

Museum London Idea Incubator - Digital Solutions for Arts Education and Engagement Call for Expression of Interest

Responses Requested by October 15, 2018

An initiative by:

[Museum London](#)

In association with:

[Nordicity and Lord Cultural Resources](#)

Generously funded by:



Canada Council
for the Arts

Conseil des arts
du Canada

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1. Introduction

Museum London is launching an initiative called the Museum London Idea Incubator for Arts Education and Engagement. Through this initiative, Museum London hopes to build on its existing partnerships with the education sector, tech sector and other cultural institutions to develop digital solutions for enhancing student engagement with the arts through new forms of digital participation.

In order to provide exceptional pedagogical tools and experiences built around exciting new and emerging technologies, Museum London has embarked on developing a new initiative that will encourage cross-disciplinary collaboration and support the transformation of innovative ideas for improving arts education and engagement into real solutions.

Interested participants are **invited to submit an expression of interest and participate in an Orientation and Exploration Session** where they can learn more about this initiative and the selection process. Following the Orientation and Exploration Session, interested parties will be encouraged to bring together an eligible team and submit a pitch proposal, and bring their solution in front of a Jury. At the end of the process, a limited number of proposed solutions will be selected and piloted through the support of Museum London financing. **Selected projects will receive an award of up to \$30,000.00.**

This initiative is generously funded by the Canada Council for the Arts through the Digital Strategy Fund. The Canada Council for the Arts last year invested \$153 million to bring the arts to Canadians throughout the country.

2. Purpose and Objectives

The purpose of the Arts Education and Engagement Idea Incubator is to develop transformative digital education and engagement tools for arts educators and institutions. Our approach is to bring together artists, technologists, academics, entrepreneurs, cultural institutions and educators in order to foster and develop relationships and knowledge-sharing that will lead to ideas and solutions that could not have been arrived at independent of this collaborative environment. By unifying these diverse experiences and skill sets, the Incubator will lead to innovative, practical, technology-driven applications and platforms intended to improve arts education and engagement for K-12 students and teachers in the classroom, at similar institutions, and beyond.

Key objectives for the initiative include:

- Bring together multi-disciplinary teams and encourage non-traditional partnerships and collaborations
- Help transform the arts education component of museum operations
- Improve access to art and heritage education for K-12 students in the classroom
- Improve museum engagement with K-12 students

While the pilot will focus on Museum London, the intent is that any solutions developed would be suitable for other museums as well. Therefore, any project should consider the applicability of the solutions for other museums and educational communities.

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3. Solutions for what and for whom?

We are looking for innovative solutions for digital arts engagement and education that achieve one or more of the following objectives:

- Provide access to, encourage exploration of, and animate the Museum's collections of artworks and historical artefacts
- Provide an experience that creates a connection between art and heritage/history
- Use indigenous stories to help design and demonstrate the solutions
- Support ESL learning and social inclusion generally
- Support accessibility for a variety of physical and emotional ability
- Engage and help build relationships with marginalized or at-risk communities in London

The intended end user(s) for these solutions are K-12 students with their teachers in the classroom. The primary objective is to engage students off-site, rather than on-site in the museum, with an emphasis on in-classroom use. However, preferential consideration will be given to projects that can be adapted to institutional use, at-home use, and integrated, immersive experiences.

While the final selected projects will be solutions aimed at the arts education goals, there are likely to be benefits for other communities, thus aiding a museum's overall engagement with the public.

4. Who is eligible to participate?

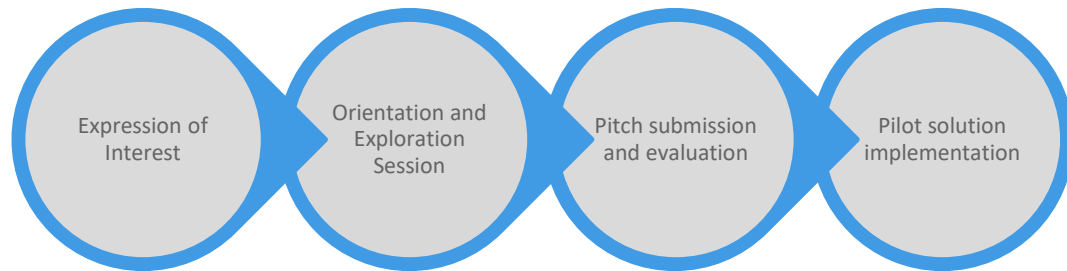
Anyone with an idea and the interest and ability to develop a real digital solution is welcome to submit an Expression of Interest to attend the Orientation and Exploration Session. That means that your team needs to include at least one creator who can turn your idea into a real digital solution.

Other than that, we welcome applications from teams led by makers, tech companies, museum professionals, artists, teachers, or community groups.

In addition, we encourage you to build a team that includes artists, museum professionals, educators (K-12), youth advisors, or representatives from community groups. While having a multi-disciplinary team in place is not a mandatory requirement, we encourage you to involve representatives from some of these groups to ensure that your solution is practical, implementable and addresses the needs and challenges of the intended end users (K-12 students and teachers). If you don't have existing connections with these other groups, you may have an opportunity to meet the right partners at the Orientation and Exploration Session!

5. The application process: How do I get involved?

The Digital Arts Education and Engagement Idea Incubator process will include four (4) key stages, as illustrated below.



More specifically, the process will include the following steps:

1. Respond to this Expression of Interest by October 15, 2018 – If you think this is something you want to do, you have an idea and you think you can make it happen, then please register your Expression of Interest by completing the form located at this link: <https://na1se.voxco.com/SE/114/MuseumLondonDigitalArtsEducationEol/>. The form can also be accessed via the Museum London website at museumlondon.ca.
2. Attend the Orientation and Exploration session on October 24, 2018 from 4:30pm-7:00pm – you'll learn a bit more about the initiative, our objectives and what types of solutions we are looking for. You may also have an opportunity to meet potential additional team members!
3. Submit a pitch proposal – After the orientation session, you and your team will go back to develop your idea and prepare a pitch proposal, which you will submit for review and evaluation. Further instructions will be provided on the requirements for the pitch proposal.
4. Attend pitch session – After reviewing the pitch proposals, qualifying teams will be invited to present their solution at a pitch session in front of a Jury.

6. FAQ

Have questions? Something missing from our description above? We've put together a list of FAQs, below.

If we still haven't answered all your questions or you need additional clarification, please feel free to get in touch with Magdalena Lagerlund (Digital Strategy Project Coordinator, Museum London) by email at mlagerlund@museumlondon.ca or by phone at 519.661.0333 ext. 4263.

1. Is attendance at the Orientation and Exploration Session mandatory to participate in the competition?

You are not required to attend the Orientation and Exploration Session in order to be eligible to submit a pitch proposal. However, we strongly encourage you to attend to learn more about the Museum London Idea Incubator initiative and hear more about what we will be looking for when evaluating and selecting the successful solutions for the pilot.

We also encourage you to register your expression of interest online even if you will not be able to attend to be included on our mailing list for all future communications about the process (e.g. the call for proposals).

You can register at the following link:

<https://na1se.voxco.com/SE/114/MuseumLondonDigitalArtsEducationEol/>. The form can also be accessed via the Museum London website at museumlondon.ca.

2. How long will the Orientation and Exploration Session be?

The Session will be approximately 2.5 hours and will include both a formal agenda as well as some time for networking and connecting with other attendees.

3. Does the solution need to be explicitly linked to the Ontario curriculum?

The short answer is no. But we do want the target end user to be K-12 students and teachers in the classroom.

4. How will the pitch proposals be evaluated?

All eligible proposals will be reviewed by a multi-disciplinary Jury and evaluated based on the following criteria:

- Understanding and fulfillment of stated objectives – 30%
- Innovation and creativity – 15%
- Quality of engagement and interactivity of the solution – 35%
- Sustainability and scalability – 10%
- Feasibility of execution – 10%

In addition, the makeup of the team and Intellectual Property (IP) retention may be considered in the selection of the final solutions for the pilot. The Jury may also take into consideration the target age group for your solution in an effort to support a variety of solutions aimed at different segments of our target user group (K-12 students). However, solutions will be primarily selected based on the evaluation criteria listed above and these other factors may only be considered to provide additional differentiation among equally strong proposals.

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5. Who will be on the selection Jury?

A Jury will be selected to include representatives from the following sectors/stakeholder groups:

- Museum sector
- Education sector (K-12)
- Maker/Tech sector
- Arts sector/Artists

6. What if I don't have all the necessary elements of my team in place before the Orientation and Exploration Session?

Not to worry! You don't need to have an eligible team in place to respond to this expression of interest and attend the Orientation and Exploration Session. The team eligibility criteria are only applicable for the pitch proposal stage of this process.

Moreover, there will be an opportunity to meet or be matched with others during the Orientation and Exploration Session if you need to complete your team!

Once you have the right team in place, you can then submit a formal pitch proposal and come show us what you've got!

7. Who will own the IP at the end of this process?

While participants are free to stipulate that they would like to retain IP ownership of their solution, we wish to remind participants that one objective of this initiative is to be able to share and implement successful solutions at other galleries and museums in the region and across Canada after the pilot period is complete. This initiative is being generously funded by the Canada Council for the Arts under the Digital Strategy Fund and is intended as a capacity-building and learning opportunity for the Museum and Gallery sector as a whole. As such, a request to retain full ownership of the solution may be considered in the selection of the final solutions for the pilot.

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Appendix A. Expression of Interest Registration Form

Below is an illustration of the online registration form. To register your expression of interest, please complete this form and submit it online. You can access the form at the following link:

<https://na1se.voxco.com/SE/114/MuseumLondonDigitalArtsEducationEoI/>. The form can also be accessed via the Museum London website at museumlondon.ca.

If you have any questions, please contact **Magdalena Lagerlund** at mlagerlund@museumlondon.ca or Mila Dechef-Tweddle at mdecheftweddle@nordicity.com

Please provide your full name (First, Last).

Please provide your email address.

Which of the following options best describes you? I am a(n):

- Independent/freelance creator
- Representative for a tech company
- Independent Artist/Maker
- Educator/Education professional
- Museum/Gallery professional
- Student
- Other (please specify)

Will you be able to attend the Orientation and Exploration Day on October 24th?

- Yes
- Maybe
- I can't make it, but I'd like to register an expression of interest so I can receive information and participate.

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Tell us about yourself and/or the rest of your team and why you think you are well-positioned to develop a real digital solution for enhancing student engagement with the arts.

As part of your response, please provide a 1-2 paragraph bio for yourself and for each of the other members on your team (where applicable). Your bio should describe your background, skills and experience and demonstrate your ability to follow-through on the development of a real digital solution.

No other team members? Not to worry, just tell us about yourself!

Please explain why you are interested in participating in Museum London's Idea Incubator. What do you hope to get out of the experience?

This answer is limited to 3000 characters which should give you approximately 500 words.