



## MAU Mostra d'Art Urbà a Roca Umbert

# MAU 2019 MEMORY OF THE WORKERS

Roca Umbert Arts Factory is a 20,000 m<sup>2</sup> space in the centre of Granollers which has transformed the old Roca Umbert textile factory into a major cultural centre where art and culture can be produced, taught and disseminated. The factory is also aimed at the technology and communication sectors.

The Urban Art Exhibition (MAU by its initials in Spanish and Catalan) is a contemporary creation festival that began in 2012, with the aim of linking the factory's past and present by presenting artistic projects in Roca Umbert's spaces. The exhibition is a meeting point where participants are encouraged to experiment with the concept of the factory. Roca Umbert is thereby transformed into different potential exhibition spaces.

In this edition the Urban Art Exhibition seeks to focus on the human side of industry, the memory of the factory's workers, as a space where they lived and created a society, as a place where social rights were fought for and as a space for spreading knowledge. MAU wishes to pay homage to the factory workers as people who took part in social change to build the society that we know today. This year Mercè Alsina, an independent curator, will carry out a curatorial assessment of the exhibition.

## REQUIREMENTS FOR SELECTION OF PROJECTS TO PARTICIPATE IN THE PUBLIC CALL FOR PROPOSALS FOR THE 8TH URBAN ART EXHIBITION AT THE ROCA UMBERT ARTS FACTORY IN GRANOLLERS

### 1. OBJECT

The objective of these conditions is to regulate the selection of the contemporary creation projects that will take part in the 8th Roca Umbert Urban Art Exhibition (MAU), which will take place on Saturday 18 May 2019.

### 2. THEME

In this edition the central theme is the concept of the memory of the workers. The coming of the Industrial Revolution meant a series of economic, technological and social upheavals in human history that marked a turning point in worker's daily lives. The eighth edition of MAU shows the more human side of factories, with the memory of the workers as the starting point.

Firstly, the aim is to show the factory as a living space where society developed. The workers spent long hours in the factories and many of them lived on industrial estates. This is why life revolved around the factory, which became a central focus for thousands of people.

Secondly, the factory should be seen as central to the fight for social rights. The union movements were born in the factories to defend workers' rights and achieve improvements in the workplace that would have been unthinkable in previous times.

Finally, the factory is shown as a space for transmitting knowledge and social development. Thanks to union struggles, factories often became places where workers could acquire greater knowledge and improve their education.

MAU wishes to pay homage to the factory workers as people who took part in social change to create the reality that we know today. Projects presented in the competition should be linked with the memory of the workers whether conceptually or symbolically.

### 3. LOCATION

The projects will be presented in the inner streets of the Roca Umbert complex. The organization reserves the right to determine or modify the final space for each one.

### 4. CATEGORIES

In this edition projects may be presented in the public space in the following formats:

1. installations, video projections, murals and any performance connected to the visual arts
2. action art projects, performance, dance and any action connected to movement
3. projects that experiment with sound and vision, sound art, electronics, live creation...

Projects that promote art as a tool for expression, protest and social communication will be highly valued.

### 5. EVALUATION CRITERIA

The commission's evaluation criteria for selecting participating projects will be:

1. The link with MAU's conceptual theme (maximum 30 points)
2. Artistic career (10 points)
3. Promoting dynamics for creative participation and collaboration between the Roca Umbert residents, the attending public and the artists (maximum 10 points)
4. The quality of the specific project being presented (maximum 30 points)
5. The project feasibility (maximum 20 points)

The maximum score possible is 100 points. Selected projects should receive a minimum of 50 points.

The proposed action must not represent a threat to or potential deterioration of the buildings, installations or architectural and urbanistic context of the space in which it is located.

The selected projects may not be different (either in terms of shape or concept) from the project originally presented unless the artist gives prior notification which is accepted by the organization.

### 6. WHO IS THE CALL FOR PROPOSALS AIMED AT?

Artists and/or groups that are interested in creating a project that meet these requirements. In the case of groups without a legal personality, they will need to name a legal representative.

### 7. FINANCIAL AWARD

Each selected project will receive €1000 (including taxes in accordance with the recipient's tax regime) as help towards production costs and fees. Those selected should send an invoice.

A maximum of nine projects may be selected.

### 8. APPLICATION PROCEDURE AND ANNOUNCEMENT OF RESULTS

Documentation and information to be presented:

- 1) Application document (see annex I)
- 2) Photocopy of identification document (National Identity Number or passport)
- 3) Project dossier. The dossier should include (in a maximum of 1,200 words): project title and concept, des-

cription and technical requirements for the set up and dismantling, space proposed to carry it out, curriculum/professional career and estimated budget.

#### 4) Graphic documentation

##### Location

Applications may be formally presented at the Roca Umbert Factory of Arts Registry, from 9am to 2pm, (c. Enric Prat de la Riba, 77 Granollers. Edificio CTU) or by sending them via Email to: [gestio@rocaumbert.cat](mailto:gestio@rocaumbert.cat)

##### Deadline

Projects (which should include the dossier with the information requested in section 8 of these regulations) will be accepted when presented between 1 February and 2pm 11 march 2019.

##### Calendar for resolution and publication of results

Throughout the month of March, the commission will evaluate projects and announce the adjudication decision by Email to those who have presented proposals.

It will also be made public via the Roca Umbert website.

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#### 9. PROJECT SELECTION COMMITTEE

The selection committee will be responsible for evaluating the projects presented and will comprise:

- Mercè Alsina, independent curator and MAU 2019 curatorial assessor
- Frederic Font, researcher at Music Technology Group
- Anna Giribet, artistic director of FiraTàrrrega
- A member of the Roca Umbert technical coordination office
- A representative of the company responsible for judging the management and dynamization of the Visual Arts and Image line at Roca Umbert.

The committee's verdict will not be subject to appeal.

The selected artists give permission for the exhibited work to be publicly disseminated through various channels to promote the exhibition

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#### 10. ASSEMBLY AND DISMANTLING OF THE WORKS

All of the works selected will be coordinated and supervised by the Roca Umbert Factory of Arts technical team, responsible for monitoring the projects. Works requiring some kind of special installation will be assembled the day before and the rest will be done on the day of the exhibition. The dismantling will take place once the exhibition has ended.

The artists will be responsible for the assembly and dismantling of the works, with the help of the Roca Umbert technical staff. The artists will be responsible for the activity and the urban space that they occupy and if the work is damaged during the exhibition or the assembly and dismantling of the work, the artist will be responsible for the

damage caused.

The organization is not responsible for any damage that may be caused to the selected projects during the exhibition, assembly or dismantling. Any doubts regarding interpretation of these regulations will be resolved by Roca Umbert Fàbrica de las Artes SL.

Participation in this contest implies acceptance of all the regulations and the selection committee's decision, as well as any changes that may later occur for reasons beyond the control of Roca Umbert Arts Factory SL.

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For more information please contact the organization: [es-paidarts@rocaumbert.cat](mailto:es-paidarts@rocaumbert.cat)



# MAU 2019

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## ANNEXE 1

### ANNEX 1 APPLICATION FORM FOR TAKING PART IN THE PUBLIC COMPETITION FOR THE 8TH URBAN ART EXHIBITION AT ROCA UMBERT FACTORY OF ARTS, GRANOLLERS

#### APPLICANT DETAILS

Name and surname or company name

Identity document or Tax ID

Address

Telephone number

Email

Website (where applicable)

**I DECLARE** that I am interested in taking part in the public competition for the 8th MAU at Roca Umbert Factory of the Arts.

I understand and accept the competition regulations

I therefore **REQUEST** that

that the named project  
be admitted to form part of the proposal selection process.

Date and place

Save and send to [gestio@rocaumbert.cat](mailto:gestio@rocaumbert.cat)