



ART IN WINDOWS ~ CALL FOR ARTISTS ~

The *Art In Windows* program brings multidisciplinary art exhibitions and installations to the Downtown Richmond commercial corridor. The program's goal is to transform vacant buildings and storefronts into vibrant spaces by highlighting the work of local artists and increasing access to the arts for the entire community. *Art In Windows* is sponsored by Richmond Main Street Initiative (RMSI) and the Richmond Arts & Culture Commission (RACC).

We are seeking existing and/or proposed artworks for temporary exhibitions and installations (rotating on a regular basis, approximately every 4-6 months) at various locations throughout the Downtown district. Artwork should have a strong visual impact and should compliment or highlight the windows and spaces in which they are installed.

Artists, teams of artists, and established arts, cultural, educational, community, and historical organizations are invited to apply. Submissions are reviewed and accepted on an ongoing basis.

Proposals will be evaluated by a panel consisting of representatives from the *Art In Windows* Review Committee made up of local stakeholders, experienced arts leaders and advisors, RMSI staff, and RACC. The panel will take into consideration artistic merit, site suitability, artwork durability, and public safety.

All genres of art will be considered, with an emphasis on high-quality presentations that reflect the positive qualities of the community and create an attractive display to draw potential renters. Site-specific works that consider the history, culture, and architecture of the community, and the people who live and work in the neighborhood are encouraged. Priority will be given to artists who live or work in the West County region.

LOCATIONS

Vacant storefronts and windows will be selected for exhibitions and installations in the Downtown district, identified as 6th – 16th Streets between Bissell, Macdonald, Nevin, and Barrett Avenues. **Current sites include:** a) 1015 Nevin Avenue, Suite 105 (RMSI offices); and b) 400 Marina Way, an undeveloped commercial building located one block from the Richmond BART. Future sites will be added as they become available. Artists are **STRONGLY** encouraged to visit the neighborhood, taking note of existing businesses, the community, and overall points of interest that may tie into your project before applying.

SELECTION PROCESS & GUIDELINES

Artwork is selected on its artistic merits. Art will be chosen with appropriate regard for the nature of the space and the audience. *Art In Windows* addresses the viewer directly on the public right of way. Art must exhibit consideration for viewers' sensitivities to violence, sexual expression, and negative portrayals of diverse populations.

Artist/Arts Collective/Representative is responsible to:

1. Review proposed site to determine conditions are suitable for work.
2. Sign *Art In Windows* Artwork Loan Agreement.
3. Provide artworks following the *Art In Windows* guidelines.
4. Supply contact and biographical information of the artist(s) to RMSI staff.
5. Supply complete artwork inventory and digital photographs of artwork to RMSI staff.
6. Professionally display all work, with each piece framed, mounted, or otherwise installed.
7. Display work for four to six months, without interruption, based on property availability and *Art In Windows* exhibition schedule.
8. Facilitate installation and de-installation of artwork, according to the property owner's access hours, and work as efficiently as possible so as not to interrupt the daily commerce.
9. Provide any specialty installation supplies, materials, and additional staff/volunteers, if needed.
10. Restore the space back to its original condition.
11. Handle any/all sales.
12. Promote the exhibit through your own arts organization, network, etc.
13. Remove art quickly if space is rented or no longer available for display, and clean space after exhibit.

Richmond Main Street Initiative is responsible to:

1. Gain approval from property owner(s) for use of the site(s).
2. Coordinate entry into the space for installation.
3. Produce signage, exhibition text, wall labels, and promotional materials for the *Art In Windows* exhibition.
4. Promote the exhibition and reception via www.richmondmainstreet.org, social media, email marketing, flyers, etc.

The Host/Property Owner

1. Provide the site for the artwork, with the possibility of access to electricity and lighting.
2. Sign the Limits of Liability Waiver.

INSURANCE: RMSI carries insurance to cover the artwork while installed at the *Art In Windows* site. The artist is responsible for the artwork while transporting it to and from the site(s).

SIZE GUIDELINES: When selecting artworks for exhibition, the artist is encouraged to take into consideration that the audience will view the work from a distance of approx. 2-3'. RMSI and RACC recommend that individual artworks be no smaller than 11"x14". Groupings of pieces are allowed, however groupings and individual artworks cannot exceed 5' tall by 3.5' wide.

INSTALLATION: RACC will provide temporary panels, approximately 8' tall by 4' wide, upon which the artwork will be installed by the artist, under the supervision of RMSI staff. RACC and/or RMSI will coordinate the delivery, set-up, preparation, maintenance, and removal of panels. RMSI will provide and install appropriate signage (i.e. exhibition posters, artist bio/statements, artwork labels) at each exhibition site.

MAINTENANCE: RMSI will periodically monitor sites for damages, vandalism, and integrity of the installation. RMSI will arrange any blight abatement actions and contact the artist should any artworks become damaged or need to be re-installed.

DE-INSTALLATION: The artist is responsible for de-installation and removal of the artwork, and returning the site to its original condition.

DOCUMENTATION & PERMISSIONS: The artist retains sole ownership and copyright of the artwork, but agrees to grant to RMSI and RACC permission to use any depictions of the work for any lawful purpose for marketing, promotion, and documentation of the exhibition.

COMMISSION OF SALES: The artist agrees to provide RMSI with commission equal to 25% of the total sale price of any artwork sold on display during the exhibition period.

TO APPLY

Digital/electronic submissions are highly encouraged. Incomplete applications will not be considered.

Artists may submit more than one application. Applications will be reviewed by the *Art In Windows* Review Committee. The committee will select work based on the content of the application and supporting visual materials. Selections will be based on the criteria detailed above, along with quality, creativity, and appropriateness and compatibility of the proposed installation for available sites. The Committee has the right to reject proposals and the right to exclude any art that differs from its electronic image. A representative of the committee will contact the artist to notify him/her of the committee's decision. Final details regarding the installation of accepted applications are dependent upon several factors, including but not limited to site availability, installation/exhibition schedule, and the staff capacity and financial resources of RMSI and/or RACC.

EMAIL digital versions of submission materials to admin@richmondmainstreet.org

- 1. In subject line of your email include:** ART IN WINDOWS APPLICATION
- 2. In body of your email include:** Name, Address, Telephone, Email, Website
- 3. Attachments**

- a. Artist & Artwork Information**

Submit the following as one (1) PDF document saved as: Artist Submission Firstname Lastname

- 1) A brief artist statement for the proposed artwork, including an explanation of the intended impact of the artwork on the public.
- 2) Current artist resume or CV.
- 3) Installation timeline of the proposed artwork.
- 4) Brief description of maintenance requirements for the artwork during the display period, if any.
- 5) Identify preferred site, with a description of why the artwork is appropriate for the chosen site.

- b. Digital Images**

Submit digital images of each artwork as individual files, adhering to the following guidelines:

- 1) Minimum of 3 and maximum of 10 images allowed. All images should reflect proposed installation or exhibit.
- 2) Each image must be labeled with the artist's name and artwork title, i.e. Firstname Lastname-Title.jpg.
- 3) Each image should be:
 - a. Size: No smaller than 1MB and no larger than 4MB.
 - b. Resolution: 300 dpi (preferred), no smaller than 150 dpi.
 - c. Maximum dimension: 1500 x 1500 pixels.
- 4) Accepted formats: JPEG (preferred); TIFF, GIF, or PNG (accepted)
- 5) Images may be submitted electronically via email attachment or link to shared cloud drive.

MAIL/DROP-OFF to Richmond Main Street office: Digital versions of submission materials (outlined above) saved to readable CD, DVD, or flash drive. Artist's name, "Art In Windows Application", and return address information must be clearly printed on outside of envelope.

CONTACT

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