

Public Art in Elkader

Call for Artists

PROJECT INFORMATION

What – Elkader Byway Public Art Project

The City of Elkader is a byway community within the River Bluffs Scenic Byway Corridor. One of the byway's priorities is development and improvement of art and cultural resources. To act on this priority, a grant was acquired to help develop proposals for and the eventual funding of place-based public art.

The Elkader Art Advisory Committee will work with the Byways of Iowa Foundation and Northeast Iowa RC&D to fund the materials and artist fees associated with the project through grants, fundraising efforts, donations, etc.

Partners –

Byways of Iowa Foundation
City of Elkader
Elkader Chamber of Commerce
Elkader Main Street

River Bluffs Scenic Byway
Iowa Byways™
Iowa Dept. of Cultural Affairs
Northeast Iowa RC&D

Rules – Public Art Piece

Proposals are expected to:

- 1) be appropriate for all ages and to reflect the attached **Themes**. Elkader's theme(s) have been brainstormed through an inclusive process with interested Elkader citizens;
- 2) be an original expression and distinctive to attract and entertain visitors and residents of Elkader;
- 3) include intention and strategy for engaging the community (particularly youth) in the project; and
- 4) reflect a permanent, low-maintenance design.

Eligibility –

This call is open to all qualified artists or teams thereof 18 years of age and older. Priority will be given to Iowa artists and artists within or with close ties to the City of Elkader.

Note: If selected, artists will be asked to sign a contract taking on legal responsibility to complete this project.

Location – Founder's Park: Elkader, Iowa



The piece of public art developed will be located within Founder's Park in downtown Elkader.

Note: This location lies within a flood plain. The Elkader Art Advisory Committee will reserve the right to arrange landscaping as part of the project appropriate to the artwork and a plaque which will denote artist, public information about the project, funders, etc.

Project Timeline –

Project installation must be complete by **February 28th, 2019**.

Budget/Ownership –

Total project budget is in the range of \$7,000-\$10,000. Artist agrees if selected that the art piece will become the property of the City of Elkader once complete.

APPLICATION INFORMATION

Requirements –

Interested artists are required to submit the attached ***Application Form*** with the following attachments:

1. A one-page letter of interest concisely describing their qualifications and explaining why they are interested in working on this project.
2. A link to an online portfolio or an image sheet with no fewer than [5] and no more than [20] images of previous or relevant work labeled with location and date. Some, but not all, images can be of concepts that were not or have not yet been produced.
3. A proposed detailed budget within the range identified in this Call for Artists (include all artist fees, required materials, and installation costs).
4. A sketch or mock-up of Elkader public art proposal to show artist's potential concept.
5. An up to date resume or CV.

All submission materials must be in PDF format if emailed and paper-clipped if mailed.

Submit to – Mallory Marlatt, Project Coordinator

Northeast Iowa RC&D
Attention: Mallory Marlatt
P.O. Box 916
Postville, IA 52162

Or

mallory@northeastiowarcd.org

Deadline – Postmark/Email Date of **September 15th, 2017**

Judges – Elkader Art Advisory Committee.

The Committee will utilize the attached ***Rubric*** when reviewing applications.

Timeline for Committee Decision –

The Elkader Art Advisory Committee will meet in early October 2017. Winner will be informed in late October, 2017. The Elkader Art Advisory Committee reserves the right to re-open the Call for Artists.

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Application Form

ARTIST INFORMATION

Full Name

Address

City

State

Zip

Email

Phone

Link to Artist's Website, Album, Blog, Facebook or Gallery Page

ARTIST WORK

Please describe your work in 20 words or less

Do you consider yourself a full-time artist? Yes No

How many years of experience do you have?

What is your medium?

PROJECT

How long do you expect the project to take from design/concept to installation?

When would you be available to start the project?

Would you be willing to work with a local fabricator for parts of the project? Yes No
(Potential for in-kind material donation)

You will be asked to work with the Elkader Art Advisory Committee throughout the project with direction from the Project Coordinator. Do you have any concerns about this?

Public Art in Elkader

Themes

Community Brainstorming

The following thematic phrases were derived from input from interested Elkader citizens and stakeholders.

- Elkader is surrounded by the Turkey River and vast natural resources that provide beautiful scenic views and a plethora of outdoor recreational opportunities.
- Elkader's history and heritage is strong and meaningful for its residents.
- Bridging past, present, and future is a priority for the community.
- The people of Elkader are welcoming and friendly.

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Artist Application Review

Rubric

The Elkader Art Advisory Committee will take the following into account when reviewing applications:

1. Relevance of the piece to the community, its values, culture, and people
2. Plan for community engagement (particularly youth)
3. Suitability of the work for outdoor display, including its maintenance (permanent, low-maintenance)
4. Relationship of the work to the site and the host community, especially how it serves to activate or enhance public space
5. Appropriateness of the scale of the artwork
6. How closely the proposed artwork meets the goals set out in the *Call for Artists* and envisioned by the community
7. Artistic excellence
8. Inclusion of engaging and interactive designs
9. Evidence of working in the field of public art
10. Experience working in community settings
11. How the budget fits into the provided budget range
12. Connection of the artist to the community of Elkader
13. How willing the artist is to work with the Art Advisory Committee and Project Coordinator throughout the project

The scoring rubric on the following page will be utilized by the Elkader Art Advisory Committee to determine finalists for this project.

ARTIST LETTER OF INTEREST: 3 points possible

3	2	1
Artist letter of interest shows excellent and applicable qualifications. Artist shows a strong interest in the project and strong tie to the community.	Artist letter of interest shows average qualifications. Artist shows an interest in the project and some ties to the community.	Artist letter of interest needs additional development.

PORTFOLIO OR IMAGE SHEET: 3 points possible

3	2	1
Work samples are of professional quality and represent an artistically excellent/innovative and cohesive body of work that clearly advances artistic vision.	Work samples are of average quality and represent a body of work that relates to artistic vision.	Work samples are of poor quality and do not represent a cohesive body of that advances artistic vision.

PROPOSED BUDGET: 3 points possible

3	2	1
Artist provides clear, specific, and appropriate budgetary items and includes all artist fees, required materials, and installation costs.	Artist provides specific budgetary items and includes artist fees, some required materials, and installation costs.	Budgetary items need to be clearer and include more specifics.

PUBLIC ART PROJECT PROPOSAL: 3 points possible

3	2	1
Proposed art is relevant to the community, its values, its culture, and its people, is suitable for outdoor display and maintenance, is an appropriate scale, and is exemplary of artistic excellence.	Proposed art is fairly relevant to the community, its values, its culture, and its people and is appropriate for the provided space.	Proposed art is not closely relevant to the community, its values, its culture, and its people.

CURRICULUM VITAE OR ARTIST RESUME: 3 points possible

3	2	1
CV or artist resume demonstrates applicant is at a professional level and is actively creating and presenting new works.	CV or artist resume demonstrates applicant is either at a professional level or is actively creating and presenting new work.	CV or artist resume does not demonstrate that the applicant is at a professional level or actively creating and presenting new work.

APPLICATION: 3 points possible

3	2	1
The application is clear, concise and well-composed.	The application is clear.	Application is unclear or poorly composed.