

CALL TO ARTISTS: COMMUNITY ART IN THE CITY OF FAIRFAX DESIGN CONCEPTS FOR CROSSWALK MURALS

City of Fairfax, VA

Submittal Deadline: Monday, January 30, 2023 at 4:00 PM

Award: \$1,000 per mural

Overview

The City of Fairfax is pleased to announce this Call to Artists seeking design concepts for *Crosswalk Murals* in the City of Fairfax.

“Public art projects coupled with improvements to transportation infrastructure, often known as “asphalt art,” offer many benefits. They can create safer, more desirable streets and public spaces. They are typically inexpensive and quickly implementable, while helping cities test long-term roadway redesigns. In addition, they help local governments engage with residents to reshape their communities.” (<https://www.samschwartz.com/asphalt-art-safety-study>)

The City of Fairfax is looking to improve the intersection of East and Main with Crosswalk Murals.

Responding artists are asked to create and electronically submit a 2D mural concept, of any style, to be enlarged and transferred onto the asphalt. The selected concept **must** accommodate the inherent limitations of the site. Artists are encouraged to take into account the size of the mural and fact that the artist will only have two days to install. Color schemes should keep in consideration of colors available Sherwin-Williams. The theme is open to artist interpretation.

The artist will be responsible for install of the mural. The City will provide volunteers from the community, prime the crosswalk, and provide assistance closing the street the day of install.

The finished mural size will be 48’x 10’. Must be within the white lines of the crosswalk.

The existing crosswalk is made out of asphalt with a stamped brick pattern. Artists are invited to embrace or ignore the brick pattern in their designs.

There will be four Crosswalk Murals selected. Artists are invited to apply for any combination, from just one mural to all four.

Deadline

The deadline for all submissions in response to this call is 4:00 PM on Monday, January 30, 2023.

Eligibility

This call is open to all artists age 18 and above with preference given to those residing in Northern Virginia.

Submitted designs must be original artwork.

Juried Selection Process

Members of the City of Fairfax Commission on the Arts Public Art Committee and City of Fairfax Staff will review all proposals. The selected design will be chosen and the artist notified by electronic mail by close of business on Wednesday, March 1, 2023.

Selection Criteria

The panel will use the following criteria:

- Artistic merit and graphic strength of the proposed design;
- Contribution to aesthetic and cultural atmosphere of the City;
- Appropriateness of subject and concept for a public space;
- Completeness of the submission as outlined in this announcement.

Artwork will be deemed inappropriate which portrays: content which violates copyright or other known legal ownership interest; profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.

Artwork Location

Intersection of Main Street and East Street in Fairfax, VA

Duration

The artwork will last about 6 months. The City is budgeting for one repaint/touchup of the mural which hopefully will have it last for a year.

Payment

The selected artist will be awarded a \$1,000.00 award per mural for the design and installation.

The City of Fairfax will own the copyrights and enjoy the unlimited, licensed use of the selected designs for program purposes. The City will not profit from use of image of the art.

Submission Requirements

Please e-mail all application materials to Megan DuBois Megan.Dubois@fairfaxva.gov.

Respondents should submit the following materials by Monday, January 30, 2023 at 4:00 PM:

1. Artist Name, Mailing Address, Telephone Number, Email Address, and Website.
2. One-Page Statement of Interest briefly addressing the concept, design and how you approached this project.

3. A brief overview of materials to be utilized as well as a brief explanation how fabrication shall be executed
4. One-page résumé or curriculum vitae
5. Annotated List of Images: Please include the artist’s name as a heading, and a brief description of each image, including title and original medium.
6. Design Proposal. Designs must be submitted as a high-quality image file in web-quality **JPG file**.

Submission Guidelines and Design Considerations:

1. Submitted designs must showcase original artwork.
2. The art may be a new original piece or an existing work of the artist and may not be on display in other public art programs (not including ongoing gallery exhibitions).
4. Designs that incorporate commercial advertisement will not be considered. Please inquire if in doubt.

Timeline

Friday, December 2, 2022	Publication of Call to Artists
Monday, January 30, 2023	Submission deadline
Wednesday, March 1, 2023	Selection notification sent to artists electronically
April 21 – May 7, 2023	Install Murals (weather dependent)

Disclaimer

The City of Fairfax reserves the right to delay or reschedule the conduct of, cancel, or reissue this Call to Artists for any reason it deems fit or necessary.

Applicants will be advised in the event of a delay, cancellation, or reissuance.

The City of Fairfax does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran, and is an Equal Opportunity Employer.

Direct all questions and comments to:

Megan DuBois, Cultural Arts Manager
 City of Fairfax Public Art Program
 Phone: 703-273-6097
 Email: Megan.DuBois@fairfaxva.gov

Attachments:

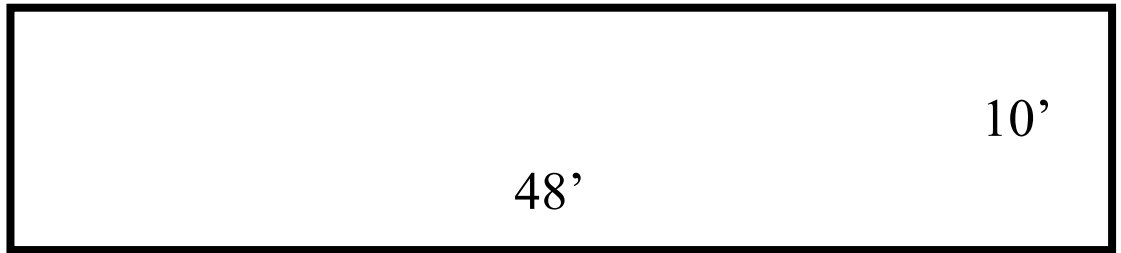
- Google Image photo of Site
- Optional Template



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