



City of Atlanta Office of Cultural Affairs Public Art Program

2011 Request for Proposals **Application Deadline: April 14, 2011**

Overview

The City of Atlanta Office of Cultural Affairs Public Art Program (OCA/PAP) has partnered with Underground Atlanta to launch *Elevate / Art Above Underground*, an event that promises to transform central downtown Atlanta. Artists and art collaborators are invited to apply for funding support to develop temporary art projects along the upper Alabama street corridor and throughout locations in central downtown Atlanta. Application deadline is 5:00 p.m. Thursday, April 14, 2011.

Project Details

OCA/PAP is seeking innovative projects for interior and exterior public spaces along the Upper Alabama Street Corridor and surrounding areas. Projects selected will stimulate awareness of the physical environment downtown and interact meaningfully with the community. Project development and concept should hold equal importance to the final product. Selected projects must be accessible to the general public.

Elevate / Art Above Underground looks to encourage foot traffic onto upper Alabama street and surrounding corridors. Installations, performances and projects that enrich and bring awareness to upper Alabama Street will be largely supported by available funds. This event intends to encourage the continued production of art in downtown Atlanta while serving as a platform for artists and art collaborators to exhibit during the months of August, September and October. Projects should be innovative, demonstrate vision and have the potential to build audience. Participants should take advantage of available store fronts, vacant properties and walk-able spaces in and around the aforementioned area (Map attached).

Project Background

The City of Atlanta Office of Cultural Affairs works to enhance Atlanta's reputation as a cultural destination. The OCA supports programs that educate and expose the public to a variety of cultural offerings in order to inspire residents and visitors to experience Atlanta's cultural community. The Public Art Program is responsible for public art stewardship within the City of Atlanta. Through the administration of public programs; *Percent-For-Art*, *Art for City Spaces and Collections Management*; Atlanta's Public Art Program seeks to foster vibrancy and interest in Atlanta's public spaces through the acquisition of new art objects, the commissioning of major works of art by local, national, and international artists and the partnering of professional artists with citizens to create artworks for their communities. Atlanta's Public Art Program serves Atlanta by enhancing the cultural experience of residents, visitors and neighborhoods through the enrichment of urban spaces.

The desired outcome of this initiative is to increase cultural and economic vigor in the Upper Alabama Street area and to enliven downtown with a stimulus for sustainable cultural vitality.

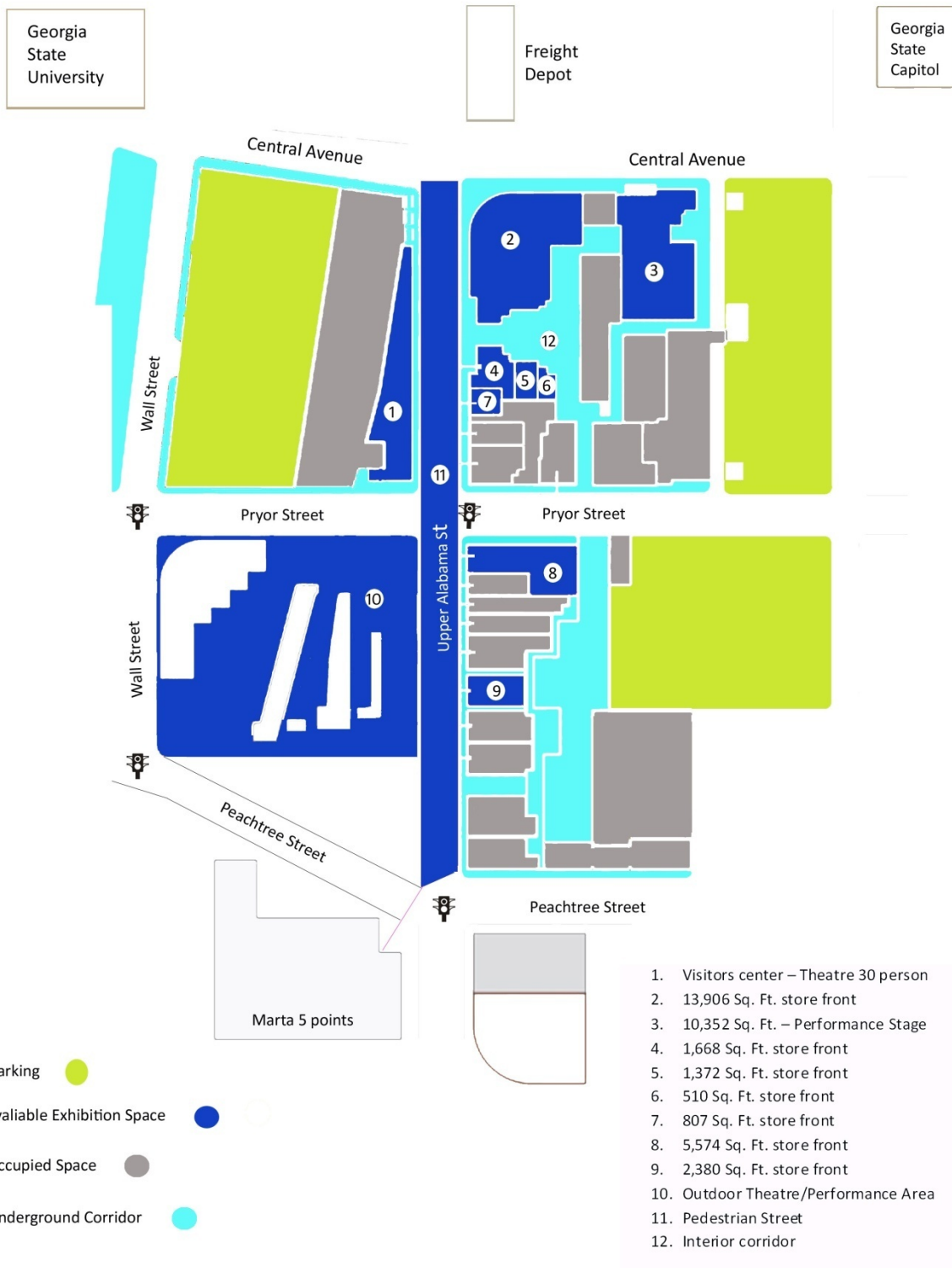
Submission Deadline

Proposals must be received by Thursday, April 14, 2011 at 5:00pm Eastern Standard Time. Proposals received after this deadline and those that are found to be incomplete will not be reviewed. It is the responsibility of the applicant to ensure that proposals are complete and arrive by the deadline.

Minimum qualifications for all artists will be based on the following criteria:

- Experience producing high quality, innovative artwork
 - Demonstrated leadership and ability to manage time sensitive projects
 - Familiarity with materials and ideas proposed for presentation
 - The ability to discuss and present ideas in a professional manner
- ** Experience in the practice of public art is not required

Project Area



Submission Requirements

A letter of interest not to exceed two pages describing intent, concept, method of working and shows interest in socially engaging art. The purpose of this letter is not to convey the projects final form, but rather the concept and method of presentation.

Please include the following:

- Above mentioned letter of intent (8.5x11" no less than 10pt. font)
- Current CV or bio that includes contact information - address, telephone number, email and website (If more than one applicant, please provide information on lead artist and/or collaborator and names of participating artists).
- Samples of applicant's work or the proposed project: up to 5 digital images (1024 X 768 pixels at minimum of 150 dpi) and/or up to 3 audio, video samples (mov, mp3 or avi)
- Image sheet that provides a short description of each image, video, audio.
- Accompanying images should be sent as JPEG files

** Supporting pdf documents ie. sketches and diagrams are welcome. (Not required)

Selection Process

Each applicant's qualifications will be evaluated based on the following criteria:

- Quality of proposal and relevant experience
- Stated interest and approach to the project
- A clearly stated concept
- A fresh and innovative approach to the project

Proposals will be reviewed by committee. Finalists will be notified by May 2, 2011. Workshops will be conducted between May 2 – May 15, 2011 to respond to questions and concerns in the preparation of final proposals. Notification of awards will be by June 3, 2011.

Eligibility

Individual artists and art collaborators

Projects and Duration

This is a temporary exhibition lasting 66 days with a start date of August 26th 2011. Your proposal does not have to cover the entire duration of the event. If your work is site specific, but not located in the available Upper Alabama Street area and you seek to work with a particular environment, we ask that you include this within the proposal. We will help in any way possible to gain access to proposed area/building but cannot guarantee access to locations beyond the defined project area. The intent of the workshops is to assist finalist with information on preparing a final proposal.

Funding

The City of Atlanta Office of Cultural Affairs Public Art Program will award project grants from \$500 to \$5000 with no fixed number of projects designated. We will also work to encourage support from local businesses and funding agencies. Applicants are encouraged to seek additional support for proposed project if needed. Funding will support artist/administration fees, transportation, materials, site preparation, installation, tool/tech rental and other cost associated with the project. Technical assistance stipends may be awarded based on available funds.

To submit:

Email proposals to:

Publicart@AtlantaGA.gov.

Mail proposals to:

Eddie Granderson

Public Art Program Manager

233 Peachtree Street

Suite 1700 – Harris Tower

Atlanta, Georgia 30303

Hand-delivered applications must arrive between the hours of 8AM – 5PM on the deadline date at 233 Peachtree Street, Suite 1700 – Harris Tower

Materials must be received by 5:00 pm, Monday, April 14th.

No late applications will be accepted or deadline extensions given

Selection and implementation timeline

Deadline for proposals April 14, 2011

Panel discussions April 25 - April 29

Finalist Notified by May 2

Finalist Workshops (Locations TBA) May 2 – May 15

Final Proposal Due – May 23

Award notifications by June 3, 2011

Event dates August 26th - October 30, 2011

FOR FUTHER QUESTIONS OR CONCERN PLEASE CONTACT:

Courtney Hammond

Project Coordinator

Office of Cultural Affairs, Public Art Program

Phone: (404) 546-6980

Email: Publicart@Atlantaga.gov