

Call for Artists

Request for Proposals (RFP) for Art District Banner Designs

Project Overview:

The City of Franklin and the Public Art Advisory Commission is seeking artists to create banner artwork that will be displayed in the upcoming Art District located in Downtown Franklin. These banners will be part of an expanding collection of artwork featured in an exciting new “Walking Gallery” exhibited in Downtown Franklin. The four areas selected to begin this project are: E Court St, W Court St, the S Main St Bridge, and N Main St from W Jefferson to Madison St.

Banner Dimensions and Examples:



Project Intent:

The intent of this project is to create an outdoor gallery of artwork displayed on light pole banners located throughout the developing art district. The artwork will help connect and engage visitors and the community with Franklin’s growing art community.

Evaluation Metrics and Criteria:

- Banners will be 24 inches by 48 inches double sided images with one banner displayed per light pole (Submitted artwork does not have to be 24x48 inches but must be correct dimensions or able to be cropped to correct dimensions. If artwork submitted is smaller than 24x48 inches it must be able to be reproduced at a high resolution when printed at 24x48.)
- As banners will be observed from a distance it is recommended that the designs be bold in color and layout
- The artwork must be original pieces of art
- The artwork must be suitable and acceptable for public display for viewing by citizens of all ages

- Full copyright to the artwork will be retained by the artist at all times. The artist will be required to license the City of Franklin to produce and reproduce images of the artwork for promotional use, and to maintain archival documentation of the project.
- Artists will submit for one of four distinct areas and if selected will create unique artwork for each banner in their area with an overall cohesive design shared by all pieces. An artist may submit for more than one area.
 - S Main St Bridge: 6 Banners
 - N Main St: 6 Banners
 - E Court St: 7 Banners
 - W Court St: 7 Banners



Project Awards:

- One artist will be chosen for each of the four areas. The artists whose concepts are chosen will receive a fee of \$1,000.00 for all banners in each of the four areas. A total of \$4,000.00 in artist's fees will be awarded.
- Artists will be able to share information on their art, process, and where individuals can inquire about their work through project funded handouts and digital media
- Artists may be given opportunity to share their original banner artwork in a group art show hosted by the City in which their works can be viewed and purchased, if they choose to do so, with all profits going to the artist
- Our partners and the Arts Commission will jointly promote the work through both traditional and social media channels. Artists are encouraged to promote their own work through their own promotional and social media outlets.

Application Submission Procedure:

The following materials shall be submitted for a completed application:

1. Completed and Signed Application Form (See Attached)
2. Proposed Artwork Concepts (or previously finished artwork that fits parameters of project) for one of the aforementioned banner areas
3. Letter of interest, no more than 1 page in length, which explains interest and plans for project

Materials must be received by the City of Franklin Public Arts Advisory Commission by 4 PM on June 11. Materials may be emailed, hand delivered or mailed. Incomplete or late applications may not be accepted.

Mailing address: City of Franklin
70 East Monroe Street
Franklin, IN 46131
Attention: Dana Monson, Public Arts Advisory Commission

Email: dmonson@franklin.in.gov

Artist Selection Process:

Artists' applications will be evaluated on the following criteria:

- Artistic merit as evidenced by submitted representation of work
- Appropriateness of design concepts on the project intent
- Ability of artist to complete work within the timeline stated
- Selected artist will be notified by July 8
- The submissions will be judged by a subcommittee of the Public Arts Advisory Committee through a blind review of each submission.

All questions regarding the proposal shall be directed to:

Dana Monson, Community Development Specialist
City of Franklin
317-736-3631
dmonson@franklin.in.gov

Application Form

Banner Design

Name _____ Date _____

Address _____

City _____ State _____ Zip Code _____

Phone (day) _____ Evening _____

Email _____

Certification

I certify that as of the date of this application I am 18 years of age or older, as are any members of my team (if applicable). I certify that all examples of artwork submitted with this application are products of my hand as represented. Full copyright to the artwork will be retained by the artist at all times. The artist will be required to license the City of Franklin to produce and reproduce images of the artwork for promotional use, and to maintain archival documentation of the project.

I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that the City of Franklin is not liable for or damage to work submitted.

Applicant Signature _____ Date _____

Deadline for submission of proposal is Friday June 11 at 4:00 pm.

Send to:

City of Franklin
Public Art Advisory Commission
Attn: Dana Monson
70 East Monroe Street
Franklin, In. 46131
317-736-3631

N. Main Street

Light poles 1-7
(7 light poles/banners)

W. Court Street

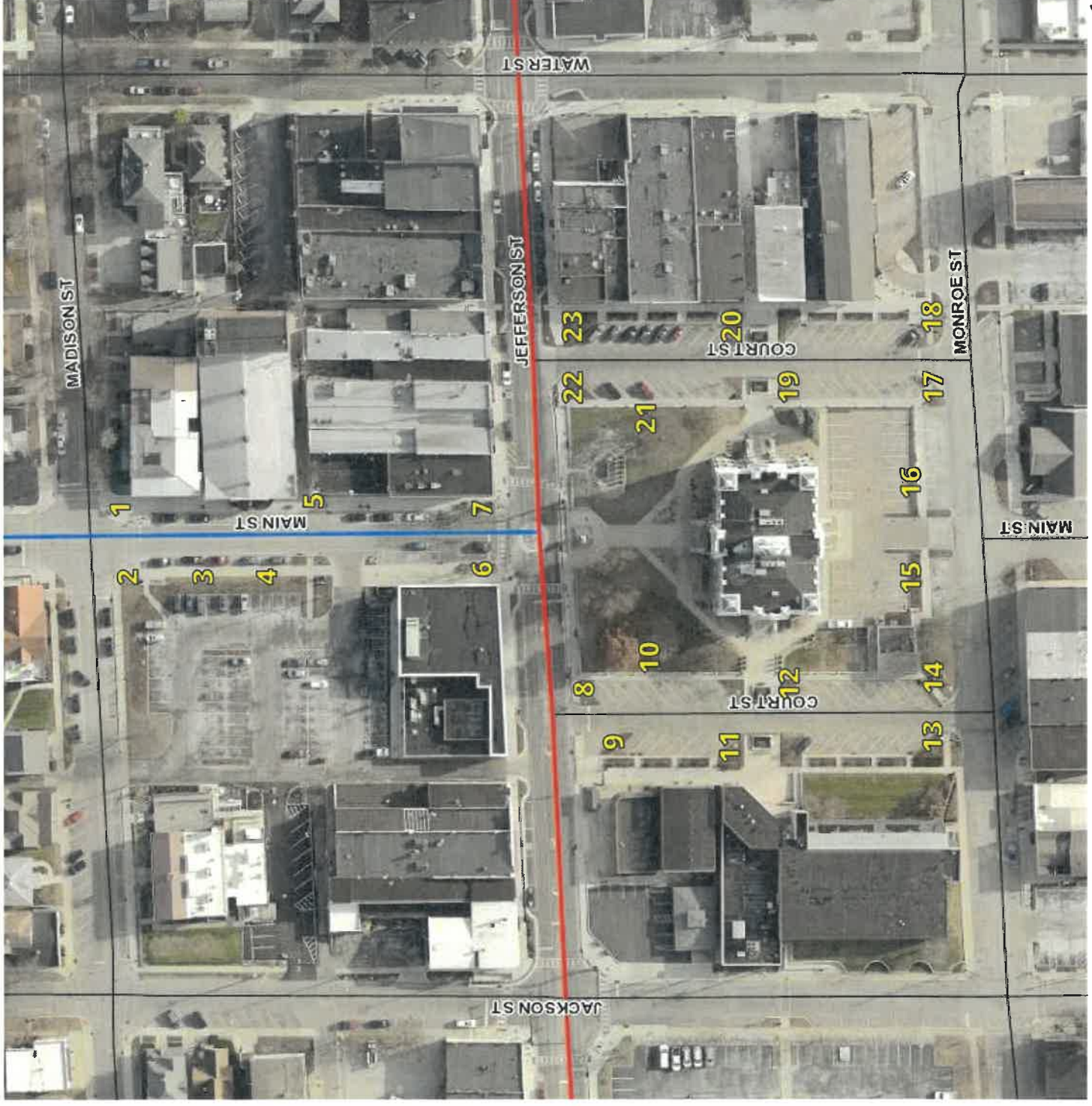
Light poles 8-15
(8 light poles/banners)

E. Court Street

Light poles 16-23
(8 light poles/banners)

Single light poles with
retrofit banner arms (24"x48")

Total: 23 light poles/banners



S. Main Street

Light Poles 24-30

Single light poles with retrofit banner arms
(24"x48")

7 light poles/banners



S. Main Street Bridge

Light Poles 31-34

Single light poles with retrofit banner arms
(24"x48")

4 light poles/banners

