



CITY OF
FORESTPARK

CALL FOR ARTISTS CREATIVE CROSSWALKS

SUMMARY

The City of Forest Park is seeking artists interested in transforming ordinary crosswalks into playful, vibrant, and energetic works of art that will bring a smile to all who see them and encourage motorists to stop for pedestrians using the crosswalk. This project will serve as a point of community pride and encourage thinking about simple public spaces as places to enjoy artwork.

DESCRIPTION

The City of Forest Park is a government entity that follows its Comprehensive Plan and Creative Placemaking Strategy to incorporate public art within the city and become an art destination. This call for artists is part of ongoing projects that are meant to encourage walking and create a safe environment for pedestrians. It will also build on Forest Park's continuing effort to increase public art for economic and community development, as well as enhance tourism.

We invite artists to ignite our imaginations, awaken us to the beauty of our surroundings, and lift up stories that will inspire and motivate people of all ages.

ARTIST ELIGIBILITY

Eligible applicants must be artists aged 18 and over, with at least 1 - 3 years of experience painting murals, crosswalks, or other public artworks (e.g., bike racks, utility boxes, etc.). Artists may bring volunteer(s) or partner with a local school or organization to help with the installation. Applicants must be legal to work in the United States.

LOCATIONS

This project will add crosswalk murals in three (3) heavily traveled locations in the city and will build on Forest Park's continuing effort to increase public art, encouraging visible pedestrian traffic and safety, offering invigorated paths that citizens and visitors can delight in walking and showcasing the extraordinarily rich and diverse tapestry of metro Atlanta artists. The three (3) crosswalk locations are:

1. Intersection of Main Street & College Street
2. Intersection of Main Street & Ash Drive
3. Fountain on Main Street [crosswalk connecting to clock tower]

Artist may submit a design for one or more locations. Each design will be evaluated separately. Up to four (4) designs can be submitted (one for each location).

DESIGN

The proposed artwork must:

- Be an original artwork created by the artist.
- Appropriate for the public and cannot include profanity, nudity, gang symbols, political or religious content, advertisements of any kind, nor anything that may be deemed inappropriate or offensive.
- Be monochromatic or color but should not contain more than six (6) colors.
- Be scaled to cover the length and width of the crosswalk.
- Use an exterior, acrylic latex-based paint followed by a sealant with a non-skid/slip-resistant additive. No oil-based paints will be allowed. A final coat of grip paint is required.

Intersection of Main Street & Lake Drive



Intersection of Main Street & Ash Street



Fountain on Main



All crosswalk designs must accommodate the two thick lines at the top and bottom of the crosswalk, which runs perpendicular to the roadway traffic and the interior vertical lines.

Crosswalk Design Inspirations



BUDGET

The project is funded by the City of Forest Park and has a budget, not to exceed, \$3,200 for each crosswalk. This budget should cover the design and production of the artwork as well as all supplies, materials, insurance, and transportation to and from the work site. Awarded artists will be required to carry \$1M Liability Insurance for the duration of the project.

All payments are made in partial installments, with the first for materials, installation, and labor; the second (and in most cases, final) is upon completion. Payments are issued in installments as listed below:

80/20 with the first being an initial payment to cover project costs, and the second and final installment paid within 30 days of successful project completion.

PROPOSAL REQUIREMENT

Artist submission must include the following materials:

- Title of the work.
- Official Artist Statement. This is about the work, not the person. The artist statement should include a few sentences summarizing the artist's submission and artistic practice and approach. It is usually written in the third person. This will be used for signage, social media, and promotional purposes.
- A one-sentence summary describing the proposed work.
- Contact information for all persons involved in the creation, including name, address, telephone, and email address.
- Biographical information for the principal artist(s)
- A written narrative describing the design. What is the work and what does it mean? **(NOT TO EXCEED 250 WORDS)**.
- Professional Resume (two pages maximum).
- Two Professional References who can speak to an artist's ability to meet deadlines, work with the community, and create innovative work. Please include name, organization, phone number, and email address.
- 2-3 images of previous work (JPEG or PDF) or related projects of recent artworks (not to exceed 1024 x 768 pixels at a minimum of 150 dpi), accompanied by an image list with a description of each work sample.
- Sketch/rendering, showing scale, dimensions, and elevation of the crosswalk design(s)
- Link to Instagram or other online portfolios of work
- Budget detail showing how much is being requested, how the budget will be used, source for materials, and artist's fee.

All applications should be submitted as a single PDF document and emailed to _____. All proposals must be received by _____ **by 5:00 p.m. [EST]** to be eligible for consideration.

SCHEDULE

Publish Call for Artist on _____

Deadline for all artist proposal submissions on _____, by 5:00 p.m. EST

Proposal reviewed and selected by City Staff and _____ early _____

Final designs and artists presented to Forest Park City Council in **late** _____

Selected Artist(s) notified, public announcement and showcase of artists and design **late** _____

Crosswalks completed by late _____

The selected artists will be expected to participate in the showcase of the artist event. This event will allow Forest Park residents to meet the artists and view the crosswalk designs.

Schedule is subject to change.

Typical timeline for crosswalk painting:

(ARTISTS MUST BE AVAILABLE FROM 9 AM TO 5 PM ON DAYS OF PAINTING):

DAY 1

9:00 a.m. - 5:00 p.m. - Road Closed - Artist sketches design onto the crosswalk and painting starts

DAY 2

9:00 a.m. - 5:00 pm - Painting continues, if not finished on day 1.

Road remains closed to allow for drying.

DAY 3

9:00 a.m. - 12:00 p.m. - Application of sealant and grip paint, if not finished on day 2.

Road remains closed to allow for drying.

Accounting for weather, the streets will be closed to vehicular traffic for two-three consecutive days for the artists to complete the artwork and allow for drying time. Additional time needed to complete the work can be arranged if required.

EVALUATION CRITERIA

Proposals will be reviewed by the City of Forest Park staff and the Art Advisory Council. Each proposal submitted will be evaluated on the following criteria:

Artist experience: • Does the artist exhibit excellence as demonstrated by past work and shown in submitted materials? • Does the artist have at least 1-3 years of experience painting murals, crosswalks, or other public artworks?

Concept: • Is the artwork unique and original to the proposing artist? • Is the design visually and conceptually stimulating?

Artistic Merit/Quality • Do the other examples of work submitted to support the artistic merit/quality of the proposal? • How will the design interact with its viewers? Is the subject matter or design relevant and appropriate for this audience?

Feasibility • Is the proposed budget reasonable? • Does the artist have the experience to execute the proposal?

TERMS AND CONDITIONS

By submitting a proposal, the Artist(s) is accepting the following Terms and Conditions, and these terms and conditions shall form the basis of any contract awarded as a result of the publication of this Open Call for Artist:

1. The Artist(s) shall hold harmless the City of Forest Park against any claims, judgments, or liabilities to which they may be subject as a result of any acts or omissions associated with, arising from, or relating to the submission by Artist(s) of a proposal in response to this Open Call for Artist(s) or the performance, installation, or creation of any art or performance arising from the issuance of this open call;
2. The Artist(s) agrees that its status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant, or employee of the City of Forest Park;
3. The Artist(s) agrees that the City of Forest Park shall be permitted to use and reproduce images, videos, and where applicable, recordings, of the selected projects for promotional purposes; and that the Artist(s) will sign any document necessary to reflect such permission for use and reproduction;
4. All proposal submissions become the property of the City of Forest Park;
5. The crosswalk art is expected to have a lifespan of approximately 3-5 years without the need for major maintenance until after that time. The City of Forest Park will incur the expense to either

maintain the art or employ other options to address the artwork status at the time such decisions are necessary; and

- 6. A Federal Work Authorization user identification number included within Form W-9 for taxpayer identification number and certification shall be required, along with a S.A.V.E. affidavit and other required documents.

All terms and conditions will be stipulated in a scope of work to be signed by the selected artist or artist team.

CONTACT PERSON

City of Forest Park