

LITTLE SAIGON ART WALK  
Application Deadline: July 15, 2018

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INTRODUCTION

San Diego Art Institute (SDAI) is organizing public art projects that will be installed in the Little Saigon neighborhood of San Diego and culminate in an Art Walk in March 2019.

With the goal of providing cultural equity to underserved communities in San Diego, SDAI's programs are specifically designed to engage non museum-going audiences with quality contemporary art experiences.

The Little Saigon Art Walk provides a non-traditional outlet for artists to create site-specific installations in storefront settings, crosswalks, building walls and other public spaces along El Cajon Blvd. The Little Saigon neighborhood is defined on El Cajon Blvd. between Highland Ave. and Euclid Ave. with Menlo acting as the centerpoint.

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PROJECT

SDAI is currently looking for proposals from twelve artists to create semi-permanent projects that consider the cultural significance of the Vietnamese diaspora and the history of this area of City Heights. The finished artworks will promote the benefits of walkable communities and develop a symbiotic relationship between art, community and commerce.

More specifically, the selected artists will be commissioned to create new, site-specific work that will be installed throughout the Little Saigon district in public, accessible, and visible locations. Administered by SDAI's curators and selection committee, proposals contracted between \$4,000 - \$10,000 will be awarded with a goal of up to twelve semi-permanent projects selected and installed by March 2019. Funded activities could include- but are not limited to- murals, building interventions, window displays, outdoor sculpture, lighting projects, digital art, video art, or auditory artworks.

Artists selected are expected to design, fabricate, transport and install the artwork. All projects require a regional focus and therefore, only artists from the Southern California and Baja Mexico region will be considered. After the selection but prior to the creation of the project, the artist will work with the curators and the business owners to inform their work.

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ABOUT LITTLE SAIGON ART WALK

Funded by the California Arts Council as part of their Creative California Communities initiative, the Little Saigon Art Walk will culminate in March 2019 with guided walking tours and events including performances, lectures and demos. Included in the Little Saigon Art Walk will be an online map developed with an interactive website of self-guided activities. Artists of Vietnamese descent will make up at least 50% of the artists involved with a strong focus on regional artists. Residents of City Heights / San Diego and artists with proposed work that directly engages the Little Saigon community in San Diego are especially encouraged to apply.

APPLICATION

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TIMELINE

July 11 - Artist Forum at Little Saigon Foundation offices

July 15 - APPLICATIONS DUE

August 1 - Shortlisted candidates notified

August 13 - Artists chosen and contracted

September 12 - Artist Orientation at TBD

September 22 (tentative) - Mid-Autumn Festival

October 3 - Artist Forum & Community meeting at TBD

November 2018 - January 2019 - Installations

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TO APPLY

All applicants are required to submit the items listed below in the format specified via email by Sunday, July 15, 2018, 11:59pm. Incomplete submittals will not be considered.

REQUIRED ITEMS TO SUBMIT

1. Application Cover Sheet (attachment A)
  2. Letter of Interest: Limited to (1) page. Provide a short narrative explaining your interest and your artistic approach as an Artist. Please include any information about how your connection to Little Saigon and/or City Heights informs your proposal and creative process.
  3. Images - Provide up to 10 images of previous work • JPEG format • File size not to exceed 10MB
  4. Annotated Image List - Provide a brief description of each image detailing titles, location, date, media, and dimensions. Also note if the art installation is still in place.
  5. Professional Resume (up to two pages) - Demonstrate professional history and skills, or experience as a professional working Artist.
  6. Proposal Outline • Specifics of the Installation • Draft Budget • Technical Requirements or Site Improvements
  7. Professional References (up to one page) - Provide three references with the following current information: name, organization/title, address, phone number, and email.
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ARTIST FORUM

An Artist Forum will be held with committee members and staff to answer questions and provide opportunities for applicants to tour the Little Saigon Neighborhood on Wednesday, July 11th @ 5:00pm. The forum will be held at the Little Saigon Foundation offices, 4444 El Cajon Blvd., Ste.11, San Diego, CA 92115. To attend please Register [HERE](#).

#### DIRECTIONS FOR SUBMITTAL OF APPLICATION

Please email your submission to [strujillo-porter@sandiego-art.org](mailto:strujillo-porter@sandiego-art.org). Please include Subject Line: Little Saigon Art Walk Proposal. Please consolidate all materials into a zip folder and email. For image folders larger than 12MB, please submit via WeTransfer to [strujillo-porter@sandiego-art.org](mailto:strujillo-porter@sandiego-art.org). All applications must be submitted digitally.

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#### QUESTIONS

Sarah Trujillo-Porter, Deputy Director, SDAI at 619-331-2157 | [strujillo-porter@sandiego-art.org](mailto:strujillo-porter@sandiego-art.org)

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#### RESEARCH

Inform your art by looking HERE at The Little Saigon Foundation's ten-year plan. The Little Saigon Foundation have been out in the community and researched what people would like to see in terms of placemaking. The community finds these to be significant symbols.

Other resources:

Lunar New Year Tết Festival: <http://lunarnewyearfestival.org/>

Media Arts Center San Diego: <http://mediaartscenter.org/littlesaigon/>

The Gangster We're All Looking For by le thi diem thúy

<http://www.kpbs.org/news/2011/feb/01/looking-answers-through-eyes-child/>