



## ~CALL FOR ARTISTS~

### Downtown Public Arts Strategy ART IN WINDOWS EXHIBITION

#### ABOUT

[NIAD Art Center](#) (NIAD) and [Richmond Main Street Initiative](#) (RMSI) announce a new collaboration to raise visibility for Richmond-based artists and bring art into public spaces along 23<sup>rd</sup> Street and Macdonald Avenues in Downtown Richmond.

This first year of the new, jointly presented, Downtown Public Arts Strategy features:

- Simultaneous Art In Windows exhibitions at NIAD and RMSI during the month of May 2021;
- An online Exhibition Opening and Hands-on Art Workshop in NIAD's Virtual Studio;
- Small Business Development Workshop in June 2021 for Richmond-based artists, hosted by RMSI, featuring guest speakers.
- Exhibiting artists receive a cash stipend and complementary reproductions of each artist's work as business cards and postcards.

#### ARTIST & ARTWORK ELIGIBILITY

NIAD and RMSI seek submissions of existing and/or proposed artworks for an exhibition in their storefront gallery spaces in May of 2021.

Artists, artist groups/collectives, and established arts, cultural, educational, community, and historical organizations are invited to apply. We welcome artists, including youth, at any stage of their careers who identify as living or working in Richmond.

We welcome all media and subject matter. Site-specific works with a strong visual impact that reflect the culture, people, history, and/or positive qualities of the Richmond community are encouraged, but not required. Submissions will also be evaluated on artistic merit, site suitability, artwork durability/quality, and public safety. *Please see page 3 for application instructions and link.*

#### LOCATIONS

- NIAD Art Center: [551 23rd Street](#) in downtown Richmond. Exhibition space includes storefront windows to the left of the building entrance when facing the building.
- Richmond Main Street: [1600 Nevin Plaza](#), in Richmond Visitor Center at Richmond BART. Exhibition space includes large storefront windows facing the Nevin Plaza.
- Both locations: Window exhibition spaces installation panels with a 4'x8' exhibition area, as well as space for sculptural display. Pedestals and other supports for artwork are available.

Artists are strongly encouraged to visit the neighborhood and exhibition spaces before applying, taking note of businesses, the community, and overall points of interest that may tie into your project.

#### VIRTUAL INFORMATIONAL APPLICATION WORKSHOP

Friday, March 26, 1-2:30pm. Participation is encouraged, but not required. To RSVP, email [jrodriguez@niadart.org](mailto:jrodriguez@niadart.org)

#### PROJECT SUPPORT

Financial support provided by Richmond Arts and Culture Commission, 2020-2021 Neighborhood Public Art Mini-Grant Program.

## **SELECTION PROCESS & GUIDELINES**

Artwork is selected on its artistic merits. Art will be chosen by NIAD and RMSI selection committees with appropriate regard for the nature of the space and the audience. Art must be suitable to install on exhibition walls viewable from the street/public right of way, and exhibit consideration for viewers' sensitivities to violence, sexual expression, and negative portrayals of diverse populations.

### **Artist/Arts Collective/Representative Responsible for:**

1. Review proposed sites to determine conditions are suitable for work.
2. Complete submissions form by March 31, 2021
3. If selected, attend an initial meeting of participating artists, tentatively scheduled for April 19, 2021.
4. Sign Exhibition Loan Agreement on or before delivery of artworks.
5. Provide "display-ready" artwork(s) following the Exhibitions guidelines NIAD staff for installation, for three weeks in the month of May 2021.
6. Facilitate installation and de-installation of artwork in coordination with NIAD staff, if needed
7. Provide any specialty installation supplies, materials, and additional labor, if needed.
8. Handle all sales inquiries.
9. Promote the exhibit through your own network.
10. Upon close of exhibition, pick-up artwork(s) in a timely manner.
11. Participate in virtual reception and business development workshop.

### **NIAD and RMSI Responsible for:**

1. Maintain project deadlines and/or communicate about changes in a timely manner.
2. Coordinate dates for artwork(s) drop off, pick up, orientation session, virtual event, and workshop.
3. Produce signage, exhibition text, wall labels, and promotional materials for the exhibition.
4. Professionally install artwork(s) at locations
5. Promote the exhibition and virtual reception via [www.niadart.org](http://www.niadart.org), [www.richmondmainstreet.org](http://www.richmondmainstreet.org), social media, email marketing, flyers, etc.
6. Provide lighting, electricity, and access to site resources for installation and viewing of exhibition for foot and street traffic nearby.
7. Provide insurance coverage for all activities within the project period (May 1, 2021 - June 30, 2021).

**INSURANCE:** NIAD and RMSI carry insurance to cover the artwork while installed at the aforementioned locations. The artist is responsible for the artwork while transporting it to and from the site(s).

**SIZE GUIDELINES:** When selecting artworks for exhibition, the artist is encouraged to take into consideration that the audience will view the work from a distance of approx. 2-3'. NIAD and RMSI recommend that individual artworks be no smaller than 11"x14". Individual pieces or groupings of pieces cannot exceed 5' tall by 3.5' wide.

**INSTALLATION & DE-INSTALLATION:** NIAD will provide temporary panels, approximately 8' tall by 4' wide, upon which the artwork will be installed by NIAD staff. NIAD and/or RMSI will coordinate the delivery, set-up, preparation, maintenance, and removal of panels. NIAD and RMSI will provide and install appropriate signage (i.e. exhibition posters, artist bio/statements, artwork labels) at each exhibition site. NIAD staff will arrange the de-installation of artwork(s) and will set a date for retrieval.

**MAINTENANCE:** NIAD and RMSI will periodically monitor sites for any damages, vandalism, and integrity of the installation. NIAD and RMSI will arrange any blight abatement actions and contact the artist should any artworks become damaged or need to be re-installed.

**DOCUMENTATION & PERMISSIONS:** The artist retains sole ownership and copyright of the artwork, but agrees to grant to NIAD and RMSI permission to use any depictions of the work for any lawful purpose for marketing, promotion, and documentation of the exhibition.

**COMMISSION OF SALES:** The artist agrees to provide NIAD and RMSI with commission equal to 25% of the total sale price of any artwork sold on display during the exhibition period.

## **TO APPLY**

**Preferred:** Complete electronic application (via GoogleForms). [CLICK HERE TO APPLY ONLINE](#)

**Available:** Request a hard copy or Spanish language version of the submissions application by contacting [jrodriguez@niadart.org](mailto:jrodriguez@niadart.org).

**APPLICATION DUE DATE:** March 31, 2021

**SELECTION PROCESS:** Submissions will be reviewed by a committee of community members from each organization and selected artists will be notified by April 15, 2021.

### **Information Required for Submissions via Electronic or Physical Application:**

*\*Pro Tip\* Preview the electronic application to see how you will be asked to provide the information listed below*

1. Artist Info & Contact Information
  - a. Name, Address, Phone number, Email, Website and/or Social Media Handles
  - b. Artist & Artwork Information
    - i. A brief artist statement for the proposed artwork(s), including an explanation of the intended impact of the artwork(s) on the public.
    - ii. Artist resume/CV/bio
2. Digital Images of Artworks
  - a. Submit digital images of each artwork as individual files, adhering to the following guidelines:
    - i. Minimum of 1 and maximum of 5 images allowed. All images should reflect proposed installation or exhibit.
    - ii. Each image must be labeled with the artist's name and artwork title using the following format: Firstname Lastname\_Title.jpg.
    - iii. Each image should be:
      1. Size: No smaller than 1MB and no larger than 4MB.
      2. Resolution: 300 dpi (preferred), no smaller than 150 dpi.
      3. Maximum dimension: 1500 x 1500 pixels.
    - iv. Accepted formats: JPEG (preferred); TIFF, GIF, or PNG (accepted)
3. Small Business Development
  - a. Please indicate which of the Digital Images above you would like to have reproduced as business cards and postcards.
  - b. Please indicate 1-3 topics you would like to discuss in a small business development workshop for artists.

If not submitting through the electronic application, physical applications may be HAND-DELIVERED TO NIAD ART CENTER, 10AM-2PM, on Wednesday, March 31, 2021. Digital versions of submission materials (outlined above) saved to readable CD, DVD, or flash drive. Artist's name, "Art In Windows 2021 Application", and return address information must be clearly printed on the envelope.

**Please Note:** Artists may submit more than one application. Incomplete applications will not be considered. The selection committee will select work based on the content of the application and supporting visual materials. Selections will be based on the criteria detailed above, along with quality, creativity, and appropriateness and compatibility of the proposed installation for available sites. The Committee has the right to reject proposals and the right to exclude any art that differs from its electronic image. NIAD and RMSI will contact artists to notify them of final decisions by April 15. Final details regarding the installation of accepted applications are dependent upon several factors, including but not limited to site availability, installation/exhibition schedule, and the staff capacity and financial resources of NIAD and RMSI.

### **CONTACT**

NIAD Art Center

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