SUMMER SPRAY PROJECT GUIDELINES
REQUEST FOR ARTIST QUALIFICATIONS

Date Issued: Tuesday, May 17, 2022

Overview

The Short North Alliance is commissioning several artists to design and install a portion of approximately a 1,300 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.

In 2020, the Short North Alliance created the first iteration of Summer Spray by engaging 10 artists to help the community achieve its bold goals. Last year, the Short North Alliance created a similar iteration where artists from historically marginalized communities were prioritized in their selection to participate. Summer Spray 2022 will again feature a temporary 1,300 square foot mural wall on the highly-visible “Cap at Union Station” located on Goodale St. in the Short North Arts District. This year, artists from historically marginalized communities will again be prioritized in the selection of participants.

Several artists will be selected to both create a mural and showcase their work in an exhibition space in the Short North Arts District. The mural will be created through an iterative process over multiple weeks, where each artist's work builds upon the last artist. The project should represent unity and diversity amongst the artists and their creation.

Site Location and Available Dimensions

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

The wall will be approximately 160 ft long and 8 ft tall.

Each artist will have up to 213 square feet of space (26 ft long, 8 ft tall).

Site dimensions are included in Appendix A. Site dimensions are subject to slight change.
Project Details

Artist is being commissioned to create up to one 26 ft long, 8 ft tall mural on one assigned weekend from July 16, 2021-September 17, 2022. The mural concept is to be shared with and approved by the Short North Alliance prior to installation and should be responsive to the mural works created by other artists participating in this project.

Artist is also being commissioned to create a personal exhibition of their work at an assigned location in the Short North Artist District during the subsequent weekend of their mural painting between July 23, 2022 and September 24, 2022.

The artist will partner with an assigned local gallery or arts organization to help curate an exhibition. Artists will work with assigned partners to outline goals, curate artist’s works, and design the exhibition space. Each artist is expected to staff (or provide staff) for their exhibition at minimum from 1-4pm on Saturday and Sunday during their assigned weekend. Artists may request to operate their exhibition beyond these hours, including a Friday night opening.

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 inspire 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.

Finally, this year’s series is presented by The Columbus Crew Soccer Club. Each artist is asked to incorporate the following into their original art piece:

- The colors black and yellow. They do not have to be the dominant colors, but they should be present.
- Isometric shapes or patterns where all three dimensions are present.
- Themes of Columbus as a world-class city, a global community, and a place that ignites passion.
Project Timeline in 2022
*Timeline subject to slight change*

- May 31: Call for Artist Closed
- June 6: Notify Final Artists
- June 27, 5-6 pm: Artist Orientation
- July 16-September 17: Artist Collaboration (Artists Schedule)
- July 23-September 24: Exhibitions

Selection Process & Criteria

Artists will be selected based on an evaluation of the following:
- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals
- Priority will be given to historically marginalized groups (example: Black, Indigenous and People of Color, LGBTQIA+, Persons with Disabilities, women, New Americans)

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

Each artist will receive a $1,000 artist fee as compensation for the mural creation and exhibition. All supplies needed to install the mural and exhibition will be the responsibility of the artist.

The Short North Alliance will administer all aspects of the project outside of the costs listed above. These include but are not limited to: administration, subcontracting, temporary street closure expenses, installation, development of maintenance plans, safety equipment, related permits, taxes, and insurance.

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**

All materials should be sent as attachments to madison@shortnorth.org with the subject *Summer Spray 2022*.

**A. Résumé/CV**
- Submit a brief, current résumé or CV including:
  - Contact information (phone, email, and address)
  - Your web-site address
  - Previous relevant art commissions
  - Design team experience
  - Exhibitions, awards, grants
  - Education

**B. Letter of Interest**
- Please include the following in a letter of no more than 500 words:
  - Name, address, telephone, email, and website for all artist/design team members.
  - Your interest in this project and your experience working on comparable projects. Include your experience with architectural and engineering project teams. Include your philosophy on commissioned art, its integration into the surrounding environment and how your work and experience will complement this project. Describe how your experience fits the criteria outlined for this project from the Selection Criteria section of this RFQ.

**C. References**
- Please include at least three (3) art and/or design professionals who have detailed knowledge of the artist’s work and working methods, including fulfilling deadlines, working with the community, etc. Include contact name, organization, address, telephone, and email for each reference.

**D. Artwork Images**
- Images must be JPEG file format with a minimum of 620px width and a maximum file size of 5MB. Horizontal images are recommended. Please upload individually.

**E. Other**
- You are welcome to submit up to three optional supporting materials. This could include news articles, videos, or other content that helps convey information about past work.
- Please provide your availability on weekends July-September 2022 for mural creation and exhibition scheduling.

*The deadline for submissions is May 31.*
Contact

Project inquiries may be made by contacting Madison Owens via email at madison@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 Columbus Crew SC, PNC, and the Short North Alliance Art Fund.

Appendix A: Site Plan and Site Images

Site Plan

Site Image

Side A: 200 ft, 40 panels (intended for artists)