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CALL TO GAME DESIGNERS

REQUEST FOR CONCEPTS

RAPIDRIDE B LINE, MOBILE GAME PROJECT, KING COUNTY, WA

ARTFULLY DESIGNED MOBILE GAME TO EXPLORE AND ENHANCE THE EXPERIENCE ALONG A NEW BUS RAPID TRANSIT CORRIDOR

PROJECT BUDGET: UP TO \$95,000

[BUDGET IS INCLUSIVE OF RESEARCH, DESIGN FEE, USAGE FEES, LABOR AND EQUIPMENT TO DESIGN AND PRODUCE AN ORIGINAL GAME OPTIMIZED FOR PERSONAL MOBILE DEVICES, TRAVEL & ANY APPLICABLE WA SALES/USE TAX]

PROJECT TIMELINE: DEVELOPMENT CYCLE OF 8-12 MONTHS, BEGINNING IN JULY 2011; PUBLIC ACCESS TO GAME PLAY IS ANTICIPATED FOR ONE YEAR

ELIGIBILITY: OPEN TO GAME DESIGNERS AND TEAMS RESIDING IN KING COUNTY, WA

APPLICATION: SUBMISSION OF AN ONLINE APPLICATION IS REQUIRED

VISIT WWW.4CULTURE.ORG/PUBLICART/CALLS AND FOLLOW THE APPLICATION-SPECIFIC LINK

DEADLINE: 5:00 PM ON MAY 9, 2011

APPLICATION MATERIALS MUST BE RECEIVED BY THIS DEADLINE.

OPPORTUNITY

4Culture & King County Metro Transit seek a game designer or game design team to create an innovative and creative mobile game for the RapidRide B Line, King County's second route of bus rapid transit. The B Line will span Bellevue to Redmond on NE 8th Street and 156th Avenue NE via the Crossroads and Overlake neighborhoods.

The mobile game will be designed to (1) demonstrate innovation and artistry in interactive media; and (2) explore and enhance the rider experience along the B Line, emphasizing the experience of interactive discovery on the bus itself. The game will be accessible via personal mobile devices while onboard WiFi-enabled RapidRide buses and through broad internet access.

A variety of approaches are possible for this opportunity, including a range of possibilities for formal quality, type of play (eg. social play among riders, environment-based play engaging geographic and time-based tools), and content. Development of a high concept and aesthetic mobile game that considers the rider experience on the bus, and connection to the route, will be central.

The mobile game will serve as public art for the inaugural year of B Line service, providing a unique opportunity to deepen public understanding of the potential for games to be rich, artistic, and culturally significant.

This is a great opportunity for a game designer/team to focus on artistry, for a public artist to collaborate with designers skilled in interactive media, and for design professionals to consider how artful play can transform a public bus into a rolling plaza for cultural experience and discovery.

Part of a series of ephemeral and experiential artworks that leverage personal mobile devices deployed by commuters to deepen their connection to a travel route, this opportunity seeks to engage the Northwest design and gaming communities in public art practice.

To make the game accessible to as broad a segment of mobile device users as possible, the selected game designer/team will develop a browser-based game and/or propose a means of optimization for multiple platforms within the given budget and timeframe. Special emphasis will be placed on how the game will be accessed across as many of the following platforms as possible: Android, iPhone, Windows Phone 7, Blackberry, and older cellular phones as well as Windows laptops, Mac laptops, iPads and Linux. It is not necessary for the selected designer/team to support all platforms, but rather to provide access to as many constituent groups as possible.

4Culture and King County Metro Transit are applying public art dollars for this project to commission a game experience that will also be an art experience. Although the game may have potential for commercial applications, the focus of this project is artistry and innovation and commercial use will be prohibited during the term of the project. The game will be considered a temporary limited term creation, wherein the game designer/team will maintain proprietary rights and will authorize 4Culture and its assigns to unlimited use for public benefit for the term of the project. The anticipated project term is one year but 4Culture reserves the right to extend the project term in consultation with the selected designer/team. 4Culture further reserves the right to extend the selected designer/team's scope of work for development of additional work for additional bus rapid transit lines.

BACKGROUND

RapidRide is Metro's new, fast and easy way to travel King County's busiest corridors. It combines the efficiency and appeal of light rail with the flexibility and low cost of buses. RapidRide is described as Metro's finest, offering new buses, stops, stations, passenger amenities and higher levels of frequency.

Public Art for RapidRide seeks to bring unique art experience into the rapid transit experience. 4Culture and King County Metro Transit commission art experiences that open riders' eyes and ears to new understandings of a familiar bus ride, deepening connections to the places in which we live and travel. Metro's focus on the new, the fast, and the easy is paralleled by the Public Art focus on contemporary, ephemeral and experiential art that leverage mobile devices already deployed by riders.

The six corridors of RapidRide service, termed A Line – F Line, are scheduled to launch successively between 2010 and 2013.

The B Line, scheduled to launch in the Fall of 2011, will run between the Bellevue Transit Center and the downtown Redmond Transit Center via Crossroads and Overlake. The B Line will provide streamlined service to destinations along the route which include Overlake Hospital,

Crossroads Mall, Microsoft campuses, Downtown Redmond and multiple residential neighborhoods. It will also stop at three transit centers, connecting with buses serving the Eastside, Seattle, South King County, Lynnwood and Everett.

RESEARCH THE PROJECT

www.kingcounty.gov/rapidride

RESEARCH THE CLIENT

<http://metro.kingcounty.gov/am/metro.html>

SELECTION SCHEDULE*

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|-------------------------|-----------------------|
| Deadline for Entry | Monday, May 9, 2011 |
| Selection Panel Meeting | June 1, 2011 |
| Finalist Notification | June 2, 2011 |
| Finalist Interviews | Friday, June 17, 2011 |

PROJECT SCHEDULE*

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| Contract Issued | July 2011 |
| Research/Conceptual Design | Summer – Fall 2011 |
| Design Approval | Fall 2011 |
| Implementation | Winter – Spring 2012 |
| Public Play | One year post-launch, beginning by Summer 2012 |

*Schedules are subject to change

SELECTION PROCESS

A panel comprised of art, design and technology professionals and community representatives will review complete application materials received by the deadline. Based on the selection criteria listed below, the panel will select three designers/design teams as finalists for interview. Finalists will be invited to discuss past approaches and working methods with the panel, elaborate on their proposed concept and answer questions relating to working on this type of project. The selection panel will select one designer/design team for this commission.

SELECTION CRITERIA

The game designer/team will be selected based on the following criteria:

- Demonstrated experience creating a range of mobile games appropriate in concepts and scale for this project;
- Innovation and artistry in interactive media as demonstrated in previous work and/or in proposal concept;
- Command of specialized research and design process practices indicative of ability to create content and experiences that are site-specific;
- Creativity in addressing play in a range of venues, and on a bus in particular, as demonstrated in previous work and in proposal concept;
- Demonstrated experience optimizing artwork and games for mobile platforms and interactive presentations;
- Availability to begin research and conceptual design work in July 2011, and to complete the project by July 2012.

ELIGIBILITY

This project is open to game designers and design teams residing in King County, WA. 4Culture staff and its Public Art Advisory Committee members, selection panel members, project personnel, and immediate family members of all of the above are not eligible to apply.

APPLICATION MATERIALS

APPLICANTS MUST SUBMIT THE FOLLOWING MATERIALS ONLINE:

VISIT WWW.4CULTURE.ORG/PUBLICART/CALLS AND FOLLOW THE APPLICATION-SPECIFIC LINK.

PROFILE — Applicant contact information.

RESUMÉ — Two-page (maximum) current professional resume. Design teams should submit one document that incorporates two-page resumes for each team member. Only Word and Text documents will be accepted.

STATEMENT OF INTEREST — 500 words (or less) that explain why the game designer/design team is interested in the project, how the designer/design team's past experience is appropriate for this project, and an overview of the proposed concept. If submitting as a team, the statement should include a description of relevant past collaborative work experience (among applicant team members or otherwise), and a description of how the team anticipates working together on this project.

CONCEPT DOCUMENT — Three-page (maximum) concept document that includes:

- (1) a description of conceptual approach for this project, including preliminary ideas for formal quality, type of play and game content;
- (2) a description of how the conceptual approach addresses the project's calls for (a) innovation and artistry; and (b) play experience on a bus and in relationship to a route;
- (3) a description of how the designer/team will approach making the game accessible to as broad a segment of the mobile device user population as possible;
- (4) an estimated development cycle timeline;
- (5) a rough breakdown of how the project dollars will be allocated.

Only PDF format will be accepted.

WORK SAMPLES — Applicants may submit up to and no more than 12 work samples, inclusive of audio/video and digital image files. Applicants are encouraged to submit samples of past work that that best illustrate their qualifications for this project.

AUDIO/VIDEO FILES — Applicants may submit up to 4 audio and/or video files that illustrate previously designed game elements, simulated game play, and/or artwork. Each applicant's audio/video work will be reviewed by the panel for a cumulative total of 3-5 minutes. If applying as a team, a maximum of 4 audio/video files totaling 5 minutes or less may be submitted, inclusive of all team members.

Video and audio files must be uploaded via [Vimeo](https://www.vimeo.com) and [SoundCloud](https://www.soundcloud.com) respectively. (Work samples cannot be submitted through other media sharing sites). Once uploaded, the URLs (eg. <http://www.vimeo.com/2992575>) must be indicated on the corresponding Work Sample Upload pages of the application.

Title, date of completion, medium/media format, and duration are required for each work sample. Applicants are encouraged to include a brief description (75 words or less) of each work sample, including a description of the role the designer or relevant design team member contributed to its creation.

DIGITAL IMAGES — Applicants may submit up to 8 digital images (no composites). If applying as a team, a maximum of 8 images may be submitted, inclusive of all team members. Upload JPG files only; images must be under 2 MB, 1920 pixels on the longest side and at least 72 dpi.

Applicants will be required to list the title of the image, date of completion, medium, and dimensions in the application fields. Applicants are encouraged to provide a brief description (75 words or less) of each work sample, including a description of the role the designer or relevant design team member contributed to its creation.

DEADLINE: REQUIRED MATERIALS MUST BE RECEIVED NO LATER THAN 5:00 P.M. ON MONDAY, MAY 9, 2011. ALL MATERIALS MUST BE RECEIVED BY THE DEADLINE.

QUESTIONS?

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