

Jeffersonville Public Art Commission

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502-558-5500

Call To Artist:

Request for Proposal for Wayfinding Mural Design

2021 Theme: Simple Graphic River or Floral imagery

Click this link to be taken to the application: <https://forms.gle/dz7drPwVo9tZo9Ye6>

Project Sponsored by:



Overview | Vision

The Jeffersonville Public Arts Commission (JPAC) in 2021 is focusing on raising the visibility, accessibility, and marketability of the arts district through a community "Wayfinding Painting Event." This event will allow community members to build ownership over their district through painting a simple mural path in sections with Covid safe pods from a high traffic pedestrian

bridge to the NoCo Arts and Cultural District. The Jeffersonville Public Art Commission is seeking an artist to **design the mural path** that **will be painted by community members** using stencils and a limited color palette. The artist chosen for the design project will work with the Jeffersonville Public Art Commission to determine a design and will be paid a stipend of **500 dollars for the design work**.

Program Goals include:

- Enhance Jeffersonville's historic downtown and arts district with an exhibit showcasing unique pieces of art.
- Stimulate interest in Jeffersonville's public art efforts and add cultural value to the area.
- Serve as economic development and community engagement tool by attracting visitors, residents, and businesses to the area.
- Provide a method of using artwork as wayfinding to drive engagement and visitation of the arts and cultural district.

Project Requirements and Information

- Qualities of Design
 - Submitted designs should be able to be painted by community volunteers using street-quality outdoor paint.
 - Final design by the chosen artist will be 15 sections or 15 designs that work together in a unified path. Stretches of sidewalk will separate section designs.
 - Submitted design should be able to be painted in 1 day long painting session by community volunteers (approximately 5 hours). Community groups will contain 4-5 people.
 - Submitted designs should be appropriate to be painted on a city sidewalk.
 - Submitted designs should be original works of design but do not necessarily have to be made for this project.
- Aesthetics of Design

- Find inspiration from river or floral imagery, remain aware of the illuminated walkway passing through the area and the NoCo Arts and Cultural District's murals.
- Use a limited color palette in the design (colors that will not have to be mixed by community members)
- Structure of the Artisan Agreement
 - The accepted artist will receive an agreement (that will need to be signed before payment) outlining further information and payment methods.
 - Artists will be responsible for the timely delivery of their design to JPAC.

Award – Artist Stipend

The artist whose concept is selected will receive an honorarium of \$500 for their design work.

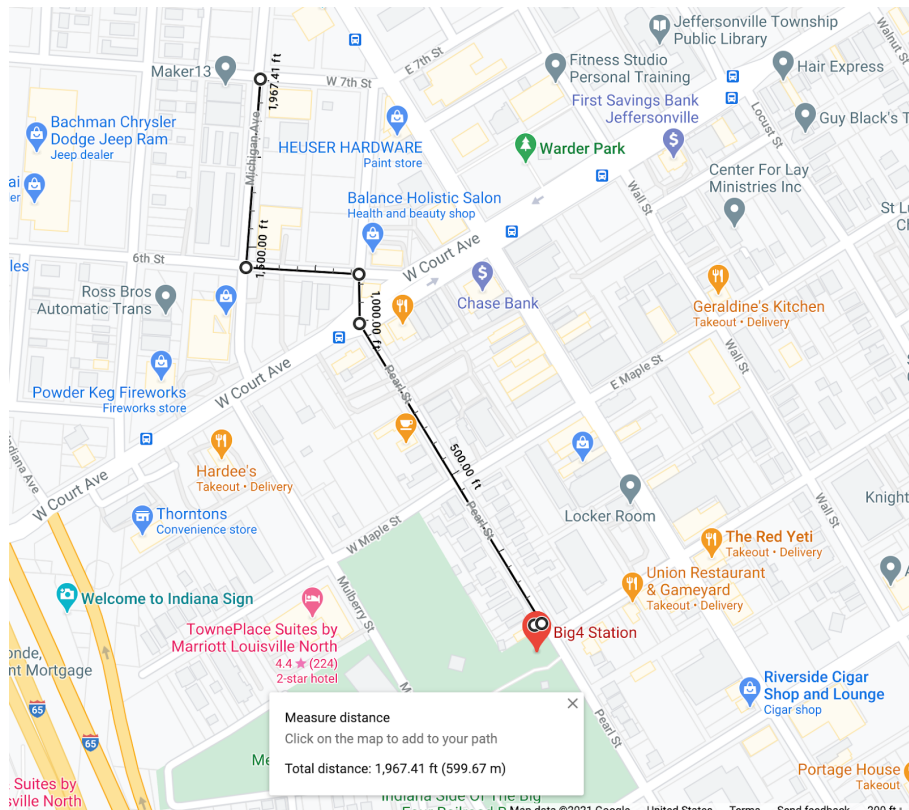
\$500 will be awarded after the submission of the final design to JPAC.

Artist Benefits:

1. Artist will be cited on Jeffersonville Public Art Collection and the City of Jeffersonville's Social Media sites
2. Artist will be cited in the press materials regarding this project.

Location of Mural Path - On Sidewalks

Following this Path Marked in Black



Selection Process and Criteria

The selection committee is composed of the Jeffersonville Public Art Commission, a representative from the City Engineering Department, and representatives from the historic downtown district. RFP submissions may be juried based on the criteria below; the JPAC reserves the right to adjust the jury criteria if necessary:

- Feasibility
 - of community ability to paint in the suggested path
 - of converting imagery to stencils
 - of the path being finished by community members in the time allotted

- Alignment to the aesthetics
 - of the NoCo area
 - of the Jeffersonville Public Art Collection
 - for expansion in future years (to finish the path where the segments will break)
- Aesthetic quality
 - is high enough to provide a contribution to the public art collection
 - is the design original and compelling
 - General community appeal

Project Timeline

March 19th: Request for Proposal is Opened

April 16th: Request for Proposal is Closed (All applications must be submitted)

April 26th: Notification of Selection for Chosen Artist

May 14th: Final Design (of 15 sections) due to JPAC for the artist that is selected for the commission

Eligibility

1. Artists of all ages and professional level are welcome to apply for this call.
2. Artist must meet with Emily Dippie, the Jeffersonville Public Arts Administrator, via zoom or in-person to discuss the design. Selected artist must be able to attend the May 10th JPAC meeting (6 p.m.) to present the design for critique.
3. Artists teams may submit but should designate a lead artist to whom the 500 dollars honorarium will be paid.
4. Artist must be able to submit a W9 to receive payment.

Submissions

Complete Entries (see list below) are due to Jeffersonville Public Art Commission (care of Public Art Administrator) no later than 4:00 p.m. April 16, 2021. **All entries must be submitted online through the online portal.**

Click this link to be taken to the application: <https://forms.gle/dz7drPwVo9tZo9Ye6>

Questions about this RFP or request accommodations in the application process can be directed to Emily Dippie, the Jeffersonville Public Art Administrator. 502-558-5500 or edippie@cityofjeff.net

Submission Checklist

1. Completed Application with contact information including Name, Address, Telephone, and e-mail. Click this link to be taken to the application: <https://forms.gle/dz7drPwVo9tZo9Ye6>
2. **Concept renderings for 3 segments of the proposed design path as an example for the JPAC selection committee. Rendering may be done by hand or digitally rendered. Artists may submit up to 3 different path ideas for consideration (meaning 3 different ideas, each containing sketches of 3 sections of the proposed idea's segments)**
The artist who is chosen for the commission will expand their design from the 3 submitted sections to the final 15 sections
3. Brief Resume describing artistic experience (does not have to be professional experience) and 3 references
4. A brief description of how your renderings illustrate the concept of river imagery of floral imagery. This statement should not exceed 2 paragraphs. If multiple sets of concept rendering are submitted, each set of rendering should have an accompanying statement.

Submissions should adhere to the following guidelines:

1. Quality: The initial concept sketches should be thoughtfully rendered and of high quality.

2. Context: The artwork is to feature the theme of “River or Floral imagery” Designs may be literal interpretations, metaphorical interpretations, or abstract interpretations of this concept
3. Commercial Aspect: The artwork shall not promote goods or services or be “signage” for a business.
4. Compliance: Artworks shall not violate any federal, state, or local laws or be blatantly offensive.
5. Additionally, the artwork shall not reflect partisan politics, negative imagery, religion, and sexual content.

ARTISTS WILL NOT BE COMPENSATED FOR INITIAL RFP CONCEPT SUBMISSIONS. The Jeffersonville Public Art Commission (JPAC) reserves the right to accept or reject any and all submittals, waive technicalities and informalities, change the work scope, and amend said Request for Proposals as desired by the JPAC. The JPAC reserves the right to select the artist who best meets the JPAC’s and community needs.

JPAC DOES NOT AND SHALL NOT DISCRIMINATE on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status in any of its activities or operations.

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