



## **RULES AND PROCEDURES OF THE CALL FOR TENDER FOR PROMOTORS OF PROJECTS FOR THE COLLABORATIVE PROTOTYPING WORKSHOP LAB#01 SENTIENT MEDIA**

### **1.- PRESENTATION**

**Sentient Media** is the first of a series of **LABs** that **Medialab Matadero** will be running during the course of 2022 and 2023. Conceived as multidisciplinary research and collaborative production laboratories, each LAB will offer a four-monthly programme of **Collaborative Prototyping Workshops, Artistic Projects, Transversal Workshops and Seminars** and **Public Events** related to Medialab's main lines of research at Matadero Madrid.

The main activity of each LAB will consist of a two-week long prototyping workshop led by renowned artists and thinkers during which 8 collective projects related to the themes of Sentient Media will be developed. These projects will be selected by means of an international and public call for tender. Once they have been selected, the projects will be made public and a second call for tender launched to find collaborators keen to take part in the development of the selected projects.

Can a city think? In order to address issues of compelling relevance, can we operationalise collective knowledge? Back in 2016, when AlphaGo beat the world Go champion, Lee Sedol, several experts argued that the real artificial intelligence was not that of the Ai's deep neural network system, but rather the actual context that gave rise to its development. The real intelligence did not reside in the machine, nor even in the Go master, let alone in the series of rules that allow and limit the possible sequentiality of movements, but rather in the sum of them all; it was the creation of the general framework of the game, the context, that situated all the agents involved and allowed the collective intelligence between the contenders to give rise to hitherto unprecedented moves.

At Medialab, we believe that when it comes to building collective intelligences, what is important is the construction of that "context", the situation in which people, subjects, experiences and learning combine to build new intelligence.

As an institutional platform for contemporary creation and innovation and intent as it is on developing a programme with transformative scope and muscle, Medialab's objective must be to create the right context in which to develop and operationalise shared intelligence. The name we give to these "contexts" is LABs and their cornerstone consists of a Collaborative Prototyping Workshop for the development of transdisciplinary projects capable of making a social, technological, scientific and environmental impact.

### **2.- OBJECTIVE**

In accordance with the principles of transparency, equality and competition, and in line with the programmes of Matadero Madrid, the objective of this call for tender is to select a maximum of 8 projects which shall then be developed in a collaborative manner within the framework of the Collaborative Prototyping



Workshop LAB#01 **SENTIENTMEDIA**, between 21 April and 3 May 2022.

During the Collaborative Prototyping Workshop of LAB#01 **SENTIENT MEDIA**, a maximum of **8 proposals** selected from among the respondents to this open call, shall be developed simultaneously. The submitted proposals must necessarily be open to the participation of collaborators who subsequently and by means of another open call, express their interest in participating and are able to contribute to their development during the workshop.

## Themes of LAB#01: Sentient Media

Microscopes did not create bacteria, but they might just as well have done so. Once they had been invented, there was no way we could ever conceive of the world in the same way again. Technology has this power to constantly transform how we sense and how we make sense of the world.

The theme of **Sentient Media** will focus on the capacity of sensorial technologies to make visible that which is invisible. These visibilisation mechanisms are not just descriptive tools able to change the logic behind how a human being relates to his or her environment by revealing a priori undetectable dynamics, rather they constitute operational interfaces from which to actively design the future.

The capacity of any organism to adequately understand its environment is the primordial premise from which to propose any manner of response to that environment. Covid has shown us that those societies capable of monitoring and generating appropriate transmission and tracking models have been best able to combat the spread of the virus. Even the very concept of Climate Change itself (and therefore any kind of response to it) would not exist without the sensitive organ - made up of a myriad of sensors - that we have deployed all over the planet in the last decades to measure with extreme granularity the consequences of alterations in weather patterns. Sentient Media not only takes a particularly careful look at this set of sensitive human infrastructures that have allowed us to render the planet in multiple and diverse ways, but also at the planet itself as a medial system able to participate in the processes by which information is transmitted, stored and transformed through multiple non-anthropogenic sensoria.

What new readings of the world will these sensorial systems deploy over the course of the coming decades? Will these new readings be able to open operational design frameworks from which to actively propose better social and/or environmental dynamics?

The workshop will be open to all manner of projects – ranging from more technical ones to others of a more speculative nature – that address the theme of “Sentient Media” in one way or another. This encompasses projects whose aim is to operationalise non-human sensitive systems, or to repurpose existing remote detection and/or monitoring technologies for new and better ends, but also the invention, construction and deployment of new sensory and visualisation tools, thereby driving research in both the physical environment — for example, sensor design and engineering, hardware, or new healthcare or ecological monitoring mechanisms —, and in the digital environment — simulations, geomaps, interactive



models, remote detection, or process automation —, thereby encouraging their application in countless areas on a scale that ranges from the microscopic to the planetary.

## **How the workshop will work**

During the workshop, ideas will be put to the test and collaborative projects developed by different collaborators working together in interdisciplinary groups coordinated by the promotor of the project. The groups will be able to call on the support and advice of Medialab's guest experts/mentors and will have a work space in which to develop each project.

It is expected that the workshop will work with free and open software, that the projects will be based on open standards, and that the results will be available under Creative Commons licenses that encourage reappropriation, reuse and distribution.

The workshop languages will be English and Spanish and there will be no formal translation.

At the end of the workshops, the resulting prototypes will be unveiled in public as part of the activities of the OpenLab event.

## **3.- PARTICIPANTS**

This call is open to adult individuals and groups based in Spain and overseas, with any level of qualification and from such diverse disciplines as design, art, architecture, urban planning, economics, film, photography, journalism, digital media, environmental sciences, philosophy, engineering, social studies, political sciences, programming, materials science, activism or indeed any other field.

Applicants must have at least an intermediate level of English.

Proposals may be submitted individually or collectively, and groups are not required to establish a legal relationship between the members. In the case of a number of natural persons submitting a joint application, they must designate a representative to whom the rest of the members of the group must assign their rights of representation. All obligatory dealings will be conducted with this representative, without prejudice to the internal relations between them in terms of compliance with the undertakings arising from this call for tender.

Each participant or team may submit as many proposals as they wish.

## **4.- EVALUATION COMMITTEE**

Medialab Matadero will set up an Evaluation Committee that shall comprise 3 independent professionals who are not part of the institution (the members of the mentoring team), the head curator of Medialab at Matadero and one member of the Medialab team.

The head curator of Medialab at Matadero will chair the committee and will have



a Secretary who shall take minutes of the sessions and be able to speak but not vote at such sessions.

The Evaluation Committee shall be governed by the regulations established for collegiate bodies by Law 40/2015 of 1 October on the Legal Regime of the Public Sector.

Exclusion due to non-compliance with the requirements, and evaluation, are the exclusive competence of the Evaluation Committee.

The decision of this Evaluation Committee will be communicated within the first fortnight of March on the [www.mediossintientes.medialab-matadero.es](http://www.mediossintientes.medialab-matadero.es) website, and to the beneficiary or beneficiaries at the addresses they have provided.

## 5.- SELECTION CRITERIA.

### Criteria for the assessment of the projects

- Relevance to the general objectives and theme of the **Sentient Media** call.
- Innovative and experimental nature.
- Clarity of the proposal and adaptation to the methodology and the time frame of the workshop.
- Adaptations of previous projects may be submitted, providing they are of substance and relevant to the theme of the workshop.
- Value will be placed on the proposal taking into consideration issues of social, ecological and/or environmental impact.
- Value will be placed on a diversity of approaches and backgrounds, and on their integration within all the proposals that are to be selected.

## 6.- DURATION

- Proposals may be submitted from **27 January to 27 February** 2022 at 11:59pm CET.
- The selected projects will be made known to interested parties by telephone or email as of **7 March** 2022, and to the general public via the Medialab-Matadero.es website.
- The Collaborative Prototyping workshop will take place between **21 Abril and 3 May** 2022, both inclusive, in Medialab's facilities at Matadero Madrid.
- Following the workshop, the OpenLab public event will take place between **4 and 7 May** 2022, during which the developed projects will be given a **final public presentation**.

## 7.- ESSENTIAL UNDERTAKINGS OF THOSE SELECTED

- The selected individuals or groups undertake to attend every day of the workshop, at least from Monday to Friday from 10am to 6pm, in an informal and relaxed atmosphere. Small workshops and presentations will occasionally be held between 6:30 and 8:30pm, attendance at which will be optional.



- In addition, they undertake to complete and document the proposed projects in an appropriate manner.
- The selected projects must accept and encourage the participation and inclusion of interested collaborators.
- All project documentation (plans, designs, photographs, etc.) shall be published under a Creative Commons licence that will allow it to be reused for future projects.
- Any code generated by the participants must be published in public repositories and made accessible under an open licence that allows it to be reused.
- The project's credits shall include all the members of the group who have participated in its development within the context of the workshop.
- Those persons or groups that are selected undertake to make an initial public presentation of the selected project in a hybrid online/in person format in mid-March 2022.
- Those persons or groups that are selected undertake to make a final public presentation of the developed project, together with the collaborators who have taken part in the group, during the OpenLab public event that will take place between 4 and 7 May 2022.
- The participants undertake to behave in a respectful manner with all other people taking part in the workshop. No expressions of hatred or intolerance in issues of gender, race, ethnicity, disability, social position, sexual orientation, religion or origin will be accepted. Male chauvinist attitudes or sexual harassment will not be accepted.
- Comply with the rules for the use of the spaces made available at Matadero Madrid.

In the event of serious non-compliance with the essential undertakings established in these rules and procedures, the award bestowed on the selected projects may be terminated. In such an event, Madrid Destino shall advise the promotor that the project has been terminated. The latter must submit such allegations as he or she deems appropriate within a maximum of 10 days.

After having received a report from the legal services, the contracting body shall notify the promotor of the measures adopted, which may include: abstaining from making use of any of the other elements that make up the rest of the funding of the call and the non-payment of any amounts outstanding as of the date of the communication of the termination. In the case of groups, such termination shall refer to all of them. They shall be jointly and severally liable for their obligations and the communication shall be considered to have been made to all the members of the group when it has been communicated to their spokesperson or representative.

In the event that a successful application must be withdrawn, the candidate must give sufficient notice.

In an event of force majeure, none of the parties shall be obliged to fulfil their respective commitments. If, as a result of a new outbreak of COVID-19, for public health reasons, or due to instructions or recommendations received from the governmental, regional or health authorities of any administration, or any similar body, it were not possible to comply with that which has been agreed, such termination shall be considered a cause of force majeure, in accordance with article 1105 of the Civil Code, other than in the case of there being applicable legislation to the contrary.



Madrid Destino, having previously received a report from Medialab Matadero, shall be entitled to evaluate each case, should such an event occur.

## **8.- TRAVEL, ACCOMMODATION, SUBSISTENCE AND PRODUCTION EXPENSES:**

Upon request, **and on presentation of a municipal registration certificate**, in the case of those selected participants who live outside the Community of Madrid, Medialab will handle and cover the travel and accommodation expenses of one person per project.

In addition, each selected project will receive a financial allocation of €900.00 under the heading of a “laboratory residency” to cover living expenses and the production costs of the project.

Payment shall be made as follows:

- 70% of the total financial allocation will be paid upon signature of the laboratory residency assignment document, provided that the documentation required in these rules and procedures has been submitted in advance, in a complete and appropriate manner, and in any case, prior to the signature of the contractual document.
- The remaining 30% of the total financial allocation will be paid on completion of LAB#01 and once the basic documentation of the developed project has been submitted.

## **9.- APPLICATION DEADLINE AND REQUESTED INFORMATION**

All those who are interested in participating in the call must fill in and send in the form they will find on the [www.medios-sintientes.medialab-matadero.es/lpc](http://www.medios-sintientes.medialab-matadero.es/lpc) website **before 27 February at 11:59pm CET**.

Information requested in the form (\*required field):

About the applicant:

- Personal and contact details\*
- Biographical summary\*
- Motivation and expectations\*
- Relevant knowledge\*
- City and country of residence\*
- Need for travel yes/no\*
- Need for accommodation yes/no\*

About the project:

- Title of the project\*
- Summary of the project\*
- Keywords:
- Project background and inspirational projects\*
- Detailed description of the project, including\*
  - Technical requirements
  - Other requirements with an estimated budget
  - Production schedule



- Description of the profile of the collaborators the project will require
- Attached files
- Link to a short video explaining the project (maximum 3 minutes in Spanish or in English. This can be no more than a video recorded with a mobile phone in which the promoter team explains the idea they are proposing).
- Graphic documentation
- Comments
- How did you find out about this call?

## **DOCUMENTATION TO BE SUBMITTED IF YOUR PROJECT IS SELECTED**

- A copy of the signatory's valid ID document (DNI, NIE, or passport).
- If several individuals are applying jointly with the same application or project, the aforementioned documentation will be presented by each of the members of the group. In any case, both the application -and the subsequent obligatory document- must be signed by all the members of the group, unless they have given express power of attorney to one or more of their members to act as their legal representative. In any case, attendance at the spaces provided for the development of the project may be limited to the number of members of the group that the head of Medialab at Matadero Madrid considers viable. In such cases, the payment of the financial allocations of this call for tender may be made either to said representative - if there is one - or to the participant designated for this purpose. Such payment, when made to the said representative or participant, shall fully discharge Madrid Destino of its obligations thereto.
- A Financial Allocation Acceptance Form, which shall be forwarded to the designated representative, duly signed.
- A copy of the centre's rules and those for the use of the space, duly signed, which shall be forwarded to the designated representative.
- Once the Acceptance Form has been signed, pursuant to the protocols of the Madrid Destino Safety and Emergency Department, the designated representative will receive the following Occupational Risk Prevention documentation from the Sub-directorate for Self-Protection and Coordination of Business Activities (CAE):
  - Occupational Risk Assessment of the spaces that make up the Matadero cultural centre attached to Madrid Destino.
  - Emergency Measures for the four spaces that make up the Matadero cultural centre attached to Madrid Destino. The designated representative must sign an acknowledgement of receipt and send it to the assigned technician at the following address: seguridadprevencion@madrid-destino.com. Técnico CAE y Autoprotección, Subdirección Autoprotección y CAE, Dirección de Seguridad y Emergencias, Madrid Destino, Cultura, Turismo y Negocio, S.A., Calle Conde Duque 9-11, 1ª Planta. 28015, Madrid. Cultural and Sports Area. Madrid City Council.

## **DOCUMENTATION TO BE PRESENTED IN ORDER TO CONFIRM**



## **PAYMENT:**

- A signed and stamped Bank account ownership certificate.
- For overseas residents: Certificate of fiscal residence in the country of origin.

## **9.- INTELLECTUAL AND INDUSTRIAL PROPERTY**

Participants will answer for the originality and authorship of the projects they submit and guarantee that they legitimately hold all intellectual property rights to the projects and, in this respect, guarantee the peaceful use thereof by Madrid Destino and expressly release it from any liability for any direct or indirect damage or harm that could be derived from their failure to comply with this guarantee, without prejudice to any unauthorised material that is not their own property.

The authors and their collaborators (or when relevant those persons who participate due to being the legitimate owners of the rights necessary to carry out the project) authorize Madrid Destino to make use, in full or in part, of the different elements of the project, and when relevant, its result (whether it be texts, images, graphics or videos) exclusively for advertising or biographic purposes of Madrid Destino, i.e., the rights to publish, in paper or digital format, flyers, catalogues or compilations concerning the activities of Madrid Destino or for advertising its activity. Accordingly, commercial use is expressly excluded from this. The authorisation is granted for the maximum period allowed by law, for worldwide geographic scope.

Once the projects have been selected and within the course of the activity, the author is required to allow any other participants in the convened activity to use their work as a basis for other derivative works.

Intellectual property content, unless otherwise stated, is licensed under Creative Commons By-SA. The licence can be viewed in the following link: <http://creativecommons.org/licenses/by-sa/3.0/es/>. However, authors are entitled to license their content under any other licence, preferably free, to encourage wider dissemination, and must mention this in a way that is noticeable in the corresponding publication or work.

## **10.- PARTICIPANT'S IMAGE RIGHTS**

Participants understand that they may appear in images (photograph, video, etc.) taken in relation to their artistic project for subsequent informative or promotional dissemination of the Madrid Destino activity, and they authorise such use. They also agree that their image may be used in catalogues or other documents compiling the activities of Matadero Madrid or Madrid Destino.

All of this with provisos and limitation on uses and applications that infringe the right to honour in the terms set out in Organic Law 1/1982 of 5 May on the Civil Protection of the Right to Honour, to Personal and Family Privacy and to One's Own Image. Any other use outside the above scope is expressly excluded from this authorisation.

## **11. DATA PROTECTION**



Madrid Destino guarantees to the participants that their personal data will be processed in accordance with legislation in force and to this end informs them that such data will be incorporated into a file owned by Madrid Destino in the following terms:

Data controller: Madrid Destino Cultura Turismo y Negocio, S.A., with registered address in Madrid, Calle Conde Duque, 9- 11, Madrid (C.P. 28015).

Data Protection Officer: [dpd@madrid-destino.com](mailto:dpd@madrid-destino.com)

Purposes: To manage and comply with the relationship established (including management of the legal agreement, arrangement and storage of agreements and deeds, accounting administration, compliance with invoicing and fiscal obligations, and for transparency and control purposes).

Storage period: Storage shall be limited to the period necessary to comply with the contractual relationship and for the statutory period for civil, criminal, administrative and any other actions that may arise from the activity or service provided.

Recipients: The Tax Agency and other public bodies, in compliance with tax, transparency and control obligations; financial entities for management of collections and payments; and legal authorities. Transparency obligations require Madrid Destino to publish, on its website, a list of all the contracts that it enters into, thereby stating the signatories, the purpose of the agreement, its term, any modifications made, the parties obliged to perform the services or activities and the agreed financial obligations.

Lawful basis: Participation in a call for tender

Rights: Rights to access, rectification, erasure, data portability and restriction on data processing or objection From may be exercised by sending an email to [dpd@madrid-destino.com](mailto:dpd@madrid-destino.com), with the subject "MEDIALAB/MATADERO". The person making the request must identify themselves using their official ID document. You can also file a complaint with the Spanish Data Protection Agency (AEPD).

## **12.- ACCEPTANCE OF THE RULES AND PROCEDURES**

The participants, by the mere fact of having entered the call, accept these rules and procedures.

## **13.- CONFLICT RESOLUTION.**

To resolve any issue or dispute arising out of the call, please write to Madrid Destino so that both parties may reach an amicable resolution.

Were such amicable settlement not to be reached, the parties, expressly waiving their own jurisdiction, submit themselves to the Courts of the city of Madrid.

Should you have any queries regarding the call, please write to



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[propuestas@medialab-matadero.es](mailto:propuestas@medialab-matadero.es), entering as the subject “*SENTIENT MEDIA call for tender*”.

Madrid, 18 January 2022