



Rochester Contemporary Art Center

137 East Avenue
Rochester, NY 14604
585-461-2222

Call for Art

for more information contact:
Bleu Cease
(585) 461-2222

Call for Art:

Two-Dimensional Temporary Public Art Installations on East Avenue

Deadline: **5pm (EST) on October 15, 2022**

Rochester Contemporary Art Center (RoCo) invites artists to propose three images for a temporary public art installation at our main facility. Through this call for art we aim to offer a simple submission process for incisive, surprising, and unique imagery that will enliven the East Avenue neighborhood. Of particular interest are projects that connect visitors to the location, community and/or history of the neighborhood, challenge visitors and passersby, and address important social and political issues. RoCo welcomes visual artists of all genres. RoCo also invites visual artists to collaborate with literary artists as we have previously shown in this location.

The completed series of three images will be exhibited to the public 24/7 for 4-6 months. The duration will be determined with RoCo staff based on the seasons and circumstances. Artist will receive a stipend for the use of their preexisting images. All production and installation costs are covered by RoCo.

Proposals that utilize the frames in addition to sculptural installations are also encouraged. (See separate RFP)

Artist proposals will be reviewed relative to the following criteria:

- Site specificity: ability of the work to engage art audiences and the general public with the location using elements of surprise, humor, imagery, design, etc.
- Quality of the proposal and prior work
- Fit for RoCo and our neighbors
- Feasibility of the proposal
- Originality and timeliness

Eligibility

This program is open to artists in the Greater Rochester area, New York artists, and national artists. Artists who have exhibited in other exhibitions at RoCo are eligible to apply.

Site and Audience

Prior to submission, artists are encouraged to visit the location, a unique urban park in downtown Rochester, both during the day and at night. Applicants are also encouraged to learn about the history and context of the location and neighborhood. Artworks will be on display free of charge to passersby 24/7. The site is visited by 300 to 600 people each week, with neighborhood festivals attracting many more visitors.

Timeline

Submissions must be received by **5pm (EST) on October 15, 2022**

Artist will be selected by November 1, 2022

Artwork to be installed prior to December 1, 2022



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Proposals should be sent via email to info@rochestercontemporary.org. Please include the following information in a single PDF:

- Contact information for each artist (name, mailing address, phone number, and email)
- Resume or CV for each artist
- Simple project proposal, up to 500 words
- Three vertical (portrait) format images with title, date, and caption information

Questions may be directed to info@rochestercontemporary.org

Photographs of the Site:



RoCo's public art program is supported by The New York State Council on the Arts, The Mary S. Mulligan Charitable Trust, The Farrash Foundation, and members like you! A special thanks to Christ Church, our public art partner.

Rochester Contemporary Art Center (RoCo) is a venue for the exchange of ideas and a not-for-profit 501(c)(3) that was founded in 1977. As a center for thoughtful contemporary art, RoCo provides unique encounters for audiences and extraordinary opportunities for artists.