



## **ART IN WINDOWS Call for Artists 2011-2012**

The **Richmond Main Street Art In Windows** program is an effort to bring multidisciplinary art exhibitions and installations to the Downtown Richmond commercial corridor. The program seeks to transform vacant buildings and storefronts, highlight the work of local artists, support the mission of Richmond Main Street Initiative, and increase access to the arts for the entire community. Sponsored by Richmond Main Street Initiative (RMSI) and the Richmond Arts and Culture Commission (RACC)

**DEADLINE: Submissions accepted on a rolling basis. Committee will review submissions quarterly.**

**Richmond Main Street Initiative (RMSI) is seeking existing and/or proposed artworks for temporary exhibitions and installations (rotating on a quarterly basis, every 2-3 months) at various locations along Macdonald Avenue. Artwork should have a strong visual impact and should compliment or highlight the windows and spaces where they are installed.**

Artists, teams of artists, and established arts, culture and history organizations are invited to apply to have artwork installed at the locations described in this application. To apply, complete the attached application and provide the required supporting materials.

**Submissions accepted on a rolling basis and reviewed quarterly.**

Proposals will be evaluated by a panel consisting of representatives from the Art In Windows Review Committee made up of local stakeholders, experienced arts leaders and advisors, as well as City of Richmond agencies. The panel will take into consideration public safety, artistic merit, site suitability, and artwork durability.

All genres of art will be considered with an emphasis on high-quality presentations that reflect the positive qualities of the community and create an attractive display to draw potential renters. Site-specific works that consider the history, culture, and architecture of the community, and the people who live and work in the neighborhood are encouraged. Priority will be given to artists who live or work in the West County region.

### **LOCATION**

Vacant storefronts and windows will be selected for exhibitions and installations in the Richmond Main Street district, identified as 8<sup>th</sup> – 19<sup>th</sup> Street along the Macdonald Avenue commercial corridor. Current sites include: **1000 Macdonald Avenue**, Richmond Main Street offices and the windows at **1021 Macdonald Avenue**, directly across from Richmond Main Street offices and **400 Marina Way** a commercial located one block from the Richmond BART. Future sites will be added as they become available. Artists are **STRONGLY** encouraged to visit the neighborhood, taking note of existing businesses, the community, overall points of interest that may tie into your project before applying.

### **SEE ATTACHED GUIDELINES AND APPLICATION PROCESS**

All materials should be submitted to: [admin@richmondmaisntreet.org](mailto:admin@richmondmaisntreet.org) org

1000 Macdonald Avenue, Suite C, Richmond, CA 94801



**SELECTION PROCESS & GUIDELINES (Adapted from Downtown Berkeley Storefront Art Program)**

*“Artwork is selected on its aesthetic merits. Art will be chosen with appropriate regard for the nature of the space and the audience. Richmond Main Street Art In Windows project addresses the viewer directly on the public right of way. Art must exhibit consideration for viewers sensitivities to violence, sexual expression and negative portrayals of diverse populations.”*

**Artist/Arts Collective/Representative is responsible to:**

1. Review proposed site to determine conditions are suitable for work
2. Sign an Art in Windows Limits of Liability Waiver.
3. Provide art following the Art in Windows guidelines.
4. Professionally display the work, with each piece framed and/or presented to include labeling of the art pieces (title, artist name, medium, dimensions).
5. Supply one sign maximum per window area in a reasonable size to name and provide contact and bio information. (RMSI will provide one “Richmond Main Street Art In Windows” sign to be placed in the window area)
6. Display work for one month to three months based on property availability, without interruption.
7. Install and de-install artwork, according to the property owners access hours, and must work as efficiently as possible so as not to interrupt the daily commerce.
8. Restore the space back to its found condition, there are no exceptions.
9. Handle all sales.
10. If needed, check exhibition to ensure all aspects are working properly ( sound, computer, video)
11. Promote the exhibit through your own arts organizations, network
12. Remove art quickly if space is rented or no longer available for display, clean space after exhibit.

**Richmond Main Street Initiative is responsible to:**

1. Gain approval from property owners for use of the site
2. Coordinate entry into the space for installation
3. Produce signage and promotional materials for the Art In Windows program
4. Promote the installations via [www.richmondmainstreet.org](http://www.richmondmainstreet.org), 510arts.com, Richmond Art Center, City of Richmond and associated websites.

**The Host/Property Owner**

1. Provide the site, with consideration of electrical and lighting
2. Sign the Limits of Liability Waiver

**PROMOTION:** Artists will gain promotional benefits and are expected to cover expenses to produce and present the work.

**INSURANCE:** Richmond Main Street carries insurance to cover the artwork while installed at the site.

**INSTALLATION:** The artist is required to install the artwork- Appropriate signage will be agreed upon by all partners and mounted near the artwork. The artist is required to cover costs of personally insuring the work on display, transportation, installation, de-installation and maintenance costs. RMSI is not responsible for any damage the piece incurs during installation at the site location.

**WEAR AND TEAR:** Richmond Main Street will insure the work against theft or physical damage

while it is on display. Normal processes such as fading are risks assumed by the artist.

**REMOVAL & SITE MEDIATION:** The artist is responsible for de-installation and removal of the artwork, and returning the site to its original condition if necessary. Any damage during install or de-install is also assumed by the artist.

**DOCUMENTATION:** The artist(s) retain sole ownership and copyright of the artwork, but agrees to grant to RMSI a royalty-free, perpetual license to use any depictions of the work for any lawful purpose for marketing and promotion.

**TO APPLY:** Please email all information requested below to: [admin@richmondmainstreet.org](mailto:admin@richmondmainstreet.org) . Digital/electronic submissions are encouraged. Please submit all documents as PDFs, unless otherwise noted. Incomplete applications cannot be considered.

**Please include the following in the subject line of your email: ART IN WINDOWS 2011-2012 APPLICATION**

**Please include the following in the body of your email:**

- 1 Name, Address, Telephone, Email, Website

**Please submit the following as one (1) Word document saved as lastname\_firstname.doc**

1. Please identify the site of interest, with a description of why the artwork is appropriate for the chosen site.
2. Provide a brief artist statement for the proposed artwork explaining the intended impact of the artwork on the public.
3. Briefly describe the work including all materials, dimensions of the work and method of installation.
4. Please provide a timeline installation of the proposed artwork.
5. Briefly describe maintenance requirements for the artwork during the display period, if any.
6. Current Artist Resume or CV

**Digital Image Guidelines** All images should reflect proposed installation or exhibit. Provide samples of work done within the past two years.

1. Electronic images of the art, maximum 10 jpegs and with descriptive signage
2. Images must be viewable on a single PC-MAC, CD ok CD must be clearly labeled with artist's name
3. Each image should be no larger than 1500 x 1500 pixels, 300 dpi and 2MB
4. Each image should be labeled with the artist's name and number of image. For example: JenJones001, JenJones002.

**Audio and Video Samples**

1. Video samples must be in VHS or DVD format.
2. Audio samples must be on CD.
3. Label the CD or box with your name and title of work.
4. Cue video cassette to the sample you want the panel to review. Due to time constraints, the panel may choose not to review the entire sample.

Artists may submit more than one proposal. The panel will select work based on the submission of both the application and supporting visual materials. Selections will be based on the criteria detailed above, along with quality, creativity, and appropriateness of the proposal to the site. Art In Windows Review Committee and property owners have the right to reject all design proposals, and the right to reject any art that differs from its electronic image. Space will be allocated as available.