

ALLOY

ARTSPACES

PHASE 2 CALL FOR ARTISTS

ORGANIZED AND PRESENTED BY THE **FRANKLINTON ARTS DISTRICT**
WITH THE SUPPORT OF OUR GENEROUS ALLOY ARTSPACE PARTNER, **RIVER & RICH.**

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WHAT ARE ALLOY ARTSPACES?

In **chemistry**, alloys are made by bonding two existing metals to form a new, stronger material. While still bearing the traits of their core elements, alloys are designed to accomplish far more than each of their composite parts could on their own. As an added benefit, alloys also better resist corrosion from outside forces – making them harder to destroy.

In **Franklinton**, we seek an identical outcome: ALLOY ArtSpaces are designed to help residents, business owners, and community leaders bond together in support of a unified, stronger community. These spaces can take the form of public-facing murals, sculptures, performance venues, art events, educational programs, or other concepts not yet in existence.

PHASE 2 OVERVIEW

In 2021, the **Franklinton Arts District** (FAD) is partnering with **River & Rich** (referred to hereafter in this document as the “Project Partner”) – to dedicate a series of temporary and permanent public-facing art installations as Phase 2 of the ALLOY ArtSpaces initiative.

Who can participate?

ALLOY installations are designed to beautify our community from within – that’s why it is weighted to support artists who live, work, or practice their craft in Franklinton. However, all artists from greater Columbus may submit proposals.

When will Phase 2 take place?

Phase 2 will take place in Spring and Summer of 2021.

PHASE 2 OVERVIEW

ALLOY Phase 2 Project Partner has dedicated a total of 20 spaces on the exterior of their buildings for the installation of public-facing art murals.

Spaces will be both temporary and permanent in nature. Temporary spaces will likely be replaced with new art within 1-3 years. Permanent spaces are intended to last a minimum of 10 years.

Combined, Project Partners have committed \$88,000 to support the creation of public-facing art during Phase 1 & 2.

PROJECT PARTNER: RIVER & RICH

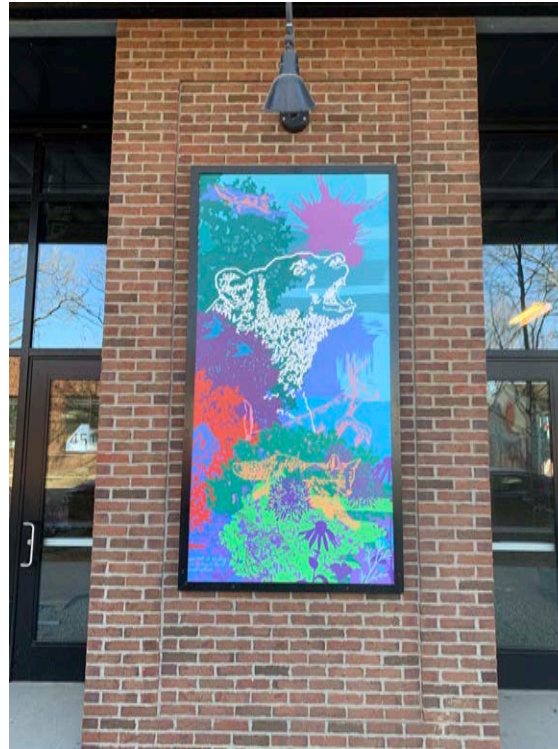


RIVER & RICH

Site Summary:

River & Rich is a mixed-use development project containing more than 200 residential apartment units, 24,000 square feet of commercial/retail space, and approximately 1,500 square feet of programmable exterior public art space located on West Rich Street in the Franklinton Arts District. Casto Communities is funding 100% of this site's participation in the ALLOY ArtSpaces initiative.

PROJECT PARTNER: RIVER & RICH



Inset Murals:

9 Short-Term Spaces
(4'w x 8'h each)

The insets will flank entry points to first-floor business tenants on W. Rich St. All inset murals will be housed in extruded aluminum frames that are designed for this specific purpose. River & Rich will provide the panels to artists at no cost. Please note there will be no glass or protection for the surface of the murals, so all paint and materials applied to these surfaces must be weatherproofed and/or sealed prior to pick-up/drop-off.

PROJECT PARTNER: RIVER & RICH



Large-Format Mural:

1 solo or collaborative design
(80'w x 14' h; 1,124 sq. ft.)

This exterior wall faces a large parking area at the rear of the building. This mural is broken will need to accommodate or account for the various elements of the building located within the mural locations (i.e. trees, doors, windows, etc.). Mural will executed on brick only.

SITE SPECIFICATIONS: RIVER & RICH

Budget:

- \$1,000 per “Inset Mural” (4’w x 8’h)
- \$20,000 for “Large-format Mural” (80’w x 14’h; 1,124 sq. ft.)

Note: This “all-in” budget includes all costs associated with the creation of the mural, including materials, labor, etc.

River & Rich will not be responsible budget over-runs.

Mural Creation Location:

All “Inset Murals” must be created at an off-site location determined by the artist. River & Rich will provide the panels and can assist with panel pick-up and delivery once completed. “Large-format Mural” will be completed on-site.

Deadlines for Completion:

- July 6, 2021 (“Inset Murals”)
- August 27, 2021 (“Large-format”)

ARTIST SELECTION: OVERVIEW & TIMELINES

Juried Selection

Proposals for Phase 2 of ALLOY ArtSpaces will be evaluated by a five-person jury composed of Franklinton residents, Franklinton artists, Franklinton Arts District representatives, and Project Partner representatives.

Each project will be evaluated by the same jury and will use identical criteria when making selections.

Selection Process Timeline

- **April 19:** Call for Artists Launches
- **May 21:** Submission Deadline
- **May 24-28:** Jury Selection
- **June 1-4:** Artists Notified; Contracts Distributed, Signed, and Returned
- **June 7-11:** 50% Down Payment Issued (To Allow for Planning/Supplies); RR1 – Panel Pick-up/Drop-off
- **July 6:** RR1 - Completed panels returned to River & Rich for installation & Franklinton Fridays (July 9) unveiling
- **August 27:** RR2 – Mural completed for Scrawl 15 (August 28-29) unveiling

Artists Paid Remaining 50% Upon Completion

ARTIST SELECTION: JURY CRITERIA

EVALUATION CRITERIA	POINTS
Meets Visual/Thematic Requirements of Project Partner (See Next Page)	30
Artist Demonstrates Successful Track Record Completing Similar Projects	25
Proposed Design Will Withstand Weather/Continued Exposure	15
Artist Submits Complete, Detailed Budget and Installation Timeline	15
Artist Lives or Works in Franklinton	10
Artist Has Participated in at least one Urban Scrawl event	5
TOTAL	100

ARTIST SELECTION: VISUALS/THEMES

Thematic Considerations:

In keeping with the mission of the ALLOY ArtSpaces initiative, members of the selection jury will factor whether the proposed designs promote one or more of the following neighborhood attributes:

- Community
- Family and Friendship
- Franklinton History
- Artistry and Creativity
- Openness and Acceptance
- Industry and Labor

While artists are provided complete creative control over mural content, designs containing nudity, depiction of violence/gore, extreme profanity, or direct political messaging are unlikely to be selected.

ARTIST SELECTION: TERMS & CONDITIONS

Contracts

Selected Artists shall enter into contracts with the Project Partner that outline the expectations for participation. Contracts will be designed to set forth clear deliverables and protect the interests of both Artists and Project Partner. The Franklinton Arts District will not be a party to these contracts or play any role in their negotiation.

Submission Limitations

There are no limitations on the number of mural locations for which an applicant may submit proposals, however, artists must submit a separate proposal for each design and/or location using the online form. Locations are identified by unique codes referenced in the submission form found on FAD's website.

ARTIST SELECTION: TERMS & CONDITIONS

Design Ownership

Artists retain ownership of all concepts/design ideas until final selections have been made and contracts have been signed between selected Artists and Project Partner. Upon signing, ownership of artwork/design and associated IP shall transfer from the Artists to Project Partners.

Exception for Artist Use:

All contracts between Artists and Project Partner shall include a stipulation that Artists maintain the right to reproduce images of their work for promotional materials and/or sale, subject to certain restrictions and conditions.

SUBMISSION FORM AND QUESTIONS

To view all submission requirements and submit a proposal, complete the submission form linked at:
www.franklintonartsdistrict.com/alloyphase2

To ask a question, email:
alloy@franklintonartsdistrict.com

**Please allow 24-48 hours for a response using the email above!*