SERPENTINE
AUGMENTED ARCHITECTURE

Application

Application

In collaboration with Google Arts & Culture
and Sir David Adjaye, OBE

augmentedarchitecture.org
Deadline
→ 25.02.19, 10AM GMT

Applicants are invited to propose imaginary city spaces and speculations on the built environment to be developed and experienced in augmented reality (AR) on site at the Serpentine Galleries in Summer 2019. An emerging tool and medium, conversations surrounding AR today have the opportunity to shape its purpose tomorrow. We are seeking projects that embrace this technology, considering how AR could transform our spatial, social and structural experience of the city now and in the future.

We encourage applications from individuals, studios and collectives from across a range of fields and skills at any career stage - architects, designers, games developers, technologists and artists are all encouraged to apply. Shortlisted commissions will be guided and mentored by advisors from architecture, engineering and immersive technologies to develop their ideas and test their feasibility. A final commission will be supported by a production team led by the Serpentine Galleries.

Serpentine Augmented Architecture builds on the legacy of the annual Serpentine Pavilion commission by connecting the Serpentine's expertise in commissioning new architecture with its work in the field of advanced technologies.

The commission will be selected by:
Virgil Abloh, Artist & Designer
Sir David Adjaye, OBE, Architect and Trustee of the Serpentine Galleries
Amira Gad, Curator, Exhibitions & Architecture, Serpentine Galleries
Freya Murray, Creative Lead, Google Arts & Culture Lab
Hans Ulrich Obrist, Artistic Director, Serpentine Galleries
Yana Peel, CEO, Serpentine Galleries
Amit Sood, Director, Google Arts & Culture
Ben Vickers, Chief Technology Officer, Serpentine Galleries
Kay Watson, Digital Curator, Serpentine Galleries
Greg Williams, Editor-in-Chief, WIRED UK

The Brief
Deadline for Submission
→ 25.02.19 at 10AM GMT

The reality of the city today is a complex layering of topologies where our physical and digital worlds collide. The digital has mechanised the architecture of the city to create an increasingly elaborate relationship between the built environment, networked technologies and human experience. Augmented reality presents a significant moment within architectural practice; one that radically challenges our understanding of city spaces and the environment by creating a highly visible interface between the physical and digital (infra)structures that surround us.

We invite you to consider the role and utility of AR within this complex topography of the city; as a digital layer that offers new opportunities for design, visualisation and experience. Proposals should explore how AR can be used to develop, transform and enact new ideas about how our cities and public spaces are designed.

We're looking for ideas that respond to each of these three key provocations.

- **How does your proposal Reinvent the City?** Our urban environment is an expression of human needs and desires, situated within complex ecosystems. We want you to take the opportunity to consider how the city can be reinvented to produce new realities through AR. Speculations could play out through buildings, objects, games or interactions.
- **How does your proposal Rethink Spatiality?** AR challenges many of the constraints that have helped shape the way our cities look and function. In AR, ideas no longer need to be binded by space, time or even gravity. Your proposal should be driven by a reconsideration of these conditions in an environment that is non-physical.
- **How does your proposal Reactivate the Site?** The Serpentine is situated in a park filled with natural life and over 12 million visitors each year, in a global city: how you augment this context is important. Your project should have a degree of site-specificity within it.

Finally, we want to highlight that the rules of augmented reality have not yet been defined. We're particularly excited to see concepts that embrace social interaction, collective experience and the unknown. Proposals can be designed to react or evolve over time through an engagement with generative or real world variables such as public interaction with your piece or external data feeds.

The Augmented Architecture commission will be situated in the grounds of the Serpentine Gallery alongside the Serpentine Pavilion 2019.Taking these dimensions into consideration, your proposal should also consider the physical environment within which the AR structure exists, including the use of mobile devices in viewing the structure.

How to apply →

How to apply

We recommend that you prepare your application in advance of completing the application form as applications cannot be saved and returned to.

Proposals will be judged against the following criteria
- Does the proposal radically challenge our understanding of city spaces and environment through the use of AR?
- How successful is the proposal at responding to the three key provocations in the brief: Reinventing the City, Rethinking Spatiality and Reactivating the Site?
- Your portfolio

About You
- Your name or the name of your collective, company, etc.?
- Are you applying as an individual, collective or company?
- Your preferred contact email address:
- Website Link
- Where are you based?
- Describe your discipline or field of study/research. You may select multiple and input others

Proposal
In this section you'll be submitting your written proposal in response to the open call brief and uploading supporting images or providing a link to a film.

Explain your creative concept for Serpentine Augmented Architecture 2019 (max 350 words in English)
- How does your proposal Reinvent the City? *(max 100 words in English)*
- How does your proposal Rethink Spatiality? *(max 100 words in English)*
- How does your proposal Reactivate the Site? *(max 100 words in English)*

Then either:
- Upload a maximum of two pages of images that bring to life your concept (max 10mb)

OR

- Paste a link to your film below (max 30 seconds, eg YouTube or Vimeo). Please do not forget to provide us with a password for your film if required.

Image and Film Guidelines
- Images: Please upload a maximum of 2 pages, max 4 images per page, total file size no more than 10mb. Images will not be judged on their production values. Hand-drawn sketches are just as valid as 3D renders. The most important thing is that your idea is communicated clearly. Please only use essential annotations on your images.
- Films: Should be uploaded to a site of your choice with a link provided (YouTube or Vimeo) and should be no longer than 30 seconds. Please do not forget to provide us with a password if required. Films will not be judged on their production values. Your film is there to communicate your visual ideas. Please do not use it to repeat themes communicated in the written section.

Portfolio

Please provide a link to a relevant PDF portfolio of your work or a single web page.

Either:
- Please upload your portfolio as one file of up to 5 pages (10mb max)

OR

- Provide a link to your online portfolio

All applicants will be contacted via email by the 8th March 2019.

If you would like to apply but feel disadvantaged in some way by the above application procedure, alternative provisions and support can be provided. Please contact us before preparing an application by sending an email to: **architecture@serpentinegalleries.org**

Next steps

A selection of open call proposals will be shortlisted and invited for further development with guidance from mentors in technology and architecture. A brief outlining second stage creative development, production approach and budget will be provided with a fee of £800 to aid the development of successful proposals. If shortlisted you will be given 2.5 weeks (1-18 March) to develop and submit your second stage proposal.

One shortlisted project will then be selected by the committee and invited to realise their commission with technical and curatorial support and mentorship. Working alongside our team, these proposals will be developed to be experienced in augmented reality on site at the Serpentine from July 2019. You will also be expected to take part in public events at the Serpentine Galleries to accompany the launch of the commission.

The successful commission will receive a one off fee of £3,000 plus expenses for travel and accommodation. This is a fee and not the production budget.

Technical Statement
Augmented Architecture is an open call submission aimed at creatives from a wide range of disciplines and backgrounds and at different points in their career. Therefore, we are not expecting proposals to be thoroughly technically scoped. At the open call stage, we will be looking at your proposal to understand if it, or potentially some version of it, could be within the realms of technical possibility.

Production of the commissions will be overseen and supported by the Serpentine Galleries and mentors. Depending on the specific needs of the commissioned projects, these industry professionals will provide insight into the challenges of implementation and provide production support where appropriate.

These teams will work with the individual creators to ensure that all final deliverables meet the project's technical standards, and will coordinate with each commission to set technical milestones that must be met leading up to the public launch.

Personal Data

Information provided by applicants that identifies living individuals will be treated as personal data and be processed in accordance with the Serpentine Galleries' privacy policy available at: https://www.serpentinegalleries.org/legal.

For information requests, please contact us:
Serpentine Galleries
Kensington Gardens
London
W2 3XA

or **dataprotection@serpentinegalleries.org**

Submissions

We use Google Forms to collect applications and a Google account is required to complete this form. In addition to the information provided in your submission, the name and photo associated with your Google account will be recorded when you upload files and submit this form. For further information, please read Google's privacy policy available at: https://policies.google.com/privacy.

By uploading a submission you agree to be bound by our terms and conditions, please visit **augmentedarchitecture.org** for details.
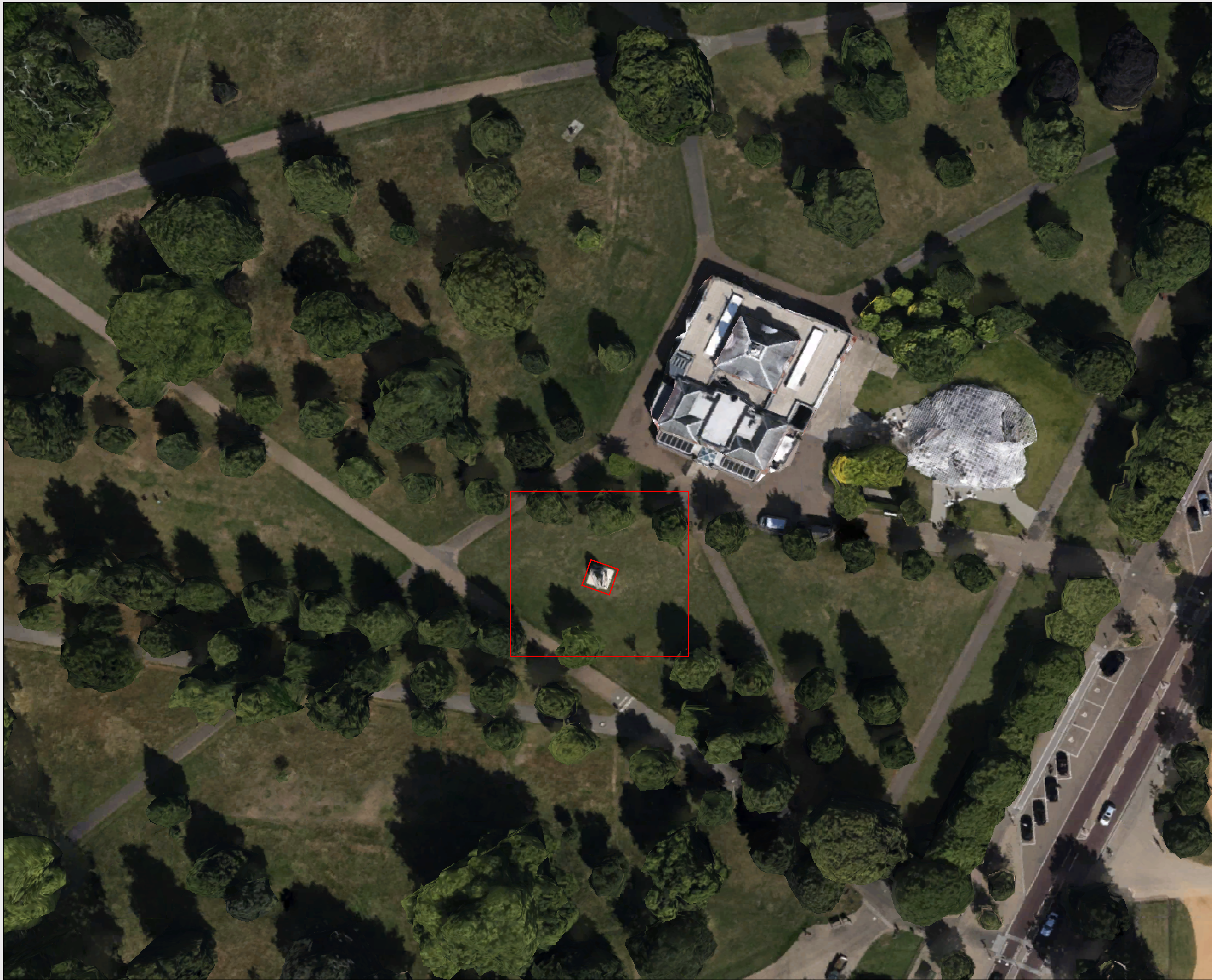
SERPENTINE AUGMENTED ARCHITECTURE

The Augmented
Architecture commission
will exist in the space
where Serpentine typically
hosts public sculpture.
While the AR can utilise the
surrounding space in a
number of ways, visitors
should initially engage with
the project at the concrete
plinth embedded in the
South East lawn.

Concrete plinth
3900x3900mm

Serpentine Gallery
Kensington Gardens
London
W2 3XA

*Aerial view
via Google Earth*