



CALL TO ARTISTS

Date Call Opens: December 20, 2019

Application Deadline: January 13, 2020

Award amount: \$32,000

The Greater Augusta Arts Council is seeking an artist or artist team to design and install a James Brown themed mural on 879 Broad Street on the side of the building that faces James Brown Boulevard.

In November 2019, the Greater Augusta Arts Council requested funds to support the creation of a James Brown themed mural on the side of 879 Broad Street from Augusta Convention & Visitors Bureau. The City of Augusta Commission voted to provide a 25% match to those funds on December 3, 2019.

To beautify Downtown Augusta and celebrate internationally noted musician, the late James Brown along the street that bears his name, the Greater Augusta Arts Council will commission an artist to create an engaging tribute mural, which will act as a destination attraction for Downtown Augusta. This creative element will activate this public space and increase the City of Augusta's profile as an arts destination by celebrating one of its most iconic arts celebrities in a broadly appealing manner.

The commissioned artist may use any easily maintainable and durable. The commissioned artist's work must not hinder or compromise the functional use of the building and its amenities, its safety and structural integrity, or its accessibility. The proposal must include plans and budgeting for proper preparation of the building surface, and final sealant if the mural is created with paint, to create a weather and graffiti resistant surface.

All designs that pay homage to James Brown will be considered, but artists should keep in mind that the building is in the center of Downtown Augusta and the winning proposal should be brightly colored and photogenic in design. The best design will catch the viewer's eye from a distance and also be engaging at street level; it will celebrate the accomplishments of James Brown; and it will have appealing color and spatial composition. Proposals will be assessed for the professionalism of the application as well as for the appeal of the design. Artists are expected to plan the preparation of the surface, the execution of the design, the sealing of the surface, the equipment and supplies needed, and the timing of all phases of the mural, and to stay within the allocated budget and time frame. If an artist believes the cost of the project will exceed the budgeted amount, they will need to show additional funding sources in the application proposal.

Ranking of submitted proposals will be executed by the Public Art Advisory Panel. One segment of scoring will be for artist residency in its proximity to Richmond County. Public polling will be held for the top three designs, as a guiding sample of public opinion. The Public Art Advisory Panel will score the finalists. The Arts Council will clear the design with the Historic Preservation Board and present the winning design to the Augusta Richmond County Commission for approval.

This project is made possible by funds from a grant from the Augusta Convention & Visitors Bureau and allocations from the City of Augusta.

OVERVIEW

This document contains everything you need to know to apply for the James Brown Mural Call for Art. A selected artist will be awarded \$32,000 to creatively design and install a public art mural at 879 Broad Street. This award will be selected by the Augusta Commission, based on the preliminary work of the Public Art Advisory Panel.

All artists applying to this call are urged to visit 879 Broad Street and the area around, and to research the life of James Brown to help in the design of an appropriate and appealing work of art.

ELIGIBILITY

All visual artists are invited to apply. Before applying, applicants should make sure that all requirements can be fulfilled, especially the installation and maintenance criteria.

PROVIDED TO THE ARTIST

- ARTIST STIPEND: Selected artist will receive a \$32,000 stipend which will cover labor, materials, site preparation (including, but not limited to power washing, paint removal, sanding, and priming), liability insurance, and any other incurred expenses. Any travel expenses incurred in the course of the project will be covered by the artist.

APPLICATION INSTRUCTIONS

1. Fill out the application form on page four (4) of this call, and attach all required materials.
2. Create a fully rendered mock-up of your artwork.
3. Mail, email or deliver the completed application to the Greater Augusta Arts Council by January 13, 2020 at 10:00 am.
 - a. Physical address: 1301 Greene Street in Augusta (located on the bottom floor or the Sacred Heart Cultural Center)
 - b. Mailing address: PO Box 1776, Augusta, GA 30903
 - c. Email address: pax@augustaarts.com
4. Receive a confirmation email. ***PLEASE NOTE* If the artist does NOT receive a confirmation email, they should not consider their submission complete.**
5. Announcement of award winner will be made by February 5, 2020.
6. Upon selection and final design approval, the artist must complete a contract with the Greater Augusta Arts Council. Artist must show proof of liability insurance at that time. All finished work will reflect the drawings, designs and concepts approved by the building owner. Payments will be made in three installments: \$8,000 upon the signing of the contract, \$12,000 on March 15, 2020, and \$12,000 upon satisfactory completion, and provided that the work reflects the design specified in the application.

DOs and DON'Ts

- DO
 - Artwork must be original by the artist applicant.
 - Artist's signature must be included in the design.
 - If the design is to include text, it must be included in the design.
 - Because of the conditions to which outdoor artwork is subjected, **only durable, easily maintained materials may be used**. The artist stipend includes the cost of purchasing quality materials.
 - Selected artist is encouraged to use social media to document the process of their work each day.
 - A drop cloth must be used to keep the ground clean
 - Once work has begun, it should be completed by April 1, 2020 if possible.

- If the work is to be created with paint, the surface must be cleaned, and an appropriate primer coat applied, AND a Golden brand isolation coat (Soft Gel Gloss) and Golden brand clear coat (varnish), or other industrial grade clear varnish must be purchased and applied by the artist.
- Artist must provide a maintenance plan for artwork.

- DON'T
 - Designs must not be offensive or contain any traffic lights, signs or signals.
 - Designs must not include any breach of intellectual property, trademarks, brands, business names or images of drugs.
 - Artists may not submit work that has been sold or reproduced in any way.
 - The artwork created may not be used for advertisement or to promote a business, product or viewpoint.

APPLICATION MATERIALS

Artists may submit one or more design proposal. Please include all of the following in your packet.

- Completed application
- Artist statement for the design
- Maintenance and/or de-installation plan with intended life span of the artwork
- Renditions of the intended public art installation
- Engineering specs for any structural element(s) of the artwork
- Budget showing that the planned artwork can be created with the funds provided, or that additional funds have been secured by the artist to cover overage
- Current resume (or similar document) detailing your experience as an artist (for each team member if applying as an artist team)
- Two examples of previous work (for each team member if applying as an artist team)
- Proof of residency (for each team member if applying as an artist team)

TIMELINE

- Application opens December 20, 2019
- Application submission deadline January 13, 2020 at 10:00am
- Online public input January 17-27, 2020
- Winner notified February 5, 2020
- Installation may begin February 6, 2020
- Installation to be completed April 1, 2020 (if possible)
- Payment to artist
 - \$8,000 upon contract signing
 - \$12,000 on March 15, 2020
 - \$12,000 upon completion as verified by Arts Council



James Brown Mural Proposal Application

Name: _____

Address: _____

Phone: _____

Email (that you check): _____

Design Title: _____

Artist Statement for Design: _____

Maintenance/De-installation Plan/Life-expectancy of work: _____

Please attach the following items: (last three on list, for each team member if applying as an artist team)

- Renditions of the intended public art installation
- Engineering specs for any structural element(s) of the artwork
- Budget showing that the planned artwork can be created with the funds provided, or that additional funds have been secured by the artist to cover overage
- Current resume (or similar document) detailing your experience as an artist
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