



## **Call for Maryland Artists: Interactive Wall Art Project in University Plaza**

**The City of Hagerstown seeks an artist to create permanent interactive wall art in the University Plaza. Works should be completed or well underway by Fall 2018. The total budget for the work is \$7,500. The call is open to artists living in Maryland only. This artist call is presented in partnership with the Washington County Arts Council.**

### **Project Summary**

**University Plaza is a City park located in the heart of downtown Hagerstown and within the Arts & Entertainment District. The University System of Maryland (USMH) is adjacent to the plaza which is often used by students and the community and for enjoyment, recreation, and special events. The Hagerstown Cultural Trail will be extended from its current terminus at Antietam Street to continue to West Washington Street, thru University Plaza, and then continue to the Farmers Market.**

**The Hagerstown Cultural Trail is a new pedestrian walkway connecting the rich attractions of the Arts & Entertainment District in Hagerstown's historic downtown with The Washington County Museum of Fine Arts and City Park. Often called one of the most beautiful parks in the nation, Hagerstown City Park is an important historic and cultural destination with walking paths, lakes, woods, natural springs, playgrounds, an outdoor concert stage and four of the most popular museums in the city.**

**Opened in June of 2017, the Hagerstown Cultural Trail is one of eight catalyst projects in the Hagerstown community's ambitious 10-year roadmap to spur development in its City Center. The ten-foot-wide, half-mile-long landscaped brick walkway is well-lit and features a chain of gathering spaces and public art as it meanders through the swath of land created by Hagerstown's historic railroad tracks, freight stops, and passenger stations in decades past, thanks to the city's long history as a hub of transportation, commerce, and industry.**

**The City of Hagerstown has made public art central to the Hagerstown Cultural Trail and it showcases unusual and diverse public artworks by leading local, regional, and national artists. The scale and style of the public art is diverse, from small installations that must be discovered to dramatic statement pieces that are visible from long distances. For more information on the Trail's vision and existing art, entrants are encouraged to review the public art master plan and the video update here: <http://hagerstownculturaltrail.com/>.**

**This project will include painted images, scenes, or text on the brick building exterior wall. The images will allow the viewer to interact with the art and to become, for a moment, part of the piece. The installation will encourage viewers to have their photo taken with the art. The goal of this installation is to delightfully engage visitors to the downtown area and further encourage their exploration of downtown.**

### **Site for Mural**

**University Plaza is adjacent to West Washington Street (Route 40) in the center of Hagerstown. The western boundary is a City-owned (60 West Washington Street) brick building and the wall facing University Plaza will receive the mural. Other small art pieces are in that area as well as a performance stage. The east side of the Plaza is the main building of the USMH which is a regional system center offering undergraduate and graduate programs from the respected universities within the Maryland system. The brick pathways through the space will eventually be considered part of the Cultural Trail, making it even more appropriate for public art.**

**The chosen Artwork must be integrated into the fabric of the site to create visual drama in the public setting yet be appropriate to the scale.**

## **Eligibility**

---

Professional artists or teams with experience in the creation of interactive wall art who live in Maryland are eligible for this call.

## **Timeline**

---

<b>1/19/18</b>	<b>Call Released</b>
<b>2/23/18</b>	<b>Last Day for Questions</b>
<b>2/28/18</b>	<b>Answers to all questions posted</b>
<b>3/14/18</b>	<b>Submissions due by 5 pm EST</b>
<b>3/27/18</b>	<b>Finalist Interviews</b>
<b>3/30/18</b>	<b>Selected Artist Notified</b>
<b>4/25/18</b>	<b>Arts Council submits Application &amp; Concept to MSAC for grant funding</b>
<b>6/15/18</b>	<b>Grant Award</b>
<b>6/30/18</b>	<b>Contract Finalization</b>
<b>8/1/18</b>	<b>Final Design Complete</b>
<b>9/5/18</b>	<b>Installation Complete</b>

Finalists must be available for in person or Skype interviews on or about March 27.

## **Budget**

---

A budget of \$7,500 has been identified for this call, including all costs associated with design, fabrication and installation. Funding is as follows:

- \$5,000 from Maryland State Arts Council (MSAC) grant for Arts and Entertainment Districts
- \$2,500 City of Hagerstown
- The City of Hagerstown may also assist with \$2,500 in-kind services

The artist's total budget for artwork must include all ancillary costs such as travel, insurance, transportation, and installation. The City of Hagerstown can provide assistance as requested. Liability insurance may be required but is not an allowable expense line item in the budget.

This project is contingent on receipt of an award of a Maryland State Arts Council (MSAC) Public Art grant to local Arts and Entertainment Districts. The project must uphold artistic excellence and celebration of the arts as stated in MSAC's guidelines.

## **Selection Process**

---

**Criteria: In their application materials, the applicant should demonstrate:**

- **Artistic or design excellence, technical merit, and interaction potential.**
- **Experience in permanent exterior murals**
- **Responsiveness to community context and the Trail's design intent, as well as long-term durability and sustainability**
- **A proven ability to complete murals at a scale appropriate to this artwork**
- **The ability to meet Durability and Maintenance Criteria as delineated in this call, if applicable**

**The City is committed to excellence in environmental stewardship and in sustainable building practices and encourages Artists interested in sustainable design to consider applying for these artworks.**

**Applications by board or staff members of the City of Hagerstown, the Washington County Arts Council, artists previously commissioned for the Trail, or the Selection Panel or their relatives or business or personal partners will not be considered. The City of Hagerstown reserves the right to approve or decline selected artists and projects at its discretion or to make no selection from the submitted applications.**

**Selection Panel Process:**

**The Selection Panel plans to invite about three finalists for interviews, which can take place either in person or via videoconference (e.g., Skype).**

**Selection Panel:**

**The majority of the members of the Selection Panel will consist of art and design professionals, including curators, architects, and professional artists. Juries may also include representatives of the City of Hagerstown, the Washington County Arts Council, stakeholder organizations, and community members. The City Engineer will serve as an advisor to the Selection Panel.**

## **Submission Requirements**

---

### **What to Submit:**

As part of the submission form ([Attached Below](#)):

- A brief statement, in PDF or Word format, not to exceed two pages, describing:
  - how the artist would approach this work and its context
  - how the artist sees this work in relation to the past work of the artist
  - the artist's interest in and/or experience with community involvement, participation or interactivity in public art projects.
  - Ability to stay within budget and what assistance the artist expects for the City of Hagerstown.
- Three professional references with current contact information, in PDF or Word format
- A Slide Script (image list) that includes for each work the title, year, dimensions, the medium or material, the names of any other artists involved, and a one sentence description, budgets, date of work, in PDF or Word format

### **Upload to WCAC's Dropbox:**

- An artist resume of no more than two pages, at a minimum 10-point type size, with current contact information, in PDF or Word format
- Up to 6 labeled digital images of related past work related to this call:
  - jpeg file format only
  - No smaller than 1920 pixels on the longest side
  - 72 ppi/dpi
  - 5 MB maximum file size

The deadline for applications is 3/14/18 at 5 pm EST.

The project prefers to receive applications through the Washington County Arts Council's Dropbox folder "Interactive Sculpture-Maryland Artists" using this link: <https://www.dropbox.com/request/eb167SMIXTGBH63H6QKk>

### **To use the online submission form:**

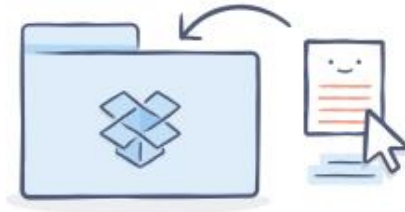
Please first verify that you have the most current version of Adobe Reader. Then, open the .pdf file, fill it out digitally, and save it on your computer with a different name than the original .pdf file. Saving it somewhere easy to remember (like your desktop) will also help. If you absolutely need to print out the form and fill it out, either scan or photograph the filled-out form and save it as a .jpg or .pdf file with a different name than the original. Finally, upload the newly saved/renamed file, along with all other required files, to WCAC's Dropbox folder, "Interactive Sculpture-Maryland Artists" on the web at <https://www.dropbox.com/request/eb167SMIXTGBH63H6QKk>.

**If you have a DropBox account, your screen will look like this:**

Chris Brewer is requesting

## Interactive Wall Art - Maryland Artists

 Only Chris Brewer will see these files unless they choose to share them.



Choose from computer

Choose from Dropbox

[How does this work?](#)

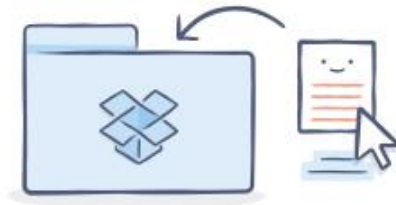
**Either upload files from your computer or DropBox. You will not need a DropBox account to use the “Choose from computer” button and find the required documents to upload to the folder.**

**If you don't have a DropBox account, your screen will look like this:**

Chris Brewer is requesting

## Interactive Wall Art - Maryland Artists

 Only Chris Brewer will see these files unless they choose to share them.



Choose files

[How does this work?](#)

**Click the “Choose files” button and find the required documents to upload to the folder.**

Mailed or hand-delivered submissions will be accepted by the Washington County Arts Council at 34 South Potomac Street, Suite 100, Hagerstown, Maryland, 21740. These submissions will be considered, as long as:

- they comply with all submission requirements above and include a CD or thumb drive of digital images.
- they are received by 5 PM on 3/7/17 – This is not a postmark deadline!

Incomplete applications or those that do not follow instructions will not be considered. Mailed materials cannot be returned.

## **Questions**

---

Questions must be submitted via email to Rodney Tissue at [RTissue@hagerstownmd.org](mailto:RTissue@hagerstownmd.org) no later than 2/23/18. Answers to all questions will be posted to all artists by 2/28/18 to the webpage at <http://www.hagerstownmd.org/wallart>.

## **Sources for Additional Information [Posted Online]**

---

Documents posted online at <http://www.hagerstownmd.org/wallart> for applicants to review:

- [Durability and maintenance criteria](#)
- Photos of the site
- Plan view of the site with measurements:

In addition, The Hagerstown Cultural Trail Public Art Master Plan can be viewed here:

<http://www.hagerstownmd.org/DocumentCenter/View/4646>

## **Durability and Maintenance Criteria for Commissioned Artworks**

---

All permanent artworks on The Hagerstown Cultural Trail shall be durable, low-maintenance, and appropriate to the location. Works shall be easy to clean. Artists or their designated fabricators shall offer a warranty against damage from normal weathering and "inherent vice" for period of two years. Works shall not in any way represent an "attractive nuisance" nor shall normal public interactions and handling of the artwork result in special hazard to or from the work, including any possible climbing hazard. Artists shall meet standard engineering and conservation criteria as specified below.

## **Artist Selection Criteria Related to Durability & Maintenance**

In an effort to assure that The Hagerstown Cultural Trail's commissioned public artwork will stand the test of time, each finalist or artist will be reviewed. Specifically the selection committee will review any a record of the artist's professional achievements and/or training in technical planning and execution of permanent exterior work.

## **Reviewing Durability & Maintenance of the Artwork**

Permanent work is expected to be permanent; that is, not subject to deterioration, easy to clean, safe to public, and shall not be an attractive nuisance. Finalists and selected artists are responsible for developing appropriate material selection and installation for long-term exterior exposure. Artist shall identify maintenance and conservation needs prior to the installation of new works and may be asked to engage an expert to assess durability in unusual areas if necessary.

### **Five Point Technical Review**

- 1. Materials Durability:** Includes site preparation materials, paints, pigments and anti-graffiti coating or other needed measures against vandalism.
- 2. Methods Durability:** Includes elevation from ground, balance, proximity to moisture, exposure to salt or UV.
- 3. Maintenance Needs:** includes how often artwork needs cleaning, what type of cleaning and propensity of materials to develop mold or damage overtime.
- 4. Site Preparation:** Includes any necessary materials and techniques for preparing the site.
- 5. Installation Safety:** Includes safety of materials and techniques and proposed installation methods, materials, and equipment.

## **Documentation of Maintenance and Conservation Requirements**

All public art will eventually need some form of maintenance and conservation. Therefore, it is important to have a clear understanding of each artwork's maintenance and conservation requirements and any special qualifications required for those who will carry out the work. The commissioned artist will be required to submit a standardized Maintenance and Conservation worksheet at the completion of the project. This would include information such as a listing of all materials used, fabrication techniques and a recommended cleaning schedule, any special qualifications of maintenance personnel, etc.





**Call for Maryland Artists:  
Interactive Wall Art Project in University Plaza**

**Submission Form**

**Artist Name** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Website** \_\_\_\_\_

**Image Script:**

**Image #1 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

**Image #2 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

**Image #3 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

**Image #4 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

**Image #5 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

**Image #6 Photo Title** \_\_\_\_\_

**Medium** \_\_\_\_\_

**Dimensions** \_\_\_\_\_

**Brief description**

**Budget** \_\_\_\_\_

**Date of work** \_\_\_\_\_

## References:

### Reference #1

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Project/Relationship**

Budget \_\_\_\_\_

Year \_\_\_\_\_

### Reference #2

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Project/Relationship**

Budget \_\_\_\_\_

Year \_\_\_\_\_

**Reference #3**

**Name**\_\_\_\_\_

**Address**\_\_\_\_\_

\_\_\_\_\_

**Email**\_\_\_\_\_

**Phone**\_\_\_\_\_

**Project/Relationship**

**Budget**\_\_\_\_\_

**Year**\_\_\_\_\_