



CITY OF SALEM, MASSACHUSETTS

2024 ARTISTS' ROW

PUBLIC ARTIST IN RESIDENCE PROGRAM

CALL FOR CREATIVES & PUBLIC ARTISTS



Mayor Dominick Pangallo and the Salem Public Art Commission seek Creatives to participate in the City of Salem's 5th Annual Artists' Row Public Artist in Residence (PAiR) initiative.

Artists' Row, seated in the heart of the City, was originally built as a marketplace, and continues to be a thriving artist center, public plaza and pedestrian way. The area consists of four artists 'stalls', a restaurant, and a public restroom and is located in historic downtown Salem at 24 New Derby St., across from Old Town Hall and Derby Square. The Artists' Row initiative is a seasonal program that provides space for artists, artisans, and creatives looking to build their audience and/or business through daily engagement with residents and visitors to Salem.

Participation in the Artists' Row program is envisioned as a springboard opportunity for creatives, wherever they are in their career, that can help take them to the next stage/level in their unique professional development journey. It is very much a shared space for artists and visitors alike, where creativity happens, and unique arts-related goods and activities can be experienced in an animated public setting.

The City of Salem is currently looking to fill one (1) PAID artist opportunity as the Public Artist in Residence on Artists' Row for the 2024 season from May to December 2024. The City is interested in uses that will contribute to the vibrancy of the Artists' Row community and this important gateway to Salem's bustling downtown. The variety of activities/uses considered for Artists' Row Public Artist in Residence space include, but are not limited to, performances, art 'happenings', art 'interventions', immersive art experiences/installations, art making, creative placemaking, and large scale temporary public art installations. This is NOT a traditional arts vending/selling opportunity though some sales of PAiR produced artworks are allowed.

OVERALL PROGRAM GOALS

- To give Artists/Creatives/Collaboratives an opportunity to share their unique artistic practices with the public in an engaged environment and leverage that exposure to advance their artistic endeavors.
- To offer cultural enrichment to the public in the form of high-quality workshops, demonstrations, presentations, performances, participatory activities, etc.
- To create a lively atmosphere and contribute to the diverse cultural offerings and economic vitality of historic downtown Salem, through creative placemaking activities that help residents and visitors re- imagine public spaces as places to play, engage and create.

PROGRAM ELIGIBILITY

- Emerging and established Artists/Creatives working in all media and at all stages in their careers/creative endeavors are encouraged to apply. Applicants must be able to show that they have been working in their field for at least one year.
- Eligible Artists/Creatives include, but are not limited to: public artists, visual artists, creative

- entrepreneurs, place-makers, urban planners, landscape architects, performing/performance artists, collaboratives, collectives, etc.
- Previous tenants of Artists' Row are welcome to apply. Artists may not participate for more than two consecutive two-year contract terms.
- Previous Public Artist in Residence (PAiR) of Artists' Row must have one year between previous PAiR residency before applying for PAiR again.
- Salem residency not required.
- The City is committed to providing equal opportunities for ALL. Artists/Creatives of all gender, race, ethnicity, national origin, age, sexual orientation/identity, religion/beliefs, education, and physical ability are encouraged to apply. The City of Salem respects, values, and celebrates the diverse life experiences and unique heritages, attributes, characteristics, and perspectives that make each person who they are. We believe that bringing diverse individuals together through the Arts allows us to collectively and more effectively address the issues that face our communities.

PROGRAM OVERVIEW

2024 Public Artist in Residence (PAiR) Program Schedule:

- **Application Submission Deadline:** Thursday, August 31, 2023 by 4pm
- Selections Announcements: September 2023
- Studio Move-in: April/May 2024
- Programming & Operations: May – December 2024
- Studio Move-Out: January 2025

Public Artist in Residence (PAiR) Program General Info:

- The City of Salem is seeking an individual, or group of individuals, to fill the role of Public Artist in Residence on Artists' Row. One paid position is currently available to be filled, PAiR 2024. The City will offer an honorarium of \$16,000, at \$2,000 per month, over the course of an 8-month agreement from April/May – November/December to the selected artist(s).
- The PAiR will be licensed exclusive use of Stall 5 on Artists' Row, free of charge, to activate as their makers/community engagement studio space during their time on Artists' Row.
- In exchange, the City requires that the space be active and open to public engagement a minimum of 20 hours a week, for a minimum of 4 days of operations, during times mutually agreed upon by the City and the PAiR. These times should also be beneficial to the overall impact and success of Artists' Row.
- All Participants **MUST** create/make/perform in their space.
- While the primary focus of this opportunity is the creation of art and engagement with the public, some related sales are allowed. No commissions are charged, participants retain 100% of sales from their products.
- Partnerships and collaborations are strongly encouraged.
- The City maintains the exclusive right to sub-license/divide the Artists' Row spaces. All participants and partnerships **MUST** be pre-approved by the City.
- The Studio Stall is an unfurnished, rough-style commercial space with concrete floors and exposed wood beam ceilings.
- The unit is fitted with an AC/Heat Pump system and is internet/cable ready.
- The unit does not have running water or restrooms. Tenants share access to a slop sink and seasonal public restroom on Artists' Row that the City is responsible for maintaining.

- The PAiR is not responsible for any utility or space rental fees but is required to pay a refundable security deposit and carry insurance. If internet services or other such ‘add-ons’ are desired, these arrangements and all related costs are the sole responsibility of the PAiR not the City.

What is Public Art?

Public art is defined as any media whose form, function and meaning are created for the general public through a public process. It is a specific art genre with its own professional and critical discourse. Public Art is visually and physically accessible to the public; it is installed in a public space in both outdoor and indoor settings. Public Art seeks to embody public or universal concepts rather than commercial, partisan or personal concepts and interests. Public Art is also the direct or indirect product of a public process of creation and/or procurement.

What is an Artist in Residence?

An artist whose art and practice results in the creation of Public Art that is embedded in a specific location for a specific period of time, and typically are provided a stipend for their time and services.

The City is eager to see how having an Public Artist embedded in this unique downtown public way can contribute to and enhance the cultural vitality of Artists’ Row and the greater Salem community. Tell us how you envision your work engaging with this community and unfolding in this space!!

What does a Public Artist in Residence do?

The role of Public Artist in Residence on Artists’ Row is one of leading **Community Engagement** and **Arts- Centered Programming** through the creation and display of art in the public realm. The primary central focus in their work, and their process, is on the community and engagement with said community. This includes but is not limited to:

- Doing art that can be developed with the public.
- Art that can be created and made with the public.
- Ongoing interaction with the community that can, and should, shape the formation of the final product.
- Art that the community can directly interact with and influence.
- Engaging with and utilizing other artists in the area.

What is NOT a Public Artist in Residence?

- Using the space as merely a personal studio or for retail purposes
- An exhibition opportunity
- Artist fellowship program
- A paid class/workshop
- A public performance that includes the community only as an audience

Examples of Successful Public Artist in Residence Ideas:

- Art “test kitchen” that the community can use to experiment with different materials and art prompts.
- Workshop series that are geared towards different age groups, allowing access across the Salem community.
- Immersive art experiences that invite the community to assist in creating pieces that will be gathered into a larger part of the installation.

What is the City’s Expectation of a Public Artist in Residence?

- The PAiR is expected to provide a minimum of one complimentary public engagement activity

per month throughout the term of the agreement. This could be in the form of workshops, interactive demonstrations, artist talks, input sessions, performances, and/or other forms of community driven/focused publicly accessible activities.

- Participants are encouraged to offer additional workshops, demonstrations, artists talks etc. These services can be offered free of charge or at a reasonable cost to the public.
- The PAiR's time on Artists' Row will culminate in one large scale public art display. This could be long-term or temporary and the shape, scope, and content of the project should be artist designed and community responsive.
- The PAiR is responsible for staffing, supplies, marketing, and outreach for public programming. Though the City should be seen as a resource in these areas and will assist how and where they are able.
- Collaborations (with other Artists' Row Tenants, artists, local businesses, nonprofits, and cultural institutions) to present public programs and contribute to community engagement and stimulate foot traffic on Artists' Row is strongly encouraged. The City will support the PAiR in reaching out to potential partners.
- Participants must create/make in their stall in addition. We encourage participants to have the maker space/activities visible to the public as a form of engagement.
- All work MUST be created by the individuals participating in the program and must be original handcrafted works of art. Mass produced or manufactured works are not acceptable.
- Sales and retail are NOT the primary goal or focus of this program, however, if some items are sold, all prices for artwork or handcrafted products MUST be visible to the public. Tenants are responsible for collecting sales tax.
- Participants are responsible for all furnishings and display cases, transporting all products, support material and equipment to and from the site, and for all installation, displays and sales.

PROGRAM REQUIREMENTS

Terms of Agreement:

- The Public Artist in Residence will be required to submit a CORI Check and sign an 8-month participation and license agreement for the use of real property with the City of Salem, MA.
- Previous Public Artist in Residence may reapply with a new proposal after at least one year has lapsed since the end of their previous residency.
- Once contracted, participants then become Tenants of the City of Salem and will be paid a stipend of \$2,000 for each of the 8 months of the agreement.

- Staffing and operations of Artists' Row stalls are solely the responsibility of the selected participant. Stalls must be staffed and open to the public for the minimum hours required during the following mandatory time frames; however, stalls may be open for additional hours outside of these ranges at the Tenant's discretion. Experience shows these times to be the best windows for activation on Artists' Row. Tenants are strongly encouraged to coordinate open times to ensure a critical mass of activities in order to draw the best foot traffic. The City of Salem reserves the right to edit these hours to maintain the highest level of mutual benefit for all.
- Tenants are required to provide a \$500 security deposit for the use of the stall. The security deposit will be refunded at the end of the term of agreement, if the stall is returned to the City in a clean and reasonable condition and all program requirements have been satisfied.
- Tenants are responsible for securing their own theft and general liability insurance. The City of Salem is not responsible for damage to work caused by the elements, theft, or vandalism.
- Tenants are required to clean and maintain their licensed spaces and take out their own trash. Tenants are asked to take turns taking the provided curbside trash bins to the curb each week for trash collection.
- Tenants must attend mandatory monthly meetings with the City's program manager and Salem Main Streets Director, which typically occur the fourth Thursday of each month at 5pm via Zoom webinar or in person at the City Hall Annex, 98 Washington St., 2nd floor conference room.
- Tenants must attend 2-4 classes, workshops, and/or mentorship sessions each year that will help them to further their career as artists and/or business owners. These sessions are free for Artists' Row tenants and will include topics such as small business management, retail marketing, arts marketing, e-commerce, gallery management, arts business/administration etc. Participants will be able to select which sessions to attend from a menu of offerings, provided in partnership with the Enterprise Center at Salem State University and Montserrat College of Art, and can be tailored to the specific participant's goals and measures of success.
- Several times throughout the year, festivals, markets, and other such activities will take place in Derby Square and Old Town Hall, which are adjacent to Artists' Row. Tenants are strongly encouraged to be open to the public during these events. Occasionally auxiliary vendors may be stationed along Artists' Row itself in conjunction with these events. The City of Salem will make every effort to ensure these vendors are not in direct competition with Artists' Row Tenants.
- At the end of the license agreement, Tenants are responsible for removal of all of their work, equipment, and furnishings, and for cleaning the stall prior to final inspection by the City's program manager. Tenants must vacate stalls by end of day on January 15, 2025.
- The City of Salem Code of Ordinances provides that no individual should be denied equal treatment or opportunity as a result of his or her age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation. Therefore, any rental use open to the public which denies, or tends to

deny, to an individual equal access on the basis of: age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation, is hereby strictly prohibited.

Hours of Operation:

Summer & Fall Hours (May 1 - October 31):

A minimum of 5 hours a day for a minimum of 4 days per week for a minimum total of 20 hours per week. Hours must be between 11am and 8pm. Open days must include Saturdays and Sundays.

Winter Hours (November 1 - December 31):

A minimum of 5 hours a day for a minimum of 3 days per week for a minimum total of 15 hours per week. Hours must be between 11am and 8pm. Open days must include Saturdays and Sundays.

Insurance:

Tenants are responsible for carrying their own theft and comprehensive general liability insurance policy (or policies) to cover all goods and activities in their stall as well as persons engaging with them both inside and outside their spaces. Minimum protection of not less than \$1,000,000 combined single limit coverage of bodily injury, property damage or combination thereof is required.

A copy of a valid Certificate of Insurance (COI) listing the City of Salem as additionally insured will be required upon agreement signing. Insurance costs vary to greatly to provide valid estimates, please research on your own as needed.

Signage/Marketing:

The Public Artist in Residence is responsible for maintaining a public chalk board calendar for all activities taking place on Artists' Row.

Tenants are encouraged to present proposals to the program manager for temporary exterior enhancements to their stalls. These could include features such as seating for the public, plants and garden elements, decorative lights, unique displays related to the products being sold, or other components that contribute to a lively and appealing environment between New Derby and Front Streets throughout the season. (Structural features need approval by the City of Salem Redevelopment Authority and its Design Review Board.)

Tenants are all expected to maintain an active social media presence to promote both their own work and activities on Artists' Row.

Tenants are encouraged to produce their own marketing materials to promote their activities on Artists' Row. Examples of marketing materials may include but are not limited to: posters, rack cards, social media and press releases to local media.

SELECTION CRITERIA

The final selection of Artists' Row participants is based on the following criteria:

- Artistic quality/merit of work and the uniqueness of materials and/or methods.
- Appropriateness and scope of appeal for Artists' Row setting and an audience of diverse ages and backgrounds.
- Feasibility of the proposed activations and physical setup in the space
- Variety of activities among the four spaces within the City's goal of selecting diverse representation of cultures, products, or styles.

- Quality of demonstrations, interactive workshops and/or performances for the general public.
- Ability to work well with other participants in a group setting and willingness to collaborate with other tenants.
- Potential of participants' work to contribute to a lively atmosphere in this marketplace setting, the vibrancy of daily life in the City, and downtown Salem's ongoing economic development.

SELECTION PROCESS

The City of Salem will convene a Selection Review Committee of individuals knowledgeable in the artists industries and of the Salem Community to evaluate applicants based on the above stated criteria. This Selection Committee will make a recommendation of finalists to the Public Art Commission who will make final selections and formal recommendation for final approval by the Mayor. Notifications will be sent to all applicants no later than November 1, 2023.

TIMELINE:

July 11, 2023: Call Opens

August 31, 2023 4pm: Deadline for Applications

September 30, 2023: Applicants Notified of Decisions

May – December 2024: PAiR Operating on Artists' Row

SUBMISSION REQUIREMENTS/CHECKLIST

Applicants must provide the following details in their application in order to be considered:

- ❖ Brief narrative with detailed description of work and your proposed concept for the use of the stall. Please answer the following questions in this narrative to the best of your ability:
Who you are, what type of work do you do?
What would you propose to do in the space?
Why do you feel your practice is a good fit for Artists' Row? How do you think your creative practice will benefit from the Artists' Row program?
What are your 'Big Picture' goals? What do you hope a tenancy on Artists' Row will help you achieve? and How do you plan to contribute to the activation of Artists' Row?
What will be your measures of success?
What is your staffing plan for the space?
- ❖ Description of physical plans for the space
Include equipment/furnishing you would be bringing into the space and any proposed interior alterations. This section is meant to help us visualize what your creative practice might physically look like in the space. Provide a detailed description of your vision for the space using the prompts below:
How will it be set up? What sort of displays will be utilized?
What if any equipment and/or furnishing would you bring into the space?
Would you want to propose any interior alterations?
- ❖ Floor plan/mockup outlining planned use of the space. (Optional)
- ❖ Professional resumes or CVs for all participants.
- ❖ Up to ten (10) photographs or video representations of artworks/performances from each participant of the stall. For each submission please indicate the following information:
Image number:

Title:
Artist's Name:
Medium/Techniques:
Dimensions (Height x Width x Depth) in inches:

SUBMISSIONS INSTRUCTIONS

All applications and required support materials must be submitted using our online application form **by 4pm Thursday, August 31, 2023.**

To Apply, please visit <https://bit.ly/apply4PAiR>

QUESTIONS OR SITE VISIT

For more information, to ask questions, or to schedule a visit to view one of the stalls, please contact: Julie Barry, Senior Planner of Arts & Culture at jbarry@salem.com or 978-619-5681.

**Artist's Row - 24 New
Derby Street
City of Salem**



**Mayor
Dominick Pangallo**

Map prepared by SalemGIS
January 6, 2008
Map No. 09-007

**Unit
#3**

**24 New
Derby St.
Map 34
Lot 424**

**Unit
#4**

**Unit
#2**

**Public
Restrooms**

**Unit
#1**

**Unit
#5**

