

Interreg
South Baltic



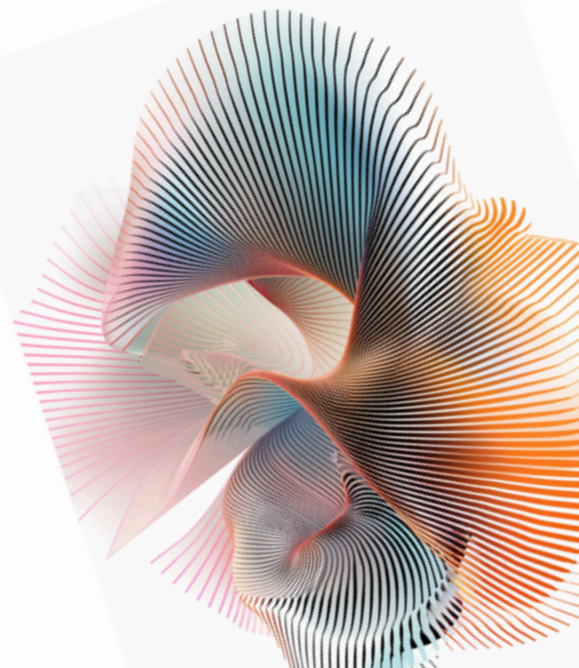
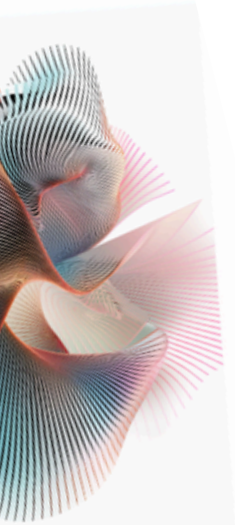
Co-funded by
the European Union

TAB TECH, ART
& BUSINESS

CALL FOR DIGITAL ARTISTS

**For the production
of augmented reality
installations
in Karlskrona**

Apply by February 28



TAB CALL FOR ARTISTS
For the production of augmented reality installations in
Karlskrona

Promoted by:
Blue Science Park, Karlskrona municipality
in cooperation with
Bepart Società Cooperativa impresa Sociale
Umami productions

1_ CALL PRESENTATION

The T.A.B. Project (Tech Art and Business) is funded by the European Union and fosters innovation by engaging citizens in sustainability through art and technology. This initiative invites artists to co-create phygital artworks integrating augmented reality and community-driven narratives. Through workshops and residencies, participants will collaborate with local stakeholders to produce immersive experiences that highlight cultural heritage in dialogue with citizens. For more information see tabproject.org

The project includes production activities and citizen dialogue initiatives taking place between March and August 2024. The artistic productions will feature three augmented reality installations in Karlskrona in the following locations:

- Stumholmen
- Fisktorget
- Additional location to be decided with artists

Each place will show an author's digital artwork through an application accessible via mobile phone.

The goal is to develop a new exhibition technique using augmented reality technologies that can enhance the overall impression of the public arena and involve citizens and visitors, such as children, students of all levels, people interested in world heritage, history and art.

2_ PROGRAM

Selected artists will participate in a collaborative, interdisciplinary residency both remotely and in Karlskrona, Sweden. The schedule and program of activities will commence after jury selection and the active period of the project is from March to August 2025.

The course of research, conception, production and implementation will follow a program and will include:

- City tours, visits and discussions with local museums.
- Interactions with local citizens to get inspired and prototype the interactions of the installations; included in the kickoff meeting.
- Technical and curatorial support will be provided by BEPART and the digital production team (Umami productions).

Three artists will be selected by the jury to join the program and assigned a place for installation. The selected artists will be reimbursed for participation. Here is an example of the program:

1. Introduction and start-up online with Bepart and Umami productions (2-3 sessions).
2. Delivery of initial sketches and first designs.
3. Visit to Karlskrona: a four-day kick-off meeting, including a half-day focus group session in person.
4. Production and postproduction of artistic digital artwork for AR installation. Including delivery of design.
- 5.5. Participation in production and ideation is required, working both remotely and on-site in Karlskrona.
6. participation (in attendance) at the opening in Karlskrona on July 29 - 30.

3_EXHIBITION AND CONTENT

The exhibition will feature site-specific artworks developed through a co-design process centered on four themes:

- 1.Karlskrona's history, showcasing the city's rich maritime and cultural heritage;
- 2.World Heritage, celebrating its UNESCO recognition with innovative interpretations of its unique landmarks;
- 3.Sustainable Future, envisioning community-driven solutions for a resilient tomorrow;
- 4.Environmental Challenges, addressing pressing ecological issues through engaging and thought-provoking creations.

Each artwork will emphasize dynamic interactions—conceptual or physical—between the city, its spaces, and the citizens, fostering a deep connection between art, place, and community.

The final system for enjoying the exhibition spread across the identified locations will be a **mobile application** provided by Unami Productions, available for free. On the app three-dimensional animated content can be enjoyed in relation to specific GPS coordinates. Art content will be displayed in open, mostly public spaces in relation to flat, cleared surfaces, such as pavements, pavements, lawns, etc.

Each artist will be required to create one animated 3D work with a minimum duration of 1 minute, compatible to be displayed in Unity environment. During the workshop, all necessary guidelines will be provided to make the 3D content compatible with the AR environment used.

4_ SKILLS REQUIRED

This call is aimed at 3D artists with **interdisciplinary skills in multimedia production**. By way of example, skills such as graphic and game design, modeling, animation and three-dimensional programming, visual fx, 3D art, technical art are sought. For this purpose, knowledge and use of at least one of the main 3D graphics software (Maya, Blender, Cinema 4D, etc.) is required and knowledge of the Unity render engine is recommended. Each of the selected artists will perform the production of the works with their own means, such as licenses and hardware.

All artists are welcome to apply. It is required, when applying for this call, that portfolios, resumes, web sites or showreels be provided, for example, in which the type of artistic languages developed and the quality/coherence of previous experience are clearly evident.

The jury will prioritize experience in interactive processes, educational processes, citizen dialogue and production of art for digital purposes and AR.

5_ FEE Reimbursement

The three selected artists will each receive:

- Reimbursement 60 000 SEK
- Travel cost will be reimbursed with maximum 10 000 SEK for any travel, board and lodging;
- Training including technical, theoretical and practical accompaniment on the language of augmented reality.

6_ HOW TO APPLY

Applications must be submitted by **11:59 p.m. on February 28**, using the form available at this link: <https://tiny.pl/yt0rsy5r>, in which the following informations should be included: **personal and contact information, technical skills short description, curriculum vitae focus on artistic education and experience, a portfolio** of works already created (as an alternative to the portfolio provide a link that refer to a personal websites or a digital platform), and a **brief motivation** clarifying your interest in the project and what you can contribute.

7_ JURY AND SELECTION

The 3 selected Artists who will enter the residency will be chosen at the sole discretion of the jury, consisting of 3 members appointed by the Municipality of Karlskrona as its representatives, 3 members representing international art experts and participants in the TAB Project, 2 members selected by Bepart, and 1 member appointed by Unami Production.

Call participants will be notified about the outcome of the selection no later than 7 March

8_ COPYRIGHT COPYRIGHT

The Artist will grant the Municipality of Karlskrona, the TAB Project members, Bepart, and Unami the rights to exhibit, use and disseminate the digital art works without any territorial or temporal limitations. These rights apply to various contexts, such as exhibition sites in Karlskrona, galleries, museums, fairs, congresses (including scientific/ medical ones), digital platforms, physical venues, social media, websites, catalogue, gadgets like t-shirt, pocket, printing, ecc. and other communication and marketing channels. Third parties will also be allowed to photograph and share images on any communication platform.

The copyright remains with the Artist, who will be credited as the author of the works in all exhibitions, campaigns, and related communications. Press releases and third parties will be encouraged to consistently credit the artist's name in association with the work; however, third-party citation cannot be guaranteed.

9_ ASSESSMENT PARAMETERS

The following criteria and parameters will be evaluated in the selection:

- Portfolio: interdisciplinary technical skills appropriate to the type of intervention.
- Background: quality and consistency of previous artistic experience, including interactive projects and products as well as audience interactions.
- Motivation: personal motivation and willingness to actively participate in the residency program described in the first chapter of this call.

The artists chosen will work on their proposals and present sketches and ideas to the project later in the process. Sketches are not required at the application stage.

10_ PERSONAL DATA PROCESSING

Each candidate authorizes the processing of their personal data in accordance with the GDPR EU 2016/679 for purposes related to the conduct of the Call.

Personal data will be processed electronically or physically, with systems designed to store, manage and transmit the data, in accordance with principles of fairness and confidentiality and in compliance with the provisions of the law.

The data collected and processed may be communicated and disseminated to members, partners, employees and collaborators of the Organizers and their collaborators, as well as to members of the Call Jury.

Each candidate may obtain from the data controller the cancellation, updating, rectification and integration of their personal data in accordance with GDPR.

Data controller is Blue Science Park and Karlskrona municipality.

11_ FOR FURTHER INFORMATION

Additional information can be requested by sending an email to info@bepart.net, which will undertake to respond within one business day.

The event is co-funded by the European Union, Interreg South Baltic



The event is part of the project T.A.B. – Innovation Hubs for Tech, Art and Business financed from the Interreg South Baltic Programme 2021–2027 through the European Regional Development Fund.

The event is created in collaboration with:

Consortium Partners



Other sources of co-financing

