

**International call for applications**

**30 years of Musée d’Art Moderne et Contemporain de Saint-Étienne Métropole (MAMC+) (Museum of Modern and Contemporary Art)**

Are you a start-up or an enterprise and are you keen to try out your product/service/application in the museum sector? Would you like to go one step further in the development of your project by including user feedbacks and a design approach? Give the DesignTech experience a try.



**International call for applications (CFA) 30 years of Musée d’Art Moderne et Contemporain de Saint-Étienne Métropole (MAMC+)**

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**I. INTRODUCTION**1- Saint Étienne

With a population of 180,000 in an urban community of 400,000 people, Saint Etienne fosters innovation through its businesses, its network of higher education establishments and also its internationally-renowned scientific platforms.

Ranked 6th urban area for enterprise creation by French magazine “L’Entreprise” and 9th French city in terms of patent registration, Saint Etienne is a constantly changing city, driven by the relations that have linked art and industry for over two centuries.

Saint Etienne's network of SMEs/SMIs is second to the Paris region’s and excels in areas such as medical technologies, digitization, industry and of course design with the support of the Cité du design, a centre for excellence in design.

The first and to date only French city to join the Unesco Creative Cities of Design network in 2010, Saint Etienne has made design a driver of innovation by capitalising on its industrial background.

2- FrenchTech Saint Etienne

Further to the FrenchTech call for applications launched by the government in 2013 to make France a startup nation, Saint Etienne Métropole secured the French Tech label with the Design Tech special feature thus proving our expertise in innovation, digitization and design.

Since obtaining the label in June 2015, Saint Etienne Métropole has set up a strategy to promote this label by mobilizing our ecosystem towards the creation of startups in the emblematic Manufacture district.

Our #DesignTech offer, which is partly based on Cité du design expertise, is aimed mainly at French and international startups, the future creators of jobs and value.

Throughout the year, we offer design "residences" which, after project evaluation, make it possible to offer two levels of support:

* three-day support to gather user feedback about a new product or service, using methodology tried and tested by the Cité du design,
* three-hours support for a project requiring an observation phase of uses.

3- The MAMC

The MAMC (Museum of Modern and Contemporary Art) is home to and shows off a collection of works from the 20th and 21st centuries and is a reference among French museums what with nearly 19,000 artworks.

In addition to the outstanding collection of modern and contemporary art is a substantial set of photographs and one of the rare reference collections in the field of design in France. Designed by architect Didier Guichard in 1987, the Museum has a 3,000 m² exhibition area based on a grid pattern, which is easily adjustable and benefits from natural overhead lighting.

A large part of the exhibition galleries is set aside to display a selection of works from the Museum's collection, with the other galleries being devoted to temporary exhibitions of international importance (10 exhibitions a year with two series of exhibitions on average). The artwork on show is renewed on a regular basis to provide a glimpse of the extent of the collection.

The Museum is greatly committed to ensuring its works and exhibitions reach out and are accessible to all audiences. A twenty-person team (cultural mediators, project managers and reception staff) comes together in a very active visitors department. This team welcomes some 60,000 visitors every year, almost 63% of whom are individual visitors. Since its inception, the Musée d'art moderne et contemporain (MAMC+) has, by tradition, been a leading institution regarding everything it offers to audiences and especially its mediation (oral, written and multimedia).

As part of the territorial project, and in accordance with its missions, the Museum engages in innovative mediation projects in order to share accessible, fun cultural content with new audiences, far away from the Museum. To achieve that, it particularly explores the possibilities afforded by digital technology and the Internet. For example, films about works from the collection, behind the scenes at the Museum and museum jobs have been made in partnership with CANOPÉ (ex-CRDP) and put up on the Internet. Over 30 interviews with contemporary artists, filmed and produced by the Museum, can also be seen on Dailymotion. These two collections are added to on a regular basis. For visitors to the Museum, free video content is accessible via QR codes located in the galleries. The artists present and explain their works, techniques, etc. in this way. This sub-titled content is also available to deaf or partially deaf people.

The Museum is also a testing ground and a partner for many higher education establishments, especially for research on digital technology (in particular as part of Lyon Saint Etienne "Projets d'Avenir (Projects for the Future).

In relation to the 30 years of the Museum, one of the key initiatives is the creation of an application for visiting the Museum, coupled with a location-aware system following on from the research developed between 2015 and 2017 with Université Jean Monnet concerning an experimental application for the visit.

**II- PRESENTATION OF CALL FOR APPLICATIONS**

1- General information and selection process

**A- Who can take part?**

This call for applications is aimed at enterprises and startups that develop products, services and applications which help to enhance or improve a museum visitor’s experience.

10 enterprises or startups will be selected:

* 3 local enterprises or startups
* 5 national enterprises or startups from the French Tech network
* 2 international enterprises or startups from MAMC networks, French Tech hubs and any international contacts of people involved in this CFA.

**B- Why take part?**

The aim of this call for applications is to capitalise on the 30 years of the Musée d’art moderne et contemporain to enable enterprises or startups to come and finalise the development of a product / service / application geared to the museum sector.

The projects chosen will be tested during usage labs, custom-designed according to the kind of project. Enterprises will be supported by a designer to identify, by means of experimentation, the strong points and points requiring improvement in this project.

This is also a good way to promote your project which will be part of the MAMC+’s innovation process.

(Further information in Part III COMPETITION at the end of the document).

**C- Selection of 10 winners**

A full electronic file (see appendix) shall be sent to the FrenchTech mission at the following email address: [designtech@saint-etienne-metropole.fr](mailto:designtech@saint-etienne-metropole.fr) **before 15 November 2017 (12 noon).**

Incomplete files will not be considered.

At the end of the application deadline, a selection committee based on partners (MAMC+, FrenchTech, Designers+, and others) will meet in Saint Etienne between **15 and 30 November 2017** to choose the 10 participants in this CFA.

Selection criteria:

* Relevance of the project in relation to the museum sector
* Soundness of the project (is it really destined to last and to grow)
* Quality of the innovation and novelty factor

2. Theme of this call for applications and schedule

1. **Theme**

This event will propose a wide-ranging reflection on all museum mediation aids in order to:

* improve visitor service and comfort
* offer a range of tools that give additional experience and content to existing services (printed visitor guide for each exhibition, videos accessible via QR codes in the galleries, text panels and presentations of works, children's activity leaflets, educational packs, videos on the Museum's works and jobs, videoed interviews with artists, visit application being created with location-aware maps and on-line ticketing.

This theme is deliberately wide-ranging to enable a variety of startups and enterprises to come and try out their products to (for example):

* Simplify access to the museum
* Enhance the experience with the works
* Develop new mediation aids
* Develop the end of the visit and feedback
* Foster methods of interaction between the museum and visitors
* Promote the collection

**B- Dates to save**

File submission: **15 November 2017 (12 noon).**

Announcement of successful bids: **1 December 2017**

Experimentation in the MAMC: **From 15 January to 30 March 2018**

**III. COMPETITION**

The aim of this competition is to support high potential startups and enterprises with innovative products/services who are keen to get a foothold on the cultural, museum market or on mediation by offering them the possibility to try out their product / service with the general public and staff of MAMC+ in order to validate design choices or improve the product / service.

Important note: This support is designed for products/services being developed (not just at the design stage). The project has to be sufficiently developed in order to be tested, but not completely finalised or in the process of marketing.

1- Services covered

The 10 startups selected will have free access to 3 days of DesignTech Booster support comprising:

* 1 day of work with a designer (remotely or on site depending on where the enterprise is located) to define the points to have validated by users and the development of a test protocol.
* 1 full day of user tests (10am-6pm) at the MAMC+ de Saint Etienne Métropole which could take place either during the week or at the weekend depending on the panel of testers targeted.
* An oral debriefing of use tests with the designer.
* Delivery of an actionable booklet of feedback from the use tests that will be sent to the startups (after validation by the partners) at the end of experimentation.
* Access to a “digital technology and museums” evening event during which the 10 startups will be able to pitch their project to an audience of company heads and local decision-makers (date to be decided as from April 2018).
* A tourist pack (local transport, museums, etc.).

The startup will have to pay for travel expenses to get to Saint Etienne, accommodation and personal expenses.

2- Profiles of startups

Eligibility criteria will be as follows:

- projects will come from enterprises being set up or already set up,

- projects selected will enable experimentation with the general public

- any product/service must have parts requiring validation before its launch on the market,

- projects will ideally come within the broad theme mentioned in article II 2 A).

3- Schedule

5 September 2017: The call for applications is launched with our local, regional and international partners

15 November 2017: Deadline for registering applications with French Tech

20-25 November: the winning startups of this call for applications are selected and the choice made by the selection committee is notified

27 November 2017: Notification of results

27/11 – 08/12: Startup/designer pairs are allocated

08/12 – 10/01: Startups, enterprises and designers interact

10/01 – 15/01: Questionnaires are validated

15/01 – 15/03: Experimentation

15/04 – 30/04: Feedback from use tests by designers in the form of an actionable booklet

4- Communication charter

General publicity around this competition will be managed and coordinated by FrenchTech Saint Etienne with its local, national and international partners who will be able to pass on any information that could be useful by clearly mentioning FrenchTech Saint Etienne.

Post-experimentation publicity by the partners, startups and enterprises must feature the FrenchTech Saint Etienne and MAMC+ logos.

**IV EXPECTED CONTENT OF APPLICATION FILE**The file format can be customised but it must contain the following information for each applicant:  
  
General overview of the startup   
- Name and start up date  
- Name of contact (email and telephone)  
- Physical address of the startup  
  
Project background   
- Detailed description of the project (note: for reasons of confidentiality, jury members may be asked to sign a confidentiality clause)  
- Estimated date of marketing  
- The next phases of your project  
  
Photos or video of the project  
  
Project to be experimented:  
- Is there an operational prototype or a full-scale model?  
- Do you have any precise points requiring user feedback?  
- Have you already conducted focus groups or other user questionnaires? If yes, give details on what points? Can you communicate the results?

**V. CONTACTS**

If you have any questions about this call for applications, please contact FrenchTech Saint Etienne

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