

CALL FOR ARTISTS – PUNTO URBAN ART MUSEUM

North Shore Community Development Coalition (NSCDC)

Salem, MA 01970

www.northshorecdc.org

Description

Our vision is to create a world class urban arts district in Salem's Point Neighborhood, one that embraces its rich immigrant and architectural history and presents a dynamic opportunity for the neighborhood's future.

We are developing the Urban Art Museum by creating a walkable, curated arts district of the highest quality in Salem's Point Neighborhood. The Punto Urban Art Museum will feature 50+ murals in a three-block radius in the Point, immediately adjacent to all that downtown Salem already has to offer to over a million tourists per year. Bringing a fraction of those visitors to the Point neighborhood stands to be a transformative economic development boom to immigrant-owned businesses. It will also begin to break down the invisible barriers between the Point and the rest of Salem by creating a destination within the Point for people to visit that is beautiful for residents and visitors alike.

The North Shore CDC team is thrilled to invite local and emerging artists to join the Punto Urban Art Museum. The selected artists will have the opportunity to display their art as part of the same project as a very exclusive and highly talented group of urban art leaders leading the street art movement at the national and international scale.

Currently, there are 12 large-scale outdoor murals as well as 12 large-scale indoor murals in our loft-gallery as part of the Punto Urban Art Museum. We plan to add up to 30 additional works between July and September 2017. We want to make this an annual event in the Point neighborhood to continue layering in new works of art. This year's murals and public art will be celebrated during a Block Party on Saturday, September 30th in the Point Neighborhood.

Artists selected for this project will be assigned a 8' x 8' concrete panel on Peabody Street in Salem. This 20-panel contiguous wall extends through a large portion of this highly visible street within the museum district. Peabody Street connects with two other very busy commercial corridors: Lafayette and Congress Streets, augmenting the visibility and walkability for this portion of the project. Artists will work alongside of one another. The location will be available and set up for artists to start working on Thursday, September 28th. Artists will have Thursday, Friday and Saturday morning to complete their installation.

About North Shore Community Development Coalition

North Shore CDC's mission is to invest in neighborhoods to create thriving communities. We are a regional community development organization which invests in high quality affordable housing, civic engagement and other programs to improve the quality of life in the neighborhoods we serve. Our history working with art and civic engagement in the Point neighborhoods dates back to the late 1970s.

The Punto Urban Art Museum project has been solely funded by North Shore CDC's fundraising efforts and the generous contributions of private donors.

PROJECT CRITERIA

Who can apply?

Anyone may apply. Either solo or in small teams.

Timeframe:

Execution Time: September 27, 28, 29 (Wednesday-Friday). Final work must be completed by the end of the day on Friday, September 29th.

Painting Surface: Concrete wall

Artwork Restrictions:

Artwork must fill or substantially fill the space provided, which is 8' in width and 8' in height. All artwork should be done directly in the space provided.

Medium/Materials:

Spray, paint, wheat paste, paper, clay, plastic, found objects. Any medium used should be capable of lasting for up to at least 12 months on an outdoor concrete wall. Walls will have primer before selected artists' work commences. Artists are responsible for acquiring their materials and tools.

Stipend and Awards

\$100 stipend for supplies for each accepted submission. \$500 (1st place), \$250 (2nd place), \$100 (3rd place) Honoraria for the top 3 selected completed works as judged by the Jury. \$150 prize for popular vote by the Block Party audience. Judging will take place on Saturday, Sept. 30th from 3 to 8pm. Required presence on Sept. 30th for jury announcement.

Murals

If accepted, by submitting your entry you give the exhibitors the right to publish your images for publicity purposes. All murals become the property of the NSCDC.




Rules and Regulations for Submitting Artists:

1. **AGE:** Must be over 18 years of age
2. **SUBMISSIONS:** may come from artists anywhere, but a preference will be applied to local artists
3. **DISPLAYED WORK:** All displayed work must be representative of the digital images submitted as an entry. If the physical work brought for display does not reflect the jpegs submitted, the work may be rejected.
4. **TYPE OF WORK:** All works should family and kid-friendly and should not include nudity nor anything overtly Halloween-themed
5. **APPLICATIONS:** Applications must be completed in full and **emailed** by August 4, 2017. Disclaimer form will be released upon acceptance of art work and must be resubmitted to NSCDC by August 30 or artist will relinquish space to next available applicant.
6. **SET-UP:** Each artist is responsible for set-up, and clean-up of his/her art work space each day. Load-in / set-up times are provided in the confirmation letter sent to you prior to the event.

7. **BUSINESS CONDUCT:** Artist must maintain the highest degree of professionalism prior, during and upon tear-down of event.
8. **RELEASE:** North Shore CDC and the Punto Urban Art Museum organizing committee, any participation sponsor will NOT be responsible for any injury, loss or damage that may occur to the artist or to the artist's property from any cause whatsoever prior to, during or subsequent to the period covered by the exhibition contract; and the artist signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event.
9. **SALE OF WORK:** Sale of artists' work is not permitted during the Block Party event. NSCDC will neither be responsible for any payments nor distribution or shipment of works.
10. **BLOCK PARTY:** Be available for Block Party event on Sat., Sept. 30th from 3-8pm.

Application Requirements/Checklist:

Applicants must attach the following items to the Application in order to be considered for this mural project. If more than one artist is participating on one mural, they must all include their names on the application.

-  Resume or Bio with contact information and website (if applicable).
-  Written narrative of no more than 300 words to evidence significant breadth of experience and personal background. This may include a description of your commitment to using art as a tool for challenging stigma and supporting your community, however you define it.
-  3 digital images (JPGs) of previous work which are representative examples of the work you would like to submit. Artists may submit a digital sketch of their concept for the space, but are not required to do so by this Call for Artists. JPGs should be approximately 8 x 10 at 144 ppi or 1152 pixels x 1449 pixels.

Proposals should include the artist's signature (or identifying mark) as it would appear on the mural. All submitted applications become the property of the NSCDC.

Applications will be ineligible if they involve:

- ❖ A breach of intellectual property rights (i.e. somebody else's idea)
- ❖ Trademarks, brands or business names, logos or copyrighted images
- ❖ Anything that is harmful to a third party

TIMELINE:

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| • August 4 th , 2017 | Deadline for Applications |
| • August 28 th , 2017 | Notification to Applicants |
| • Sept. 27, 28, 29 | Installation Date – Paint on location |
| • Sept. 30 | Block Party & Judging (required presence on Sept. 30 th) |

Application Submission

Download application at www.northshorecdc.org

Email completed application to rosario@northshorecdc.org

Title: Full Name/Punto Art Submission