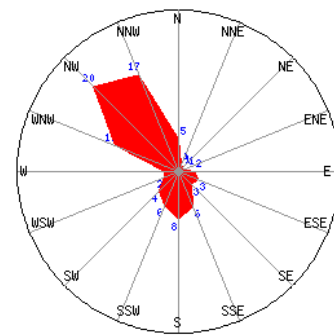
VIEW TO THE NORTHEAST



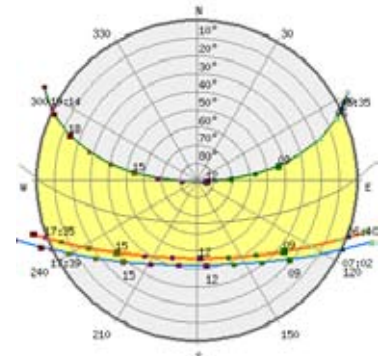
VIEW TO THE SOUTHWEST TOWARDS THE CITY

CLIMATE & GEOGRAPHY

SITE 2



Wind Rose Diagram for Abu Dhabi
(www.windfinder.com)



Sun Path Diagram for Abu Dhabi
(www.gaisma.com)

Located on a stretch of waterfront off the road that connects Yas Island to Saadiyat Island, the site is mostly devoid of vegetation and consists of white sandy soil.

The area of water directly off the shore of the site has been included in the plot limits to allow the design teams an opportunity to interact with the water through the design although this is certainly not a requirement. If the design does extend into the water, care should be taken to respect the natural existing condition of the shoreline and aquatic ecosystems.



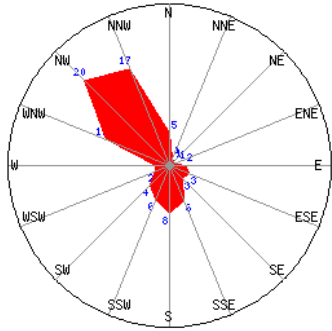
VIEW TO WATER FROM THE NORTH SIDE OF SITE



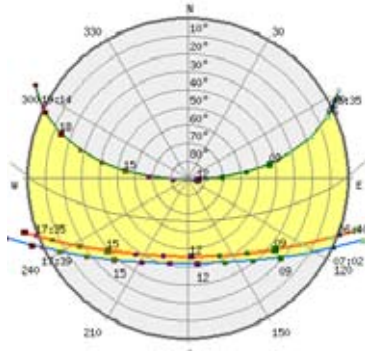
PANORAMIC VIEW OF SITE

CLIMATE & GEOGRAPHY

SITE 3



Wind Rose Diagram for Abu Dhabi
(www.windfinder.com)



Sun Path Diagram for Abu Dhabi
(www.gaisma.com)

This site is directly across the street from the Southeast border of the Masdar City site. While the site is defined on all sides by roads, there is a very effective landscaping buffer along the perimeter of the site. When standing on the site the surrounding roads, which are not highly trafficked, are not very noticeable.

The vegetation on the site is native desert low-lying shrubs and a few crops of medium size trees the locations of which are visible in the satellite images.

Masdar City is an ambitious master plan project for Abu Dhabi which is in its very early stages of construction. Upon its completion, 40,000 people will live and work in the city that will run on 100% clean renewable energy and produce zero carbon emissions. Masdar City has not officially sanctioned any coordination with LAGI but is represented on the jury. By presenting such an interesting public art project in such close proximity to the site, it may become of interest to the future development of the project.



VIEW TO THE NORTHEAST



PANORAMIC VIEW OF SITE

SUBMISSION CRITERIA & PROCEDURES

GENERAL CRITERIA

The entry must not be in use in any other context and it must not have been previously published or exhibited anywhere in the world.

The design must be kept confidential until the results of the competition are published.



Designs that have already been made public or are found to plagiarize any existing design, may harm public safety or social morality or which are found to infringe the intellectual property right of others will be disqualified.

If any award winning submissions are found to fall under any of these categories later, the award will be cancelled and the prize money withdrawn.

Persons affiliated with the Land Art Generator Initiative, Jurors, Sponsors, or the associates or family members of the aforementioned persons are ineligible to submit design entries.

There are no restrictions on team size and/or makeup. It is recommended that the team be comprised of interdisciplinary members so as to arrive at the most well conceived result. An ideal team would consist of the artist, an architect, an electrical engineer and a scientist.

FORMAT

- Exactly four (4) A1 size layout pages (PDF only)
- One (1) 1,500-maximum-word written description (DOC only).
- A1 size is based on the international ISO 216 standard (594mm × 841mm).
- Layouts must all be landscape in orientation (for consistency in publications and exhibits).  
- Each layout page is to be uploaded separately.
- Each layout page may not exceed 6MB file size.
- Each layout page must have your unique 6-character code visible somewhere on the sheet.
- Language must be English.

REGISTRATION

Register your team by creating an account at:

www.landartgenerator.org/designcomp

Under Log In, click Register. Enter your username and email address. You will receive a password and confirmation via email.

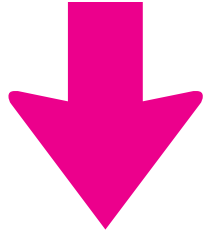
HOW TO SUBMIT YOUR ENTRY

- Teams may submit one entry to the competition. Individuals may not be on more than one team.
- Be sure that no personal identifying information is visible on any of your layout boards other than the 6-character code.
- Name each file with the 6-character code, underscore, and the number of the layout page.
ex: EZ35G4_1.pdf, EZ35G4_2.pdf, etc.
ex: EZ35G4.doc (for the written description)
- Go to: www.landartgenerator.org/designcomp
- Under Details and Downloads, click Upload Submission (log in first).
- Upload your layout boards using the interface. Each file must be uploaded individually and must finish uploading before proceeding to the next. Provide your email address with each.
- Each time an upload is successful you will see a confirmation message and receive an email.
- The last file to upload is the DOC file. With that file you must input the details of the design team as per the form fields before clicking upload the fifth and final time.
- Do not navigate away from the upload page during this process. There is no need to re-upload files for which you have received email confirmation.

DEADLINE

Submissions will be accepted until 4 June, 2010 at 20:00 GMT.

SCHEDULE



JANUARY 18, 2010

ANNOUNCEMENT OF CALL TO TEAMS

JANUARY 18, 2010 to FEBRUARY 15, 2010

OPEN PERIOD FOR QUESTIONS

JUNE 4, 2010

DEADLINE FOR SUBMISSION

JULY 30, 2010

ANNOUNCEMENT OF 3 WINNING ENTRIES

SEPTEMBER 2010 AND CONTINUING

PUBLIC EXHIBIT OF ALL ENTRIES

powered by
art

JURY PROCESS & PRIZES

- The esteemed list of Jurors is comprised of leading professionals in the disciplines of art, engineering, sustainability, architecture, science and development.
- Jurors shall be given a secure site at which all of the submitted entries will be available for preview and download.
- Jurors shall have no access to the identity of the designers but shall refer to them by the 6-character code.
- Jurors shall cast their vote by listing in descending order of preference three (3) entries and labeling them “first”, “second”, and “third”. Jurors shall do this for each of the three sites for a total of nine (9) selections.
- By assigning a score of 3 points for the “first” order of preference, 2 points for the “second” order of preference, and 1 point for the “third” order of preference, each entry will receive a final tally of points. The entry with the largest number of points overall will be deemed the winner.
- At least one winner will receive \$15,000 in prize award money. See Terms and Conditions.
- In the event of an exact tie, the jury will make a judgement between the tied entries by simple vote.

JURY

Reuben S. Andrews, M.A., M.Phil., PGDPR
Information & Media, Consumption Sustainability
Dubai Electricity & Water Authority (DEWA), Dubai

Michel Bechara
Assistant Director, Projects (UAE), British Council

Jonah Brucker-Cohen
Researcher, artist and fellow in the Disruptive Design Team of the NTRG
Adjunct Assistant Professor of communications at NYU's ITP

Beth Carruthers
Independent Curator
Consultant, Arts and Sustainability, Vancouver

Alice Chan
Manager of Architecture Masdar City, Abu Dhabi

Jenna Didier & Oliver Hess
Directors, Materials & Applications (www.emanate.org), architecture
and landscape research; principals, Didier Hess (www.didierhess.com),
public art studio.

Jeanette Ingberman
Co-Founder/Director, Exit Art, NYC

Jennifer Leonard
Interdisciplinary Project Leader at IDEO
Co-author of Massive Change (with Bruce Mau)

Dr. Mohamed H. Newera, P.E., MBA
Masdar Delivery and Design Divisions Director, Abu Dhabi

Andrea Polli
Digital Media Artist
Director of the Interdisciplinary Film and Digital Media (IFDM) Program
at the University of New Mexico

Christopher Prelitz
Chief Sustainability Officer New Leaf America, Inc.
San Francisco, California

Lauren Rosati
Assistant Curator, Exit Art, NYC

Lukáš Sokol
Architect and Urban Planner at the Urban Planning Council (UPC)
of Abu Dhabi

Brett Steele
Director of the Architectural Association School of Architecture
and AA Publications, London

Michiel van Raaij
Editor Eikongraphia, Publisher architectenweb.nl

Georgeta Vidican, Ph.D.
Assistant Professor Masdar Institute of Science and Technology,
Abu Dhabi

James Wines, Denise MC Lee, Sara Stracey
SITE | architecture, art & design, New York City



TERMS & CONDITIONS

The submitted design remains the property of the participant. Participant shall be credited either by collective team name or by individual name at their discretion in all publications and exhibits.

By submitting a design, the participant agrees to provide Land Art Generator Initiative with the right of first refusal to the exclusive use of the design for the purpose of exhibition, publishing, and promotion.

The participant agrees to allow Land Art Generator Initiative to use the submitted design in discussions and negotiations with developers, planners, funders, and municipalities in an effort to have the design constructed.

By participating in the competition, all participants authorise Land Art Generator Initiative to publish and exhibit all the designs (including project data submitted)—waiving compensation—at exhibitions and events and/or to use them in and promote them to any publications that the organizers may deem suitable and/or necessary.

In the event that Land Art Generator Initiative exercises the option to use the rights for production (construction of the winning design) on an exclusive basis and without time limitations, Land Art Generator Initiative shall enter into an agreement with the designer, the terms of which shall be determined entirely by that agreement.

Land Art Generator Initiative competition is promoted, hosted and managed by Zero Impact Art Gallery, Dubai, UAE.

The Prize Award Money is a cash payment to the winning designer and is not related to costs of construction of the work. **The amount is subject to change upward with additional awards being granted.**

There is no guarantee of any of the projects being constructed. The Land Art Generator Initiative has yet to secure (as of the announcement of the competition) the official backing and support of the developmental entities that would be required to actually begin construction.

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