

2017 Downtown Albany Placemaking Project Call for Artists Due Date: May 3, 2017

Overview

The Downtown Albany Business Improvement District (BID) views public art as integral to our community's fabric by improving quality of life, enhancing neighborhood identity, strengthening economic development and tourism, and enriching the spirit and pride of our citizens. The Downtown Albany BID invites artists, educational institutions, and community groups to submit proposals for *Downtown is Pawsome*, the 2017 free outdoor Placemaking project.

Placemaking is a collaborative process of reinventing public spaces to strengthen the connection between people and the places they share. Spaces that currently may be overlooked or underutilized are creatively reimagined with the intent to promote health, happiness and well-being. Placemaking capitalizes on the community's assets, inspiration and potential, and demonstrates the power of collective vision to maximize shared value of a community.

For this year's exhibit, the Downtown Albany BID is accepting submissions from artists who wish to submit proposals to design 36" tall sculptures of Albany's famous canine resident Nipper the Dog. A beloved mixed-breed terrier residing in Bristol, England in the late 1800s, Nipper was immortalized in the 1898 oil painting "His Master's Voice" by Francis Barraud. He became an instantly recognizable mascot for the RCA Recording Company throughout the 20th century, perhaps most familiar to locals via the 28-foot, four-ton statue that keeps guard over the Capital City from a perch atop the former RCA distribution warehouse at the corner of Broadway and Tivoli Street. Celebrating an Albany landmark, a famous American musical icon, and the upcoming downtown Albany dog park, the ten Nipper sculptures will adorn highly visible outdoor public locations throughout downtown Albany's business and entertainment corridors from mid-June 2017 through May 2018. For more information, please contact Jason Bonafide at jbonafide@downtownalbany.org or 518.465.2143 x 11.



Eligibility

The Downtown Albany BID seeks 10 artists, teams, or community groups to create original artwork on 36" tall Nipper sculptures.

- Artists of all ages are encouraged to submit proposals.
- There is no application fee.

Guidelines

- Content and subject matter of the works must be deemed appropriate for public display.
- Original sculptures are 36" tall primed white fiberglass replicas of the Albany Nipper statue and will be provided to artists to customize and create.
- Mediums may include acrylic paint, spray paint, markers and other materials that can be painted over with a latex outdoor sealer (artists should not use oil-based productions). Placemaking partner organization Albany Center Gallery will apply the sealer after the final sculpture is dropped off for installation.

Selection Process

The Placemaking Selection Committee will select 10 artists for the exhibition based on:

- The quality and thoughtfulness of the proposal.
- The reputation and quality presented in the artist's portfolio.



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Honoraria

Each artist/group will receive recognition and promotion as described below.

- A \$500.00 stipend will be provided for each sculpture to assist with the costs of materials
- 2 tickets to the Placemaking Garden Party exhibit launch event on June 16th (\$120.00 value)
- 30% of proceeds from sale of sculpture at auction at the end of the exhibition
- Additional proceeds from auctions will benefit local animal rescue charities

Marketing and Programming

The Placemaking initiative will be heavily promoted to the public and programmed to encourage visitors and tours to view and experience the exhibition. Marketing and promotional activities will include:

- Artists' names included on walking tour map – 10,000 printed and downloadable
- Extensive press and media outreach and coverage
- Artists' names included in Downtown Digest newsletter article about the exhibit (500 copies printed, online version heavily promoted in newsletter)
- Artists' names included in Downtown Links e-newsletter article about the exhibit (+/-9,500 circ.)
- Artists' names and sculptures promoted via BID social media channels and website
- Artists' names and sculptures promoted at the Garden Party

Entry Procedure

To apply, please submit the following:

- A completed Placemaking application form (attached or available for download from www.downtownalbany.org).
- A concise statement of interest addressing why this project interests you, past experiences with public art or community engagement, if any, and a brief description and/or rendering of your artistic vision for this project.
- Artists should include a current, personal or organizational biography of 50 words or less for marketing purposes.
- Up to three (3) paintings or artistic examples of the artist's work may be submitted for consideration in any of the following ways:
 - By e-mail attachment to jbonafide@downtownalbany.org
 - By providing a URL to artist/organization's web site.
 - In digital .jpg or .pdf format delivered on flash drive or PC-formatted CD. Please include a self-addressed stamped envelope for the return of materials if requested.

Application due date: May 3, 2017 at noon

Important Notes

- **Transportation:** Artists will be responsible for retrieving their 3-foot-tall pups and returning the finished work to a central staging area at Albany Center Gallery (488 Broadway, Albany) prior to installation. The Gallery will apply sealer to the finished product to protect artwork from the elements. Deadline for completion of artwork will be **June 10, 2017**.
- **Installation:** The Downtown Albany BID will bear the costs of installing of the sculptures on the selected site(s) at the beginning of the exhibit and for removing the sculptures at the conclusion of the event.
- **Insurance: The Downtown Albany BID will secure insurance protecting the BID and artists against claims of personal injury during the exhibit.**
- Artists understand that sculptures may be subject to damage, vandalism or theft and that the Downtown Albany BID, the City of Albany or their assigns are not responsible or liable for such occurrences.
- No medical or worker's compensation insurance will be provided.
- Artists will be required to enter into a professional service contract with the Downtown Albany BID.
- Completed artwork will become property of the Downtown Albany BID until sale at auction following the exhibit. Artist will receive 30% of auction sale price, with the remainder defraying program expenses and supporting local animal rescue charities.



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Name

Address

City, State, Zip

Home Phone

Cell or Office Phone

Email Address

_____ Please return my CD and/or flash drive (SASE must be of adequate size and include sufficient postage)

I. _____
Title of Work

Medium

Date

Dimensions

Price

II. _____
Title of Work

Medium

Date

Dimensions

Price

III. _____
Title of Work

Medium

Date

Dimensions

Price



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Why does this project interest you? Please include experiences with public/community engagement, if any:

Professional/Organizational Biography (50 words or less):

Describe your artistic vision for your sculpture:

What medium(s) do you intend to use for your sculpture?

I understand that the decisions of the Downtown Albany BID and the juror(s) are final and, if accepted, I agree to abide by the event's rules and regulations. In addition, I hereby discharge the Downtown Albany Business Improvement District, the City of Albany and their assigns of and from all manner of actions, suits, damages, and claims while participating in the 2017 Downtown Albany Placemaking exhibition.

Signature

Date

Please mail your completed application along with the supporting materials requested to
Placemaking
c/o Downtown Albany BID
21 Lodge Street | 1st Floor
Albany, NY 12207

Or via email: jbonafide@downtownalbany.org