



## Call for Artists – Public Art Euclid Ave Innerbelt Bridge Project

### Call for Artists

Artists and graphic designers with a studio or residence in the Campus District or MidTown Cleveland (see attached map below) are invited to submit their qualifications to produce artwork for public art that will be installed along the Euclid Ave. pedestrian bridge. Located between the eastern border of Cleveland State University and E. 30<sup>th</sup> St., the pedestrian bridge crosses over the I-90 Innerbelt highway.

The artwork will be printed digitally on decal and banner materials that will line the concrete jersey barriers and highway fencing, vastly improving the aesthetic for hundreds of students, faculty, and community members who utilize the bridge in the day and night time. Because the artwork will be digitally printed, previous mural experience is not required.

From the application process, three finalists will be selected to produce concepts for the project. The winning artist will be selected by a jury of stakeholders with input from a community process. The final digital file should be produced in a scalable electronic format that can be digitally reproduced for installation.

The deadline for submission is June 30, 2017 at 5:00 PM. Send application packet to Joyce Huang at [jhuang@midtowncleveland.org](mailto:jhuang@midtowncleveland.org), who will then forward the submission to the Campus District and MidTown Cleveland project team. Proposals received after the designated time, or at any other place other than the designated email, will not be accepted.

### Project Details

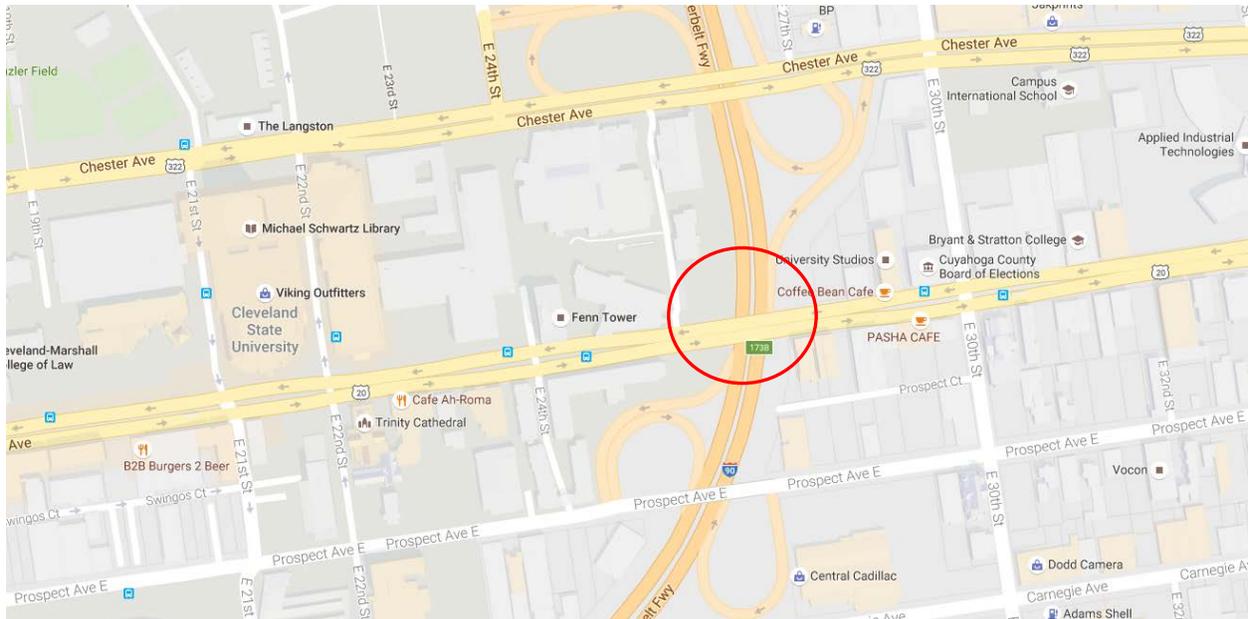
Cleveland State University is poised for growth in student enrollment. The university is focusing their efforts on growing the residential student population which has created the recent burst of campus residences and off-campus residential projects. Student housing has moved beyond the CSU border into MidTown with two new residential projects expected to add 175 units along Euclid Avenue east of the Innerbelt.

With the I-90 freeway bisecting MidTown Cleveland and the Campus District, the two neighborhoods are separated by a physical and psychological barrier for pedestrians traversing along Euclid Avenue. Drab concrete jersey barriers separate pedestrians and traffic and overgrown vines climb through the

chain link fencing, creating an unwelcoming environment and a feeling of urban neglect. Most disconcerting is the lack of overhead lighting and blind corners.

As a collaborative effort between Campus District, Inc., MidTown Cleveland, Inc., Cleveland State University, Cleveland Health-Tech Corridor and J&M Real Estate Advisors, these partners seek to enhance, beautify, and provide security for students, residents, and visitors. The project will create a safe and attractive pedestrian walkway between the two neighborhoods and invite connectivity along Euclid Avenue. Pedestrian improvements will include the following elements:

- Installation of overhead lighting and pedestrian-level LED lights
- Tree canopy to separate and give shade to the pedestrian path on the eastern and western ends of the bridge
- Jersey barrier decals and printed nylon fencing banners featuring artwork to line the pedestrian walkway



The red circle above denotes the location of the pedestrian bridge.



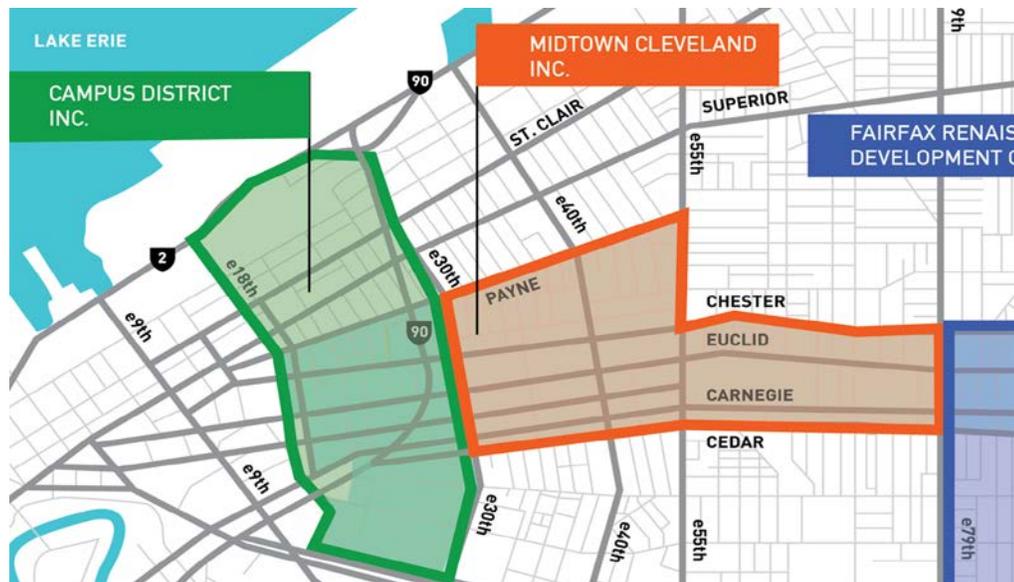
Current conditions.

### Public Art Theme

The City of Cleveland welcomes tens of thousands of international newcomers each year, many of whom are students that enroll at Cleveland State University and/or reside in the Campus District and MidTown neighborhoods. While the recent shift in the national policies around immigration and border control may result in a current of fear among newcomers, our hope is to share message of hope and welcome to all students, faculty and community in a daily utilized public space.

### Eligibility

Artists must have a residence or studio in the Campus District or MidTown Cleveland neighborhood.



### Budget

The three finalists will be paid a \$500 stipend for producing a conceptual design for the mural. These concepts will then be presented to a jury for further evaluation. Artists are expected to present their concepts in person to the jury, which will also be open to the community. The selected artist will be

paid an additional artist fee of \$3,000, which will cover services during the design-development process as well as the review of the installation process. The artist will be not responsible for the fabrication or installation but should be available for the later phases of the project.

### **Submission Requirements**

All of the requirements listed below should be emailed to by **Friday, June 30, 2017 by 5:00 PM**. Please put “Euclid Ave Bridge Project application” in the subject field.

1. **APPLICATION:** The application is at the end of this package. (Save as a Word document or PDF.)
2. **STATEMENT:** A statement (not to exceed one page) of interest, qualifications, and comprehensive description of your project approach, particularly around the project theme. Statement should clearly indicate your contact information including name, address, email, website addresses, phone and fax numbers. (Save as a Word document or PDF.)
3. **RESUME:** Current professional resume and contact information (not to exceed two pages on an 8 ½ x 11 page) for each applicant that outlines your experience as a graphic designer or artist and highlights your work. Be sure to include name, address, phone and fax numbers, email, and website addresses. (Save as a Word document or PDF.)
4. **OPTIONAL:** No more than two 8 ½ x 11 or 11 x 17 renderings, illustrations, or sketches that include as much information as necessary to convey your art concept. (Save as PDF.)
5. **IMAGES:** Place up to 5 color digital reproductions of previous work illustrating your ability to execute a project of similar scope and scale on one 8 ½ x 11 page. (Save as a Word document or PDF.) Please number your images on your page to correspond with your image list described below in number 6.
6. **IMAGE LIST:** One page which includes a description of the 5 images described in #5 above. Please include the location, size, budget, materials and contracting agency. (Save as a Word document or PDF.)

**IMPORTANT:** Please ensure that your 5 images (#5) depicting your previous works are numbered and placed/positioned on ONE 8 ½ x 11 page. This document should be saved as a PDF file. Please do NOT send art mounted on foam boards or any other format. Please call or email Joyce Huang at (216) 391-5080 X 103 or Kaela Geschke ([kgeschke@campusdistrict.org](mailto:kgeschke@campusdistrict.org)) if you need additional clarification.

**Mailed submissions:** If you do not have access to a computer, please save all submission items to a CD or send hard copies to the address listed on the bottom of the application.

*Campus District, Inc. and MidTown Cleveland, Inc. are committed to providing equality of opportunity for employees, vendors, and customers, and to comply with all appropriate Federal and State laws, rules, and regulations pertaining to the treatment of minorities, women, disabled persons, and Vietnam-era veterans in all facets of the Authority’s activities.*



**CALL FOR ARTISTS**

Application form for public art projects

Deadline: June 30, 2017 at 5 PM

**Part A: Contact Information**

Contact Person (Ms., Mrs., Mr.):

Name of Organization (if any):

Mailing Address:

City:

State:

Zip Code:

Telephone:

E-mail:

Website:

**Part B: Confirmation of location**

In which neighborhood is your studio or residence located?

- Campus District, Inc.
- MidTown Cleveland, Inc.

Please confirm the address of your studio or residence:



### **Part C: Submission**

Complete this application and email it with the other submission requirements described in the package to [jhuang@midtowncleveland.org](mailto:jhuang@midtowncleveland.org). Put “Euclid Ave Bridge Project application” in the subject field.

If you do not have access to a computer, please mail a CD or a hard copy of all the requirements to the address listed below:

**MidTown Cleveland, Inc.  
c/o Joyce Huang  
5000 Euclid Ave. #100  
Cleveland, OH 44103**