HIGH STREET SUMMER SPRAY PROJECT GUIDELINES
REQUEST FOR ARTIST QUALIFICATIONS

Date Issued: Wednesday, April 22

Overview

The Short North Alliance is seeking up to 10 artists to design and install a portion of a 2,000 square foot mural wall located in Columbus, Ohio’s Short North Arts District.

Background

The Short North Arts District is the most vibrant spot in the Columbus region. Home to nearly 350 creative art, dining, boutique retail, service providers, and nightlife businesses along with numerous arts and cultural non-profits, the neighborhood is a point of pride for the City of Columbus.

In 2017, the City of Columbus, in collaboration with numerous community groups and stakeholders, produced the Art on High Strategic Plan. The plan not only outlined bold strategic community priorities for public art, but helped define a process for community-driven public art.

The Short North Alliance seeks to help the community achieve its bold goals through Summer Spray. Summer Spray will feature a temporary 2,000 square foot mural wall on the highly-visible “cap” located on Goodale St. in the Short North Arts District.

Up to 10 artists will be selected to create an iterative mural installation that is created over a period of 10 weeks, where each artists work builds upon the last artist. Artists selected for this project will be expected to participate in an artist-in-residency program during the installation of the artwork to include: documentation of the artists’ process, community conversations, and other educational opportunities to be defined.

Site Location and Available Dimensions

The site for the artwork is located on the cap on Goodale St. between Park St. and High St.

The wall will be up to 200 ft long and 8 ft tall.

Each artist will have approximately 160 square feet of space (20 ft long, 8 ft tall).

Site dimensions are included in Appendix A.
Project Goals

The primary goals for this project are to support the implementation of the Short North Arts District’s strategic community priorities for public art:

- **Stimulate Conversation**
  Public art can stand out, engage, and inspires residents and visitors intellectually, aesthetically, emotionally.

- **Tell the Story**
  Public art can embody our community spirit and aspirations by honoring the past and envisioning our future.

- **Speak to Diversity.**
  Public art can speak to the many people and neighborhoods united by High Street.

- **Take Risks**
  Public art can be bold, challenge our understanding of art, and express our ambition.

- **Level Up**
  Public art can represent the highest expression of culture and elevate the profile of our city.

Additionally, each piece of art must follow these basic guidelines:

- Artworks must be the original artwork of the selected artist.
- Artworks cannot include the use of trademarked or copyrighted material.
- Artworks cannot contain nudity.
- Artworks cannot contain profanity or derogatory language.

Project Timeline in 2020*

- June 1, 2020: Installation of Summer Spray Wall
- Week of June 7, 2020: Summer Spray Programming Begins
- Week of August 24, 2020: Summer Spray Programming Concludes
- September 1, 2020- September 1, 2021: Murals on Display
- September 1, 2021- Teardown of Summer Spray Wall

*Timeline is subject to change based on State Public Health Orders related to COVID-19.

Selection Process & Criteria

Artists will be selected based on an evaluation of the following:

- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals

Artists should be based in the Columbus metropolitan area.

Artists will be selected by the leadership of the Short North Alliance, at the recommendation of the Short North Alliance Public Art Committee, a volunteer body of community members comprised of fine artists, design
professionals, gallerists, arts professionals, consultants, and property owners. Artist finalists will also require the approval of the Columbus Art Commission.

**Budget**

Up to 10 artists will each be assigned one weekend in Summer 2020 to complete their portion of the mural.

Each artist will receive a $700 artist stipend to cover up to 2 days of installation time and supplies.

**Additional Rules and Guidelines**

The Short North Alliance is not liable in any way for any costs incurred by any artists in preparation for the submission of the RFQ.

The Short North Alliance is not responsible for any travel or lodging for the artist.

The Short North Alliance has the right to reject any and all proposals.

The Short North Alliance has the right to issue additional solicitations for qualifications.

The Short North Alliance reserves the right to modify selection criteria for this call if necessary at any time.

The selection process is subject to change.

The Short North Alliance reserves the right to withdraw this call at any time.

Artist(s) have the right to withdraw their qualifications at any time.

**RFQ Submission Instructions & Materials**

Applications will be accepted through the Short North Alliance webpage at www.shortnorth.org/publicart under Summer Spray Program, click Summer Spray Artist Application. You will be prompted to complete basic information and upload certain elements.

Required information for this application:

A. Contact Details  
B. Résumé/CV  
C. Previous Commissions/Artwork Submissions  
D. Letter of Interest, including a conceptual idea for installation  
E. Summer/Fall 2020 Weekend Availability

**The deadline for submissions is May 4.**
Contact

Project inquiries may be made by contacting Caitlyn Dunn, Deputy Director, District Projects & Operations via email at Caitlyn@shortnorth.org.

Additional Information & Resources

For information about the Short North Alliance and the Short North Arts District, visit shortnorth.org.

Support

This project is made possible with support from the Greater Columbus Arts Council, the Ohio Arts Council, and the Short North Alliance Art Fund.
Appendix A: Site Plan and Site Images

Site Plan

Site Image

Side A: 200 ft, 50 panels (intended for artists)
Side B: 76 ft, 18 panels (intended for public)
Side C: Pedestrian Barricade Fencing