



Inactive Window Artwork Request For Designs



City Ave District branding on 5052 City Ave
City Ave District
Philadelphia, PA

Introduction

The City Avenue Special Services District (City Ave District) seeks artists for a public art project, involving wrapping windows throughout the District with vinyl artwork, adorned with custom, locally made graphic artwork. These wraps will be installed on the windows of vacant or inactive ground-level storefronts across the City Ave District, spanning from Presidential Boulevard to 63rd Street, and including parts of both the City of Philadelphia and Lower Merion Township. The project website houses a digital copy of this document, as well as frequently asked questions, which can be found at CityAve.Org

Opportunity and Project Goals

By placing new artwork around the community, City Ave District hopes to continue enlivening and adding meaning to public spaces and providing important and lasting cultural attractions for City Ave District residents and visitors. Ground-level vacancies and inactive windows can often have significant impacts on a sense of community, acting as gaps which interrupt the continuity and cohesion of a commercial corridor. By beautifying these spaces, we hope to have two meaningful outcomes: The first is to temporarily add beauty to otherwise empty spaces, thus contributing to the social value of the space. The second is to support property owners by drawing attention to their buildings and making them easier to lease. Once a space is leased, the vinyl wraps will be removed. Specific terms of the removal are to be included in a service agreement between City Ave District, the artist, and the owner.



Submitting Artists should be able to successfully create digital designs which can be printed onto our vinyl wraps. Designs will vary in scale and detail, and can be abstract, surreal, or realistic in nature. Selected artist(s) may be expected to work with City Ave District and the building owner to fine-tune their final designs.

This RFD is being offered to professional graphic artists or teams of artists interested in becoming eligible to design publicly funded vinyl wraps across the City Ave District. Qualifications and proposals will be reviewed and scored according to the submission requirements shown in this document.



Windowed Worlds Program
Town Green District
New Haven, CT

Artist Selection Process

In order to be considered for this project, all artists are asked to provide the following information: A letter of interest, a resume, any relevant project experience, Client References, and three possible designs you'd like to submit for the project. Feel free to watermark your designs for confidentiality.

Eligibility

This opportunity is open to Professional Artists with a proven track record of success in implementing outdoor murals and/or graphic printing. Please indicate this in your "letter of interest" and still provide final images of projects and references. Artists with limited



experience of any kind are encouraged to respond with a fellow professional artist or mentor. Any artists responding as a team should include resumes and roles of each artist in their response.

The Submission Requirements

Submissions should cover the following information at a minimum, and will be evaluated based on the qualifications provided under these headings. Artists are encouraged to respond regardless of professional experience working with public entities or experience with creating public artwork.

1. A brief letter of interest
 - State your reasoning for being interested in this project and why your work would be appropriate for this community
2. Three design options
 - Please submit three possible design options you would like to see presented through this project. Submissions do not need to be in their final formatting, a mock-up or file of an existing work will be accepted. However, in order to be used for this program, you must be able to produce work that can be converted to a high-resolution vector art file (e.eps/.ai) in order to appear clearly on the vinyl wraps (at least 150 dpi.)
 - Designs can either be entirely original works or work that you have done in the past.
 - Works can be made custom using an online graphic design software or photographs of an existing work, as long as those photos can be converted to the aforementioned format.
3. Resumes and roles of the artist team
 - Professional Artist Resumes of key team members (if applicable)
 - Team structure and roles (if applicable)
4. Project experience of similar product type
 - Listing, description and illustration of at least two (2) relevant and completed projects in a similar vein to this project.
 - Include title of each piece, location of installation, year, dimensions, etc.

Document Submittal

Please submit one (1) .pdf document containing all submission requirements. Digital submissions are preferred. If you wish to receive a “confirmation of receipt”, please indicate



clearly on your sealed envelope or email. City Ave District will not be responsible for any expenses incurred in preparing and submitting this RFD. Send digital submissions and follow-up “confirmation of receipt” emails to: AHersh@CityAve.org. Please DO NOT simply send a link to your website. Such “Submissions” will not be accepted.

Submission Evaluation and Scoring

All parts of the application must be presented to be considered for inclusion in this program. If any part is missing, you will be contacted and asked to complete your application.

Artist Notification and Compensation

Application for this program is rolling, as new windows are always becoming available. Following notification of your acceptance to this program, your name and designs will be added to an internal database of other qualified artists. As windows become available, all designs will be reviewed by the property owner and business owner to determine which work is most appropriate for their property. If your work is selected, you will be expected to sign a service agreement between yourself, the property/business owner, and the City Avenue District. Once the work is complete, the accepted artist(s) will receive a \$300 honorarium. The name of the artist, the title of the work, and the artist’s social media handles can be printed on the finished products at the discretion of the artist.

All communications/requests for clarification are to be directed to City Ave District Economic Development Manager, Alec Hersh at AHersh@CityAve.org.

Disclaimers

All material submitted as part of this RFD shall become the sole and exclusive property of the City Ave District and in the public domain. However, in accordance with State Procurement Code, design concepts, methods, procedures, and recommendations can be held privileged and confidential, provided that the artist clearly marks that information as such. It will be the artist’s responsibility to label information as proprietary. Failure to clearly identify information as privileged, confidential, and/or proprietary may result in public disclosure.

Copyright Release - Artists retain rights of all copyrighted materials submitted, except as limited by this Copyright Release. By submitting to this RFD, those artist(s) responding agree to a copyright release for controlled usage of the submitted materials for internal distribution, education and publicity purposes. As stated above, all material submitted as part of this RFD shall become the sole and exclusive property of the City Ave District and in the public domain. City Ave District shall not be responsible for any third party infringement of artists’ copyrights.

While Lower Merion Township maintains a local ordinance forbidding permanent displays which are meant to fully obstruct views into or out of buildings, City Ave District has obtained specific permission to utilize specially-made vinyl wraps on properties on a temporary basis as a form of public art and streetscape improvement. As per the Township’s definition of “temporary,” these wraps will remain up for periods of no more than six months at a time, after which time they will need to be removed and replaced. These wraps may not be used as a form of advertising for the business or property on which it is displayed.