



CALL TO ARTISTS

THE PROJECT:

Suspended Art: Goodyear Light Pole Banners

The city of Goodyear is looking for **Goodyear artists** interested in designing and displaying their artwork on publicly owned light pole banners on roadways throughout the City. Goodyear displays banners on 148 streetlights. These banners are displayed on:

- East/West on McDowell and Indian School
- North/South on Bullard, Litchfield, and Estrella Parkway
- Wood Boulevard

The banners will be graphically clear, colorful, innovative, and place-specific. The project calls for an artist that is excited about engaging with others and creating designs that reflect and celebrate the area.

Artwork will be printed on 30.5in wide x 72in tall double sided 22oz. block-out vinyl. Artwork will be displayed April through June and be used annually as long as the material remains in good repair and has not faded.

Eligibility:

The project is open to artists who reside in the city of Goodyear. The Call is open to artists working in a broad range of visual media, including painters, photographers, collage artists, mosaic artists, quilters, etc...

Apply:

Interested artists shall submit the following application materials no later than **August 30, 2019**.



Submission Materials:

1. Typed "Letter of Interest," not to exceed two pages, which should describe past approaches to other projects, reasons for your interest in this project, plans to engage the community, or other information of the artist's choosing. **Specific proposals for the project are not requested at this time.**
2. Current resume, not to exceed three (3) pages.
3. 3-5 digital images of relevant past work.
Do not embed images into PowerPoint or submit moving image or audio files. Submit only high quality JPGs (no GIFs, TIFFs or other formats). Files must be less than 5 MB. Files must be titled with a number indicating the viewing order followed by the artist's last name. The numbers must correspond to the accompanying Annotated Image List. Use "0" in front of single digit numbers. Do not use more than 30 characters, and use only letters, numbers and underscores. **Example: 01_Smith.**
4. A corresponding, "Annotated Image List" with title, media, dimensions, location, brief description and date of the work, project budget, and project partners, if applicable.

Application must be received by August 30, 2019 by 3:00pm. Proposals may be submitted electronically to Guylene Ozlanski at Guylene.Ozlanski@Goodyearaz.gov or hand-delivered to Goodyear Recreation- 3075 N. Litchfield Rd. Goodyear, AZ 85395.

Applications that are incomplete or late will not be accepted. Applicants should submit one copy of a packet containing the materials defined above via email, mailed, or delivered. If you have any questions contact Guylene at 623-882-7530 or by email Guylene.ozlanski@goodyearaz.gov

Selection:

The selection committee, representing diverse interests and expertise of the City and community, will convene to review images and information sent by artists and/or artist teams.

Selection criteria include:

- Excellence of past work
- Proven ability to create artwork that responds to a site
- Artists plans for engagement

The panel will select four finalists who will receive \$500.00 to engage with the community and each generate **three (3)** proposed pieces. The Goodyear Arts & Culture Commission will vote for **one (1)** of each of the artist's proposals. After the final pieces are chosen, artist will finalize the work. When artists complete their final, high resolution

image they will be compensated a final \$500.00. Banners will be printed and installed in April 2020.

Project Timeline:

August 30, 2019	Deadline for receipt of materials by 3:00pm
September 4, 2019	Selection panel meets to review applications
September 13, 2019	Finalists notified
September 23- October 23, 2019	Artist engages with community/residents for design
October 25, 2019	Artists 3 proposed images due
November 5, 2019	Arts Commission selects final image
November 22, 2019	Final high-res image due from artists
April 4, 2019	Printed banners installed

Selected Artists Responsibility:

- Selected artists are responsible for all costs related to providing the image in a quality format.
- The final image format AI, PSD, PDF (press quality) will be accepted. The image resolution should be no less than 72 DPI at full size and 720 DPI at 10%
- Any images of real people or text that requires a release will be the responsibility of the artist to obtain and provide a copy to the City.
- Selected artists shall sign a contract for the scope of services that include the intellectual property rights to the art for display and marketing to the city of Goodyear.
- Selected artist shall submit a W9 to the City for payment.
- Artist compensation of \$1000.00 includes all services.