

2020 CNNC: ROUND 1 PROBLEM—LEONARDO & III



General Information for Both Parties

This negotiation is between the artist **Leonardo** (who goes by that name alone) and the non-profit **International Ideation Institute/Institut international d'idéation** ("III" or "the **Institute**"). The purpose is to commission a multi-media art installation for III's planned new facilities.

The Institute is a combined think tank, museum, gallery and innovation lab that houses an ever-changing and eclectic mix of scientists, artists, writers, film makers, social engineers and others—"ideationists" as they call themselves. The shared vision of this disparate group and of III's board is to "turn ideas into futures." Challenges taken up by the group include climate change, human rights violations, the Ebola virus, and space exploration; in each case, the goal is to develop innovative, cross-disciplinary solutions to these challenges.

Leonardo is renowned for his startling multimedia installations (or "interventions," as he calls them). For instance, "War" combines, among other things, documentary footage of bombing with the sounds of air raid sirens, speeches by Hitler and Churchill, and love letters to military personnel in active service in wars around the world; "Sea" is a virtual-reality experience in which the viewer has the impression of being below sea level and surrounded by coral, jellyfish, whales and sharks; "Cerebrum" is an imaginary inner journey that explores and vivifies the effect of the senses on the brain (see image below).



Cerebrum (Snapshot)

The Institute wants its donors and others to connect with its work and thinks that Leonardo's style would serve that purpose well; Leonardo in turn is attracted by III's vision and would be honoured to create a commissioned work for it. The parties have agreed that the work will be in a wing of the building that will house the donor's lounge and meeting rooms and will be installed no later than one month before the building's opening, expected two years from now. The parties have authorized their representatives to work out the remaining details.