



CALL FOR VISUAL and MUSICAL ARTISTS

Project Name: Live at the Black Hawk

Description: a community-based, interactive augmented reality art, music and history gallery

Location: Boeddeker Park, 246 Eddy Street, Tenderloin, San Francisco, CA, 94102

Budget: \$200 honorarium per artist

Deadline to Apply: Friday, July 30, 2021 (midnight PT)

Artists selected on a rolling basis. Final selections notified on: Tuesday, August 2, 2021

Final Artworks due: Monday, August 16, 2021

Background

Tech in the Tenderloin and Novaby Ltd's Augmented Reality (AR) Studio are preparing to launch a community-driven AR experience called *Live at the Black Hawk*. The project will recreate a playful, world-scale version of the Tenderloin's famous Black Hawk Jazz Club in Boeddeker Park. Through the experience, visitors will be able to learn about the Tenderloin's progressive history of innovation and inclusion through interactive billboards while also exploring original digital artworks and compositions by local youths, artists and musicians.

- [Project brochure](#)
- [Project website](#)

Eligibility

All artists living in the San Francisco Bay Area are eligible to apply. Preference will be given to artists with a history of working in and with the Tenderloin community.

Works to be Created

We are looking for up to eight visual artists and one musician to contribute works for the experience launch. With help from our team, selected artists will go on to create seven 2D digital artworks, one digital 2D mural and one jazz composition inspired by the Black Hawk Jazz Club and Tenderloin community.

Visual Artworks: visual artists will be provided with a "frame" (border) to work from along with the appropriate pixel dimensions and resolution. Existing and high-resolution photographs of real-world artworks will also be considered. The ultimate deliverable is a digital file in PNG (preferred) or JPG format. Your work will be placed in one of several AR spaces of your choosing pending coordination with other artists' work.



Musical works: musical artists will create a 3 to 5 minute jazz or jazz-inspired composition that will be used as the looping soundtrack for the experience. Existing relevant works may also be considered. The ultimate deliverable is a digital mp3, wav file or similar format.

Recognition and Ownership of Artworks

The experience is envisioned as an on-going, virtual gallery and showcase opportunity for Tenderloin-based and community-focused artists. Future, AR, digital art and music creation workshops are also envisioned for neighborhood residents and visitors. As such, we anticipate the digital artworks and musical compositions will be changed out over time with those created by the community. We also anticipate future calls for amateur and professional artists working in and with the Tenderloin and community-focused artists and organization.

Artists/organizations will retain full ownership rights of their works. Each artist will be credited for their work in the AR app and on the project website. Artists are invited to sign their artworks and include a reference to their website or social media platform just like they would with a real-world piece.

How To Apply

You can apply by emailing the requested information below in a PDF document to juliabeabout@techinthetenderloin.org. **Please indicate "Black Hawk application" in the subject line.** All applications are due by the dates indicated at the top of this document.

- Name
- Email
- Phone
- Location: City, state
- Link(s) to your website, portfolio or relevant work samples



- Answers to the following questions (250 words max each answer).
 1. Please describe your art/music practice
 2. Do you have experience working on community art/music projects?
 3. Please describe any specific experience you have working in or with the Tenderloin community.
 4. Why do you want to participate in this project?

Please contact Julia Beabout with questions: juliabeabout@techinthetenderloin.org

History and Background

Between 1949 and 1963, the Black Hawk Jazz Club attracted world-class talent to the corner of Turk and Hyde Streets in the Tenderloin neighborhood of San Francisco. Jazz greats like Miles Davis, John Coltrane and Dizzy Gillespie played to packed houses, experimented with new sounds and recorded some of their best works.

Local legend Dave Brubeck considered The Black Hawk his musical home. Here, his quartet infused their sound with foreign rhythms in new and innovative ways leading to one of the top selling jazz albums of all time.

'The Hawk' was renowned as a socially-progressive, racially-inclusive club, even providing a dedicated, alcohol-free listening area where underage fans could experience jazz.

The Live at the Black Hawk experience will elevate the Tenderloin's legacy of innovation and inclusion, creating a more vibrant and inclusive community for its residents, businesses, and visitors alike.

Sponsors and Partners

Live at the Black Hawk is presented by Tech in the Tenderloin. It was created in partnership with Novaby Ltd's AR Studio and uses Augmented City's open, geo-pose AR Cloud technology. The project is partially funded by a grant from the U.S. Department of State, Department of Educational and Cultural Affairs and Niantic Labs.

About Tech in The Tenderloin

Tech in the Tenderloin (TNT) expands career imaginations and life possibilities for low-opportunity youth and families in our city's and nation's most challenging neighborhoods by connecting them with high-opportunity tech through fun events and educational activities.

We are a forward thinking, rapidly expanding non-profit with a glocal focus. We are passionate about making our communities more just (and fun!) places to live and work and where the spirit of exploration, possibility and entrepreneurship thrives through amazing tech that is accessible to all those living in the Tenderloin and beyond.



Tech in the Tenderloin is a fiscally sponsored project of Intersection for the Arts, a non-profit 501c3 organization.

About Novaby Ltd

Novaby is a global digital 3D/AR design studio and production company based in Seattle and San Francisco. We are a passionate group of digital artists, storytellers and creative technologists pioneering the field of augmented reality (AR) Placemaking, space activations and tours. We LOVE transforming spaces into Places using AR, the arts, humanities and social science.