



"IT'S A WRAP": CALL FOR ARTISTS/DESIGNERS

Fulton County Arts & Culture (FCAC) is pleased to announce "IT'S A WRAP", a new public art initiative that seeks to transform service vehicles into mobile public art works. FCAC is seeking proposals for two-dimensional art to be printed on vinyl and wrapped onto its cargo van that will circulate throughout Fulton County. Artists' proposals will be selected to be featured on the FCAC cargo van for the duration of at least two years beginning in the spring of 2018.

"IT'S A WRAP" seeks to activate and enhance the streets with mobile works of art. The program strives to achieve the following goals:

- Garner attention to and enthusiasm for public art.
- Create an ideal public canvas to feature the work of talented local two-dimensional artists.
- Animate the streets of Fulton County with the vibrantly enhanced vehicles.





PROJECT DETAILS

Local artists/designers are invited to submit original 2-D images of work in any medium including painting, fiber, mixed media, photography and digital processes for a vinyl art wrap to be printed and placed on FCAC's Cargo Van. These canvases in motion will enliven the streets of Fulton County bringing contemporary art into the lives of residents and passersby.

One design will be selected to be reproduced on the FCAC Cargo Van as a vinyl art wrap that will cover the exterior of the van. Artists must submit designs according to the specifications detailed on page 5 of this document and in consideration of the template on page 8. Selected artists/teams must be available to collaborate with the selected local company that will fabricate and install the wrap on ensuring that designs conform to van specifications. Images of the van can be seen on page 8 of this document and examples of wraps in other cities can be seen on page 9.

ELIGIBILITY

This Call for Artist/Designers is open to all professional visual and graphic artists and artist teams over the age of 18 who currently reside in the State of Georgia. Fulton County employees and contractors are ineligible to submit for this opportunity.

HONORARIUM

The selected artist/team proposal will be awarded a \$2,500 honorarium for the design. Fabrication and installation of the art wrap will not be the responsibility of the artist.

Should FCAC elect for the van to remain wrapped for longer than two years, artists/teams will not receive further financial compensation.



TIMELINE

March 28, 2018	Announcement of Call for <i>"IT'S A WRAP"</i>
April 27, 2018	Deadline for Submissions
By May 6, 2018	Art Selection Panel meets to select proposal
Mid May 2018	Vehicle Wrap Vendor finalized designs for printing
Late May 2018	Fabrication and installation of van wrap by vehicle wrap vendor
June 2018	Showcase event for van wrap

SELECTION PROCESS

FCAC will convene an art review committee selected from members of the Public Art Committee, the Fulton County Arts Council and Fulton County Arts & Culture's executive leadership team. The panel will select proposals using the following criteria:

- Submittal of all required application materials as outlined in this announcement
- Artistic merit and graphic strength of the proposed design
- The ability of the design to be successfully translated in large format on a truck wrap
- Appropriateness for placement in the public realm

The selected design proposals will be reviewed by the Fulton County Arts Council for final approval. The artist/team whose proposal is approved will then enter into a contractual agreement with FCAC.



TERMS

- Fulton County and Fulton County Arts & Culture accept no responsibility for the loss or damage of artist submission materials.
- Fulton County and Fulton County Arts & Culture accept no responsibility for costs incurred by the artist in responding to this Call for Artists.
- Selected artist/team will be required to meet contract terms and scope.
- Should the FCAC elect for the van to remain wrapped in artwork for longer than two years, artists/team will not receive further financial compensation.
- Design proposals and their copyright will belong to the artists. Fulton County and Fulton County Arts & Culture reserve the right to use the artist design for manufacturing a vinyl print for wrapping and use of any images of selected designs for project promotional purposes. The artist/team will be credited with name and title of piece anywhere the image is used.
- Artist/team is not responsible for vinyl installation or fabrication of design into a vinyl wrap.
- The selected artist/team gives FCAC permission if needed to alter design to fit van specification as well as relinquishes final approval of layout design on final product.

QUESTIONS:

Please feel free to contact the following FCAC staff members with questions:

Connie Cross, Public Art Community Relations Coordinator,
connie.cross@fultoncountyga.gov , 404-612-5780

Lisa Tuttle, Public Art Coordinator, lisa.tuttle@fultoncountyga.gov , 404-612-5780



"IT'S A WRAP "APPLICATION GUIDELINES AND SPECIFICATIONS

Please note the following IMPORTANT specifications

- Artists may submit up to three proposals for consideration.
- In creation of the artwork, please consider carefully the van model template and dimensions on page 7 of this document. Areas of the template in white will be covered with artwork. Cargo van windows will not be covered.
- Artists may use hi-resolution images of previously created works on canvas, paper, fiber or other artistic mediums that are then placed into graphic design programs such as Adobe Photoshop or Adobe Illustrator. Please note that FCAC is not responsible for nor obligated to assist applicants in photographing or scanning works.
- Artists should keep in mind the angles/structure of the cargo van and that windows will not be covered.
- The selected awarded artist designs must incorporate an 8-inch bleed.
- Artists must submit designs in JPEG. The JPEG file will be used for review by the selection panel. The selected artist will be required to submit a vector file.
- All application materials must be submitted through publicartist.org (instructions provided below)
- **The purpose of "IT'S A WRAP" is to showcase exciting original artwork and graphic design. Proposals that incorporate commercial advertisement for a company, entity, or individual will not be considered.**



SUBMISSION REQUIREMENTS

1. Completed Application Form (see attached form on page 6). The application is PDF fillable.
2. Current CV/Resume, two page maximum.
3. A Letter of Interest briefly expressing interest in the project as well as a description of approach to the project and the proposed design. The letter should not exceed one page.
4. Design Proposals: Artists may submit a maximum of three proposals. Original artwork can be created in any medium including painting, fiber, mixed media, photography and digital processes but designs must be submitted in BOTH of the following formats:
 - a. JPG file at 100 DPI (minimum 800 x 600; maximum 1600 x 1200) for review by the selection committee (submit in publicartist.org)
 - b. For the awarded artist: Files for the actual van wrap in one of the following formats: Adobe Photoshop or Illustrator. Applicants can use the provided files for proper placement and overlay of design on image of truck.
5. Annotated Image List: Please include a brief description of each proposal, including title and original medium.



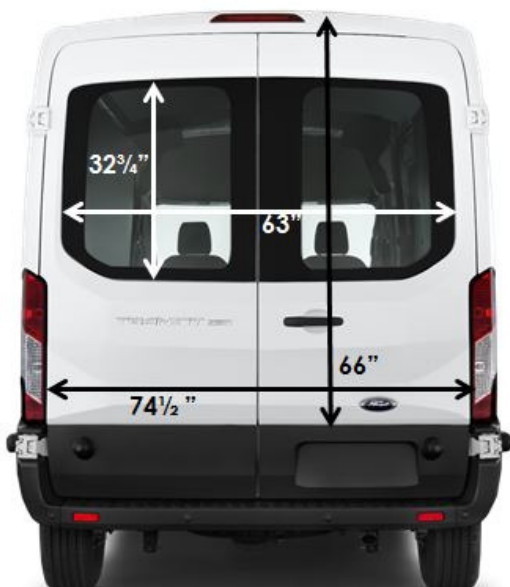
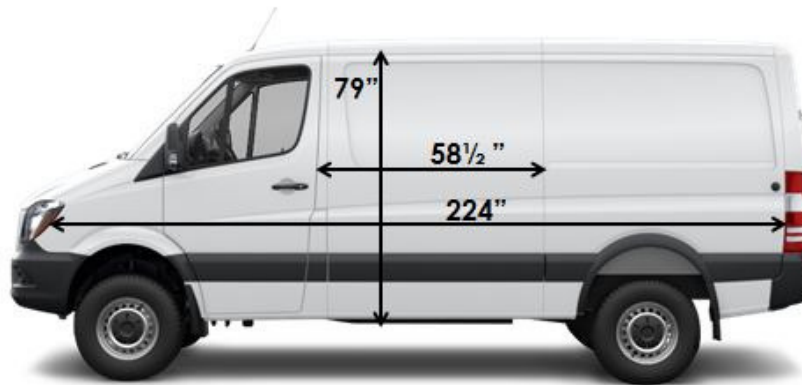
DEADLINE

Submissions must be received by 5:00 p.m. EDT on Friday April 27, 2018.

HOW TO APPLY

Artists are able to submit proposals using www.publicartist.org selecting “IT'S A WRAP” to upload all requisite application materials. In order to access the application portal, all applicants will first be prompted to create a publicartist.org account at no cost. Once logged into the newly created account, applicants will be able to submit all materials outlined above. Publicartist.org will allow applicants to save incomplete applications and return to them for completion until 5:00 p.m. EDT on Friday, April 27, 2018 deadline. Any incomplete submissions will be disqualified.

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