

# Fondation d'entreprise Martell

## CALL FOR APPLICATIONS "Creation & Transition" Residencies

→ Do you want to develop research on the major challenges of our time?

Fondation d'entreprise Martell is launching a new call for applications to welcome designers, artists, and humanities researchers to take up residencies focused on research, experimentation, prototyping, and/or production at its workshops in Cognac (France).

### Supporting Creators Willing to Make a Difference in a Changing World

A firm believer that art and design are essential levers of transformation within our society – whether for creating new imaginaries or designing new uses – Fondation d'entreprise Martell is setting up **the *Almanach Lab***.

**This research and experimentation platform is aimed at supporting creators in the development of thinking and design centered around resilience, sensitive to ecological and social issues, and anchored locally yet transferable to all kinds of environments.**

The call for applications is open to all nationalities. It demonstrates the Foundation's desire to **contribute towards the renewal of critical and practical design approaches, by encouraging a generation of creators who are keen to pave new ways towards a resilient and sustainable future.**

### Research Rooted in a Collective Dynamic

#### Researching Global Topics in a Local Context

The new residency program at the Foundation stems from its aim of acting as an agent for dynamism within its region and beyond. It welcomes creators who focus on research to activate new, collective transformative potential.

It soon became clear that the first step, before taking any action, would require the compilation of an inventory of the region's resources and issues. A team of designers was therefore assigned the investigative task to identify and make accessible local, natural, and industrial resources, both material and immaterial, creating new connections with many different local people (institutions, businesses, networks, and local residents).

Illustrating this new direction, the manifest exhibition *Almanach* (June- Dec.2023) offered an immersion into the samples collected, enabling the rediscovery of significant materials and neglected deposits, living techniques, and forgotten expertise.

This commitment to local anchorage continues with the **creation of the *Almanach Lab*** which makes the results of these investigations permanently accessible within the walls of the Foundation. Both a theoretical framework and a technical tool for designers in residence, the *Almanach Lab* accompanies **creative, research-oriented projects. Mainly focused on the ecological transformation of territories and our ways of life, it provides an opportunity to interact with local resources and stakeholders.**

#### Towards a Shared Living Archive

To support its future residents, in 2023 the Foundation decided to set up a knowledge base. At the heart of the *Almanach Lab*, the **living archive** is established as a means of supporting research work. This **participatory archiving and transmission tool** will be supplemented over time by the projects and contributions of the creators in residence. The living archive combines contacts, expertise, the history of techniques, materials, prototypes... Designed as a starting

point for understanding the issues at stake in the region where the Foundation is based, its aim is to inspire new discussions and collaborations on a local scale and beyond.

The participative dimension of the residencies sits at the heart of the Foundation's project. The creators in residence are invited to explore production and interdependency processes in an open and transdisciplinary way, to more effectively leverage their work to support transition. Thinking on both a macro and a micro scale, with a view to sharing best practices, is of course encouraged.

### **Objectives of the Residency**

- 1. Enable the emergence of new creative practices that bring about change.**
- 2. Create new imaginaries.**
- 3. Collectively pave new paths toward building a more resilient and sustainable future.**

### **→ How Do you Apply for a Residency?**

A committee comprised of professionals from the worlds of art, design, and science will select around 15 creators who will receive financial, technical, and scientific support to carry out their project at the Foundation as of fall 2024.

Application deadline: May 9, 2024.

## **DETAILS OF THE CALL FOR APPLICATIONS**

### **1. Fondation d'entreprise Martell**

#### **History**

Established in 2017, Fondation d'entreprise Martell is located on the historic site of Maison Martell, in the Gâtébourse building, at the heart of Cognac in the Nouvelle Aquitaine region. Built in 1929, the 5,000 m<sup>2</sup> Bauhaus-style building was originally an industrial production site which housed the company's bottling lines until 2005. Marking the occasion of Maison Martell's 300th anniversary, the company (Pernod Ricard Group) wanted to give its new Foundation a cultural and social mission. The first spaces opened in 2018 and the building renovations were completed in 2020. Since 2024, the Foundation has been carrying out its activities in all the areas that it occupies: exhibitions on the ground floor and second floor, workshops on the first floor, the Almanach Lab and experimentation platform on the second floor...

#### **Positioning**

In 2023, five years after its creation, Fondation d'entreprise Martell began a new chapter confirming its commitment to creators while evolving to work towards the ecological transition – the challenge of the century. Both a research and experimentation platform for professionals and a place for raising awareness and learning among the general public, its program, resolutely focused on the future, prioritizes supporting the emergence of innovative projects with a regenerative dimension.

A firm believer that design and art are essential levers of transformation within society – whether by creating new imaginaries or coming up with new uses, the Foundation aims to support a new generation of creators who are keen to pave new ways towards a resilient and sustainable future.

#### **The Almanach Lab**

The Almanach Lab was established following the exhibition *Almanach, Designers' Perspective on the Resources of the Charentes Region* (June to December 2023). This manifest exhibition was the start of Fondation d'entreprise Martell's new direction, which involves working closely with the surrounding ecosystem.

This program offers the opportunity to research, experiment and/or prototype a project in a privileged space where people have time to think. The sharing of knowledge, the hybridization of expertise and materials, and the cross-over of skills, in close dialog with the region and its resources, are encouraged, in particular through local collaborations (artisans, companies, associations, collectives, institutions...). The Almanach Lab provides a framework for discussion and reflection on the profound challenges of design at a time of transition. It enables access to multi-disciplinary workshops (glass, ceramics, wood) on a 1,000 m<sup>2</sup> site.

The workshops are spaces for research, experimentation, and production, and are accessible 6 days a week from 8am to 10pm. A description of the workshops is available on our website.

The Almanach Lab provides access to a resource center – a list and living archive of the materials identified by the Almanach project, which will be completed by the creators in residence.

## **2. The Residencies**

### **Who is the Call for Applications Aimed at?**

Fondation d'entreprise Martell's call for applications is aimed at designers, architects, artists, and humanities researchers (philosophers, anthropologists, historians, writers, architects, landscape designers...) who wish to benefit from time dedicated to research and writing, creation and/or production. Every year, around 15 creators are welcomed for residency periods of one to three months.

The call for applications is open to people of any age, living in France or abroad, who can demonstrate a significant or emerging career. We welcome applications from duos or interdisciplinary collectives working on a common project.

### **Residency Orientations**

The residencies are mainly focused on transitional design projects on the basis of their transformative potential and their ability to link together creation, society, and science.

For the purpose of collective intelligence, the submitted projects should be aimed at developing thinking about the region, local resources, and vernacular expertise.... Collaborations with local, national, and international partners are encouraged.

The projects must be committed to searching for sustainable solutions to the challenges relating to ecological transition. They may take the form of:

- **pragmatic approaches to eco-social design**
- **innovations based on experimental vernacular practices**
- **artistic approaches that question the state of the world**
- **potentially hybrid projects or collaborative initiatives combining art and science.**

### **Selection Criteria**

- The project's commitment to ecological and social transition issues.
- How is the issue of saving the region's resources and managing their transition addressed?
- The quality of the project's artistic and/or scientific intent.
- The applicant's references in the areas of creation and/or research.
- Autonomy with regard to research and production (ability to use investigative and production tools)
- Technical feasibility in terms of local resources and the means of the Foundation.

### **Residency Formats**

#### **Research, experimentation, and writing residency: 1 month**

You have a research project that requires time to write, investigate, and format. You would like access to our workshops and will focus on the creative and transitional topics supported by Fondation d'entreprise Martell.

#### **Research and prototyping residency: from 1+1 months to longer / duration determined depending on project**

You have a research project that requires time for prototyping. You would like access the Foundation's partner networks and will focus on the creative and transitional issues supported by Fondation d'entreprise Martell.

### **3. Selection and Course**

#### **Jury**

A jury composed of professionals from the worlds of art and design will meet to select fifteen candidates on the basis of their applications.

#### **Course of the Residency**

Prior to their arrival, the resident creator contacts the Curator in charge of the Almanach Lab and the Residency Coordinator to discuss their project. With the support of the Almanach Lab, the resident creator independently identifies the local resources. They contact local stakeholders and organize the collection of data and materials when necessary. At the beginning, mid-way point, and end of the project, the creator in residence meets with the Curator to validate the direction of their project, with the participation of the Residency Coordinator.

The creator in residence submits a weekly progress report to the Residency Coordinator. If applicable, the creator in residence implements their contribution towards the Foundation's living archive with the aim of developing collective knowledge of the region within the Almanach Lab.

At the end of the residency, with the support of the Foundation's Public Events Manager, the resident creator organizes a presentation of their career and their work performed during the residency. They can invite along the stakeholders they met during the residency. They provide a perspective of their work and spend a moment discussing it with the public. This presentation can take one or more forms: a conference, film projection, educational workshop, temporary exhibition during the residency, or a "residency outing".

#### **Professional Support**

Fondation d'entreprise Martell strives to offer designers, researchers, and artists in residence a privileged environment in which they can carry out their projects, gain visibility, and expand their professional network.

For this purpose, various forms of support are made available to the resident creator:

- Scientific management: Provided by Olivier Peyricot within the framework of the Almanach Lab, with regular follow-ups before, during, and after the residency, through interviews and meetings at the resident creator's request.
- Workshop support: The creators in residence receive daily support from the Foundation's Workshop Coordinator Michel Sedack, who acts as their direct point of contact. The glass workshop is run by home-based glassmakers. In terms of the other technique workshops, the production budget allows for external skills to be procured (this must be determined in preparation for the residency).
- Search for scientific and technical partnerships: The resident creators independently search for potential partnerships in order to develop their research. The Foundation's support will consist of suggesting, formalizing, and organizing the partnership once it has been validated with the scientific management of the Almanach Lab.

### **4. Reception Arrangements**

#### **Stay**

The residencies require a daily and continuous presence whenever possible. Any long-term absence must be discussed with the team at the Foundation in order to make sure that the project runs smoothly. The future resident creator's arrival and departure dates are fixed by the Foundation, in consultation with them. A prototyping residency may be fragmented according to the needs of the project and following validation of its feasibility by the Foundation.

#### **Transport**

The Foundation will pay for the resident creator's travel costs, up to a maximum of one round trip from their home to the Foundation (second class for train, reimbursement of the actual costs (fuel and tolls) for travel by car, economy class for air travel – (public transport and eco-friendly forms of transport are encouraged).

These expenses will be reimbursed to the resident creator on presentation of an invoice and receipts or will be paid directly by the Foundation.

#### **Accommodation and Meals**

The resident creators are provided with accommodation paid for by the Foundation, in shared accommodation (5 rooms) in the center of Cognac, with private bedrooms and shared living spaces including a garden. The Foundation will also pay for the resident creators' meals taken at the company restaurant at lunchtime from Monday to Friday. The cost of other meals, including off-site lunches where applicable, remain the responsibility of the resident creator.

### **Production Support**

The resident creator receives a weekly residence allowance of EUR 375 (including tax) consisting of a living allowance of EUR 125 (calculated on the basis of EUR 25 per day) and a research and creation fee of EUR 250 per week. Production costs will be defined according to the budget presented in the application, subject to formal validation by the Foundation. These expenses will be reimbursed to the resident creator on presentation of an invoice and receipts, up to a maximum amount of EUR 3,000.

### **Legal Framework**

A residency contract between the Foundation and the resident creator as well as the appendices will be sent to the resident creator prior to their arrival. After it has been reviewed and any amendments have been implemented, the contract is signed prior to the resident creator's arrival on the premises.

## **5. Application Process**

### **Application Dossier**

The application dossier must be written in French or English and must be comprised of the six elements below, in the stipulated order, on the basis of which the jury will make their decision:

- A **résumé** (max. 2 pages).
- An **artistic dossier** or **portfolio** presenting the candidate's previous achievements and demonstrating their artistic approach or career (links to a website or an online portfolio are accepted).
- A **statement of intent** outlining the candidate's objectives, the project's direction, its innovative or novel dimension, the media envisaged, and their suitability for the positioning of Fondation d'entreprise Martell (max. 5 pages).
- A summary (bibliography) of the **state of the art for the project** if it is research-based.
- A **technical dossier** demonstrating the project's feasibility, explaining the technical requirements necessary for its execution (equipment, materials, premises, external services), its indicative schedule for execution, and a provisional budget detailing the costs of the requirements.

The dossier must be sent in **PDF format only** and as a **single file (max. size 20 MB)** with the file name:

Date of submission in format YYYYMMDD – First name LAST NAME – Residency Application Dossier

The application must be sent before midnight on May 9, 2024, via a large file transfer service if necessary, to [residencesfondationmartell2024@gmail.com](mailto:residencesfondationmartell2024@gmail.com) with the subject "Residency Application 2024 – Fondation Martell".

### **Key Dates**

- March 2024: Call for applications launched
- May 19, 2024: **The application deadline has been exceptionally extended until May 19, 2024!**
- Start of June 2024: Selection Committee
- From Fall 2024: Residencies