



Request for Proposal
Statements of Qualifications and Proposals
for Public Art Program Activities

Art Stop(s) Gallery Program

1. Background

In Downtown Springfield, there is a movement to incorporate more art as part of economic development. In 2014, the Springfield Central Cultural District (SCCD) was approved by the Massachusetts Cultural Council. The vision of the Springfield Cultural District is to bring more vitality to the city by highlighting its outstanding cultural offerings and adding new creative opportunities for artists and the greater community.

The purpose of this project is to create a coordinated Downtown gallery program which will provide art to residents, visitors, and employees in the Cultural District.

There are three locations participating in the project – 1550 Main, New England Public Radio (NEPR), and UMass Springfield, all accessible to the public. Galleries will be in place in these three locations for a four (4) month period and then will be removed to allow for new art. After each four month period, a joint Art Stop will be held between the three locations with music and other entertainment, encouraging attendees to walk Downtown and celebrate Springfield art.

2. To this end, regarding public art activity

The Springfield Central Cultural District is requesting Statements of Qualification and Proposals/Applications from artists to display in one of the three locations specified.

3. Program Details

The SCCD is looking for artwork that evokes a sense of engagement and community set against the backdrop of the urban landscape. These galleries will provide respite from the “hustle and bustle” of daily metropolitan life.

Proposed Schedule:

Application released: May 2017
Application closed: June 14, 2017
Review: June 16-22, 2017
Artist notification: June 23, 2017
Installation: July 10 & 11, 2017
Reception: July 12, 2017

Artists applying should be available both for installation and the reception.

Specifications: The downtown gallery program is designed to encourage community engagement and beautify the spaces. The artwork must be suitable for viewing by all ages, not of an overly partisan nature, and will be reviewed prior to selection. Building owners reserve the right to review all art prior to installation.

The following design guidelines must be adhered to in all applications:

- Proposed artwork cannot contain copyrighted or trademarked images, brand names, or work copied from another source.
- No noisy or disruptive art displays will be considered.
- All mediums will be considered including, but not limited to: 2D visual art (paintings, drawings, etc.), 3D visual art (sculpture), installations, and interactive pieces.
- Spaces may vary in shape and size, and if applicable (for installations), artists should anticipate slightly altering their design to accommodate this variation.

The following logistical guidelines should be considered also:

- All artwork must be able to withstand exposure to sunlight over the display period.
- Artists are responsible for the delivery and return of work.
- Artists are responsible for the installation and deinstallation of their work, using building standard display systems, and must complete their installation according to building rules.
- 2D work must come mountable or hanger-ready. 3D work must arrive with display and include detail of installation in the application attached.
- Each display will be accompanied by an artist statement, names of pieces, and SCCD logo (placement to be determined with artist). Pricing sheets should be prepared as a separately displayed piece.
- Images of selected artwork will be used in SCCD publicity campaigns and marketing, with credit given to the artist wherever possible.

Technical specs for each of the locations are available upon request.

If accepted, an opening reception will be provided to the artist at no cost. If pieces are sold during the display period, they will remain in place until the end of the exhibit, at which time the artist will receive payment.

Artists chosen will receive a stipend of \$200 to show their artwork for the specified time frame.

4. Artist Submission and Selection Process

Interested artists must submit an Application/Proposal, attached. The program is open to all artists, but Springfield applicants may be given preference. Submissions will be reviewed by the SCCD and the owners of the space, using the criteria as follows: evaluation of artistic excellence and originality, creative and innovative concepts relating to the space, and appropriate regard for audience. Artists with themed sets of work or comprehensive installations will be given higher consideration.

5. To Apply

- Your submission must contain one hard copy each of both a fully completed statement of qualifications and Application/Proposal.
- Submit or have postmarked by 5:00 PM, June 14, 2017.
- Submit to: Springfield Central Cultural District, 254 Worthington Street, Springfield, MA 01103
OR email to Morgan Drewniany at the email address provided below.

**Any questions may be submitted to the
Executive Director of the Cultural District, Morgan Drewniany at
413.454.1195 or morgan@springfieldculture.org.**



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Artist Statement of Qualifications

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Thank you for your interest in the Springfield Central Cultural District Art Stop. You should fill out this form, and attach up to ten pages including this page for your Statement of Qualifications.

1. Contact Information

Name: _____

Address: _____

Telephone: _____

Email: _____

2. Resume and Samples of Work

Please provide an artist resume.

3. Proposed works for exhibition

Images of proposed work(s) to be displayed in the gallery.

4. Your artist statement

Include in this statement (up to two pages)

- A title of your display.
- A description of the display.
- A narrative about how your artwork addresses this specific project and community.