

ELEVATE

Request for Signage Artist Qualifications

Application Deadline: August 7th, 2019

City of Atlanta - Mayor's Office of Cultural Affairs - Public Art Program

ELEVATE 2019

October 14-20

Pittsburgh - Atlanta, Georgia

The City of Atlanta - Mayor's Office of Cultural Affairs (OCA) is currently seeking creative and innovative **Signage Artist with Graphic Design experience** for the 2019 ELEVATE Public Art Program. Experienced local **Signage Artists with Graphic Design experience** are invited to submit qualifications and budget breakdowns through 11:59pm EST, **August 9, 2019**.

ABOUT ELEVATE:

Hosted annually by the Mayor's Office of Cultural Affairs in various locations around Atlanta, ELEVATE is a temporary public art program that seeks to invigorate the Atlanta area through visual art, performances, and cultural events. The focus of ELEVATE is to enhance the city's cultural offerings by providing free, quality cultural experiences that highlight what makes Atlanta unique and increasing Atlanta's cultural and economic vitality.

Each October ELEVATE is presented with a specially curated "theme" that emphasizes various artistic elements and features local, national and/or international art and artists strategically presented to capture the interest and imagination of viewers, while providing an entirely new and accessible experience for Atlantans.

Program Overview

The Mayor's Office of Cultural Affairs plans to help enliven, accentuate, and improve the built environment in the Pittsburgh community with this year's ELEVATE programming. Following are the anticipated activities:

- A Reimagining of a local grocery with interior upgrades
- Multiple movie screenings including local short films and a documentary on voter suppression
- A Dance performance followed by a silent disco
- One gallery opening
- Community paint day with a muralist guiding the design

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Project Scope

The Pyramid Food Gallery will reimagine a black owned community grocery store and examine how art and design can transform the way a community experiences space. The aim of the project is to confront issues of food deserts by reimaging a local corner store as a source of fresh food as well as a space of beauty.

Featuring an interior redesign by chosen interior designers, signage artist, and artisan -- who will work alongside the store owner, the curatorial team, and the Office of Cultural Affairs collaboratively to create a unique visual language.

The Pyramid Project is this year's ELEVATE theme "cultural capital" embodied, as it is both a long-term physical investment in a community business and a cultural investment in creating an experience of community nourishment. The imagined possibilities for the space will consider both the civic needs of the community as well as the artistic intentions of the business owner. Most importantly the Pyramid Project emphasizes a necessity of investment in people, the most essential community nourishment there is.

Questions to think about

- How can art and design change your experience with the built environment?
- How do you invest in art and design in historically black communities without accelerating gentrification?
- How do you address community in food deserts and offer new food exposure and diversity?
- How do we create space to support black owned businesses and products?
- How can design in a historic neighborhood happen without causing fear of being removed or ignored due to gentrification?

Signage Artist:

The signage artist will work to embody the visual language of the store in reimaging the façade of the store, the store signage, advertisements. The signage artist will work to create a cohesive visual language between the exterior of the store and the surrounding neighborhoods. The signage artist must demonstrate exceptional vision, oversee projects from conception to completion, and ensure successful project outcomes.

The signage artist will work alongside the interior designer and curatorial team to choose how graphics are displayed.

The signage artist will be someone who can take direction from the curatorial team and interior designer in the form of written or spoken ideas and convert them seamlessly into designs. The successful candidate should understand how marketing campaigns work, especially in the commercial/retail sector. The successful candidate will have strong design,

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layout and typography skills, and will not be afraid of a challenge. The ideal candidate can easily adapt to change in direction and is able to look at their work from the point of view of the store goer.

Timeline

August 15, 2019 – Workshop (Mandatory)
August 18, 2019 – Project starts Site visit
September 6, 2019 – Visual Design Plan drafted
Sept 7- October - Design Action Plan activation
October 9, 2019 – Exterior Design activation
October 10-13, 2019 – Finalize Design layout
October 14, 2019 – Unveil project

Artist Eligibility

- 3-5 years relevant work experience in Signage and Design
- Experience managing a project from design development through installation
- Connection to commercial marketing design
- Must be knowledgeable about creating visual content for commercial spaces
- Demonstrated ability to manage multiple projects and timelines
- Understands and presents design concepts
- Produces presentation materials in conjunction with interior designer and curatorial team that effectively communicate the concept
- Proficient ability to apply and perform design skills, including drawing/sketching, typography, ideation, color theory, use of texture, spacing, and scale, visual presentation development and layout.
- Uses advanced design skills to create original graphic and/or textile designs that appropriately reflect chosen store brand design ethos
- Computer literate using Macintosh computer design applications

- Strong technical aptitude and knowledge.
- Mastery of Visual Arts discipline (mural arts, digital photo-video/illustration, printmaking/ fine arts).
- Ability to work harmoniously in a collaborative team-oriented environment.
- Ability to sketch to scale
- Experience in painting large scale works
- Experience in the following areas is beneficial, but not required: façade design, technical drawing production, digital modeling
- Background in murals or graffiti work is a plus

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Budget Breakdown

Artist fee: \$1,500

Material Cost: \$1,500 (printed signage, paint , etc.)

Total: \$3,000

Artist Submission

- CV/Resume (1-4)
- **Portfolio (showing Signage and graphics in commercial space 4-6 images)**
- **Artist statement**
- **3 references (projects within the last 12 months)**

Availability from August- October 2019

Deadline: To be considered please fill out the google form linked below:

https://docs.google.com/forms/d/e/1FAIpQLSd-1h9XJ9sZaJ5O_XWIXG3LDqshX_dWXcdTZJRPIIF-GOdd4A/viewform?usp=sf_link

by **August 9th before 11:59pm.**

Qualifications will be reviewed by the Mayor's Office of Cultural Affairs beginning in **August 10, 2019**

QUESTIONS?

Please email you at your email

OCAATLANTA.COM/ELEVATE

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