

REQUEST FOR QUALIFICATIONS
CALL TO ARTISTS + ARTIST TEAMS
Winston-Salem, Forsyth County, NC



WINSTON-SALEM PORTRAIT PROJECT

Deadline: January 5, 2018, by 4:00 p.m., EST

Finalist Honorarium: \$1,000 + travel stipend

Projected Budget: \$200,000 total; \$60,000 artist fee

Overview

The Winston-Salem/Forsyth County (NC) Public Art Commission is seeking an artist or artist-led team with community organizing experience to engage the public and facilitate a citywide art project with the working title, "Winston-Salem Portrait Project." We envision this project as a photographic portrayal of our community: a portrait made of our many faces, displayed where we come together and where we're divided. We are seeking an artist/organizer experienced in photographic media, with strong communication skills and the demonstrated ability to work collaboratively to conceive of and lead a community-wide project.

Winston-Salem is a city of 240,000 in central North Carolina. Once known for manufacturing cigarettes and textiles, it is shaping a new identity as "The City of Arts and Innovation." It is home to five colleges and universities, including Wake Forest University, the University of North Carolina School of the Arts, and HBCU Winston-Salem State University. Downtown Winston-Salem is resurgent with condos, restaurants, breweries, and the best examples of the creative economy. Yet, despite our community's efforts, the transition from industrial to postindustrial city has not ended the problems of segregation, inequality, and poverty. We hope this artwork will help us see each other and the places we inhabit more openly and increase our capacity for compassion.

Artwork Vision

- Further communication, understanding, compassion, and empathy;
- Bridge the divisions between neighborhoods, including perceived barriers and human differences;
- Expose the community to innovative forms of public art;
- Involve community in educational and collaborative activities;
- Create work that is responsive in medium and method to place;
- Enhance the visual identity of the city.

Locations

The committee anticipates that this will be a citywide project that will include at least nine displays: one Downtown as well as at least eight displays throughout the city in neighborhood settings and other high-visibility areas. Locations will be determined as part of the community outreach component of the project in collaboration with City residents. The duration of each display could range from temporary to semi-permanent to permanent.

Artist Eligibility

This is a national competition open to professional artists and artist teams. All members of the team must be over 18 years old. The project is open to all artists, regardless of race, creed, color, sex, sexual orientation, gender identity, pregnancy, age, religion, political affiliation or beliefs, national origin, or handicap, unless a bona fide occupational qualification exists.

Applicants may be from a broad range of disciplines, including but not limited to the visual arts, performing arts, literary arts, interdisciplinary and/or multidisciplinary art, media arts, and urban/environmental design. Teams may include professionals whose expertise and experience would be beneficial to the project (e.g. an architect, designer, community organizer, nonprofit administrator, entrepreneur, etc.).

Selection Process

The selection committee will evaluate all submissions and recommend up to three (3) finalists. The artist's letter of intent, professional work history, and portfolio will be evaluated. The committee will review applicants on the basis of:

- Artistic excellence.
- Professional experience of the artist or artist team.
- Ability to complete the project within the given timeframe.
- Demonstrated ability to successfully execute a project of this scale under the criteria developed and within the budget set forth.

Final Artist Responsibilities

The chosen artist or artist team will:

- Work with a local coordinator to manage a community engagement process that helps select individuals to be photographed and locations to display images.
- Teach a community workshop that is free and open to the public. Possible topics could include lighting techniques, creative marketing strategies, or professional development.
- Lead an open studio session for the public, particularly emerging artists, to demonstrate the techniques used to create the project.
- Maintain commercial general liability and automobile liability insurance.

Public Art Commission Responsibilities

- Hire local coordinator with lead artist's approval.
- Help coordinate community engagement opportunities.
- Help to provide locations for artwork, housing, materials, work space, etc.

Project Timeline

Phase 1: Conception, Planning, and Prototyping (spring – fall 2018)

- With guidance from the Public Art Commission, the artist(s) will design a “citywide portrait” of Winston-Salem;
- The artist(s) will work with a local coordinator to manage a community engagement process that helps select individuals to be photographed and locations to display images. The local coordinator will be paid separately from the main artist(s);
- The artist(s) will create a prototype of the project on a limited scale.

Phase 2: Production (winter – spring 2019)

- Photographic portrait sessions in multiple locations throughout the city;
- Image preparation and design work;
- Community workshop and open studio session.

Phase 3: Rollout (summer 2019)

- Coordinate display of images for a synchronized project rollout.

Artist Selection Schedule

January 5, 2018: Qualifications Due

January 19, 2018: Semifinalists Notified

January 26, 2018: Skype Interviews of Semifinalists

February 9, 2018: Finalists Notified

March 2018: Finalist Proposals and In Person Interviews

March 30, 2018: Selected Artist Notification

Required Submission Materials

- **Letter of Intent**
 - o Clearly describe your interest in this project and how you can contribute to its success.
 - o Summarize your experience in developing and/or executing creative and collaborative projects (i.e. site-specific performances/art installations, interactive and participatory artworks/spectacles, multimedia projects, creative placemaking events, festivals, etc.). Please note if you have had experience working on projects for the public sector.
 - o Describe how you have used arts and culture to address a community issue/challenge or used a creative solution, creative problem-solving, or an artist practice to build upon a community asset.
- **Resume or CV (for each artist or team member)**
 - o A resume or CV including all relevant education and professional experience, including any commissions, residencies, touring, exhibitions, collaborations, and projects involving the community and work in the public sector.
 - o A relevant body of work that demonstrates conceptual, aesthetic, and technical mastery.
 - o Email addresses and phone numbers for all team members.
- **Visual Materials**
 - o Visual examples of your work as needed, including images, videos, website, PowerPoints, etc.
- **References**
 - o Two professional references, including names, phone numbers, and email addresses.

Send Submission Materials and Direct Questions to:

City-County Planning
Attn: Kelly Bennett
P.O. Box 2511
Winston-Salem, NC 27102
kellyb@cityofws.org
336-747-7062

Submissions may be also submitted through Dropbox via the following link (**preferred submission method**): <https://www.dropbox.com/request/bPoabvfxHGz6gNqP252T>

**** Submission must be received electronically, by mail, or hand-delivered by January 5, 2018, 4:00 p.m. EST. No exceptions. ****