

Factory Berlin

ART + TECH CHALLENGE

'Hack the Space'

Overview

In May 2021 Factory Berlin will open its third campus in Hamburg, in addition to the two existing campuses in Berlin.

We are calling creators of the future: artists, creatives and technologists to engage with the design process in an imaginative way, and 'hack the space' through artistic and digital interventions.

Objective

We are seeking to appoint members of our network to take part in creating installations in the new space that will reflect the Factory Berlin mission, illustrating the importance of digitization, innovation, and collaboration. As part of this collaboration, creatives will create an original work to be permanently housed at Factory Hamburg.

The main objective is to think outside the box, and create an inspiring atmosphere by 'hacking' existing spaces.

Proposals should:

- Take an open approach that looks at the relationship between the community, the building, and its location in order to create a permanent art piece.
- Propose and create digital solutions that engage with the public realm and set a precedent for a technological revolution, innovation and transformation.

Space Usage

Positioned at the intersection of art and technology, Factory brings together like-minded individuals who drive the future of innovation and engage in collaborative ways of working. Talents, freelancers, innovators, startups and corporates all under one roof.

Timeline

Please submit your proposal by 15.02.2021 at latest.

The selected talents will be announced beginning of March latest.

The work itself is to be completed from 03.03.2021 - 01.05.2021

Please make sure that you have the capacity and availability to do so.

Design Requirements

Possible areas of redesign

- Small scale: A wall in a meeting room on the second floor of Factory Hamburg
- Medium scale: Bathroom stalls
- Medium scale: Reception wall
- Medium scale: Stairs
- Large scale: Auditorium (Lights installation)
- Large scale: Auditorium (Wall art)
- Digital: Second floor (experiential tech interventions all over the space)

Expectations for the challenge participants:

- Creative originality and high professionalism
- Ability to work collaboratively or as part of interdisciplinary team
- Willingness to immerse themselves in the culture of the space and its history
- Proven ability to deliver high-quality projects

Expectations for potential interventions:

- Contemporary
- Innovative
- Foster creative or digital engagement with the members
- Respond to the cultural and tech dynamics of Factory Hamburg
- Activate the space visually
- Celebrate future and emerging technologies
- Create responsive work that acts as catalyst for bigger conversations
- Demonstrate interdisciplinary approach



Sizes & Budget

Information on sizes, production budget and creators fee will be disclosed to selected individuals.

Point of Contact

Please contact daniela.skeyki@factoryberlin.com for any further questions.