



ELEVATE

ATL DOWNTOWN • PUBLIC ART

2015 Request for Proposals

Application Deadline: May 15, 2015

City of Atlanta Mayors Office of Cultural Affairs

Public Art Program

Elevate 2015 Projects for Downtown, Atlanta Georgia

Overview:

The Mayor's Office of Cultural Affairs – Atlanta, is seeking creative and innovative proposals for public art projects to exhibit in downtown Atlanta during the month of October 2015. We welcome local, regional, national and international submissions for projects that consider the city of Atlanta as a muse (see Curatorial Vision). Artists working in a variety of mediums are encouraged to apply. Projects may include, but are not limited to: murals, site-specific installations, film, performance art, music, etc.

Project Details:

The Mayor's Office of Cultural Affairs seeks public art project proposals for exhibition within Central Downtown Atlanta, defined by bordering streets, Luckie Street (N), Marietta Street (S), Peachtree Street (E), and Centennial Olympic Park Drive (W).

Projects that enliven, accentuate and improve the built environment and interact meaningfully with the community will be considered for inclusion in the 2015 Elevate program. Projects should be accessible to all age groups of the general public. All mediums and disciplines are welcomed to apply.

Curatorial vision:

The city of Atlanta, Georgia has been many things. The city has thrived under different names including Terminus and Marthasville. Referred to in the early 20th century as the "Gate City" – later known as "the city too busy to hate". At one point she was called "The New York of the South". In the 1990's she was known as "the Motown of the South". Atlanta is the only city in North America destroyed in an act of war. Yet she is also the birthplace of one of history's greatest peacemakers. Today she boasts being home to the world's busiest airport and a thriving, internationally diverse population. Atlanta continues to be a driving force in music and entertainment. Additionally the city is home to nationally renown literary, visual and performance artists. The city is home to several acclaimed colleges and universities whose scholars redefine disciplines. Yet despite its one-of-a-kind profile, the city often operates under somewhat of an identity crisis.

Inspired by its rise from the ashes of Sherman's war campaign, Atlanta is represented by the phoenix. Today, she continues to reinvent herself. ELEVATE 2015 is a celebration of Atlanta, where she's been, where she is now and where she is going! We are seeking proposals for projects that celebrate the city of Atlanta and its unique identity. Projects should center on Atlanta as a type of muse. Proposals might address: What is the impact of the city's history? How does the city's landscape influence your creativity? How has the city's cultural scene inspired your practice or personal identity? How is Atlanta viewed in other parts of the world? The goal of the event will be to generate a heightened sense of pride in the city of Atlanta and what it offers to the nation and the world. Operating under the theme **F(orever) I L(ove) A(tl) – F.I.L.A.**, Elevate will be a 7-day celebration of what makes Atlanta unique and special through visual art, performances and events that showcase Atlanta – past, present and future.

Program History

Since 2011, The Elevate program in Atlanta Georgia has featured public art projects of performing and visual art, presented by artists and organizations. More than 300 local, national and international artists have exhibited within Downtown Atlanta's public spaces through generous grants from The Mayor's Office of Cultural Affairs and other sponsors of Elevate artworks. With mediums ranging from contemporary visual art to street performances, Elevate continually looks for projects that heighten the visual experience and support community involvement in Downtown Atlanta.

Eligibility

All experienced local, national and international, artists, organizations and artist partnerships are invited to submit proposals. Projects should be innovative and demonstrate a creative vision. Portfolios that include video and audio - please see Video & Audio Submissions.

Projects and Duration

Projects must be available to exhibit October 16 through October 30, 2015. Your proposal is not required to cover the entire period, nor is it confined to the period listed above. We highly recommend the applicant attend the workshop, offered below, to learn more about project expectations and opportunities. Visit our website to learn more about previously funded projects.

Funding

The Mayor's Office of Cultural Affairs is able to fund artwork through public and private partnerships. The Mayor's Office of Cultural Affairs partners with culturally active downtown businesses and organizations to provide support to selected projects. The Mayor's Office of Cultural Affairs will grant limited project funds based on need and merit. Historically project grants have ranged from \$1000 - \$10,000.

Grant Funds may support artist(s) fees, transportation, materials, installation, and other cost associated with the project. Public relations and marketing will be provided by the Mayor's Office of Cultural Affairs.

Submitting an Application

Requirements:

*A letter of interest not to exceed one page describing intent, concept, method of working and anticipated outcome.

Please include the following:

1. Above mentioned letter of intent (8.5"x11" no less than 10pt. font)
2. 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).
3. Supporting materials

Samples, sketches or visual representations in support of the proposed project: up to 5 digital images (jpg or pdf)(1024 X 768 pixels at minimum of 150 dpi) and/or up to 2 audio, video samples (mov, mp3 or avi)

4. Image sheet that provides a short description of each image, video, audio submitted.

5. Supporting project budget

6. Letter of recommendation from previous public art commission (s) (not required)

Video & Audio Submissions Light, sound and videographers must contact the Office of Cultural Affairs directly at PublicArt@Atlantaga.gov during the registration period. You will be required to submit your portfolio through hyperlinks or an exterior file hosting service.

Proposals must be received by 5:00pm Friday, May 15 2014 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, in the office by the deadline.



Selection Process

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

Quality of proposal and relevant experience

Unique and relevant concept

A clearly stated interest and approach to the project and the project implementation

Anticipated impact

Proposals will be reviewed by committee and the Office of Cultural Affairs.

Notification of awards by July 2015.

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

Timeline

Workshops May 5, 2015 @ 6pm, Gallery 72 (72 Marietta St. 30303)

Proposals DUE May 15, 2015

Winners Announced July 2015

Projects Open October 16, 2015

Submit Proposals to PublicArt@AtlantaGa.gov

Questions: Please contact the Public Art Office at 404-546-6819 or PublicArt@AtlantaGa.gov

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