

FAIRMOUNT PARK CONSERVANCY ANNOUNCES: CALL TO ARTISTS

**For Temporary Outdoor Projects and Installations
\$2,000 Commission for a One-Day Event, the
WEST PARK ARTS FEST: SATURDAY, JUNE 3, 2017**



Aerial view of West Park Arts Fest site.

REQUEST FOR PROPOSALS
DEADLINE FOR SUBMISSIONS: Monday, May 1, 2017
PHILADELPHIA, PA

INTRODUCTION

Fairmount Park Conservancy seeks to commission up to two artists to participate in the 10th anniversary of the West Park Arts Fest. Artists are required to submit a proposal for an outdoor project and/or installation. The event will be one day only, Saturday, June 3, 2017 from 12 - 5 pm. Rain or shine. Artists may submit ideas for sculptural installations, participatory projects, auditory, sensory, performative and/or multi-disciplinary interventions. A stipend of \$2,000 will be allocated for each artist/artist team. This commission is part of the Arts and Culture Program at the Conservancy, supported by ArtPlace America's Community Development Investment program.

WEST PARK ARTS FEST

West Park Arts Fest is an annual arts festival created by West Park Cultural Center, a community-based organization providing arts education and programs to residents of all ages. The free festival offers performances, activities, vendors and more. This year, organizers have partnered with Fairmount Park Conservancy and Global Philadelphia to hold the event outdoors in Fairmount Park for the first time. This change in location presents challenges in terms of access and visibility, but also opportunities to connect the neighborhood and the park and to provide programs related to the area's history as the grounds of the 1876 Centennial Exhibition.

LOCATION

The Centennial District of Fairmount Park is located in West Fairmount Park and gets its name from the Centennial Exhibition of 1876, which had its central grounds constructed there, formatively shaping this area of the park and its adjacent Parkside neighborhood. More than 200 buildings and several major thoroughfares were constructed for the Centennial, which attracted over 10 million visitors from across the country. Today, only four structures survive, and many roads remain unchanged. The neighboring Parkside community is predominantly African-American, with strong local leadership and long-time residents that cherish the build character of the neighborhood and proximity to Fairmount Park. But it's clear that current site conditions still present considerable challenges in terms of safely accessing the park and embracing the park at large as a community space.

To address these challenges, the Fairmount Park Conservancy is working with the community, Philadelphia Parks & Recreation and the Water Department on two phases of capital improvements to provide neighborhood amenities including interactive play features, improve pedestrian crossings, increase stormwater management, and improve lighting and seating. The first phase of the Centennial Commons project, designed by Studio Brian Hanes, will break ground later this spring. Read and watch videos to learn more about the project here:

<http://civiccommonsphl.myphillypark.org/projects/centennial-commons/>

ART COMMISSION OPPORTUNITY

Fairmount Park Conservancy seeks to commission outdoor site-specific public artwork or projects which may include, but are not limited to: sculptural installations, participatory projects, visual, auditory, sensory, performative and/ or multi-disciplinary interventions. The West Park Arts Fest will be one-day only and will occur on Saturday, June 3, 2017 from 12 - 5pm.

Proposals must address, in some way, the Centennial District history and/or build connections to the bordering Parkside neighborhood (see below). Think of this project as prototyping new ways to connect Parkside to the Centennial District whether through history, physical form, social space or other format. There are no limitations as to material or form for the temporary art although it must bear some connection to the site, or the neighborhood to the site. A budget of \$2,000 has been allocated for each artist or artist team selected. Up to 2 artists or teams may be selected. The \$2,000 budget will be inclusive of all artist(s) fees, fabrication, installation, and all other project-related expenses.

THE NEIGHBORHOOD

There are significant physical and perceived barriers between the Parkside community and Fairmount Park. West Park is home to some of the park's iconic destinations, including the Please Touch Museum (Memorial Hall), the Mann Center for Performing Arts, and the Smith Memorial Arch. But the divide between the park, its grand landmarks and the Parkside community is real - many residents feel the park is not theirs to use, despite its proximity. The need to cross multiple multi-lane roads where vehicles travel at high speeds is a strong deterrent to entering the park. In addition, the lack of lighting, benches and restroom facilities furthers the disconnection between community and park. Conversations with community leaders have also shown that the area's rich history is largely unknown among residents, many of whom are unaware of their neighborhood's role in the first World's Fair to be held in the United States and the mixed legacy of this Centennial celebration.

Artwork should address the aforementioned challenges of accessibility to the park, visibility by neighbors (particularly with a change in event location), and lack of connection to the area's Centennial legacy.

ARTISTS ARE REQUIRED TO:

- Submit 4-6 images that best illustrate previous work. If applicable, include work that demonstrates your ability to produce outdoor temporary work.
- A one-page narrative proposal for the West Park Arts Fest
- 2-4 images that illustrate the proposal (sketches, Photoshop images, etc.)
- CV or bio, not to exceed more than 2 pages

Submit all information in one PDF to Theresa Rose: arts@myphillypark.org

TIMELINE

- **Monday, May 1, 2017: submit CV, images and narrative proposal**
- Monday, May 8, 2017: selected artists notified
- Monday, May 8 - Thurs, May 19, 2017: selected artists fully develop proposals in conversation with Fairmount Park Conservancy and project curator
- Saturday, June 3, 2017, 9- 11am: artists install and prepare their projects, to be completed and ready by 11am
- Saturday, June 3, 12- 5pm: West Parks Arts Fest

ELIGIBILITY AND SELECTION CRITERIA

Local Philadelphia artists, as well as artists who reside within the Greater Philadelphia area, are invited to submit a proposal.

Artwork will be selected on the basis of creativity, artistic merit, relationship to the site and/or neighborhood, as well as potential to inspire and engage. Artists are required to comply with applicable rules and procedures of the Fairmount Park Conservancy.

For questions concerning proposals, please email Theresa Rose: arts@myphillypark.org

Fairmount Park Conservancy reserves the right not to accept any of the proposals submitted.

FAIRMOUNT PARK CONSERVANCY

Fairmount Park Conservancy exists to champion Philadelphia's parks. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. Philadelphia has one of the largest urban park systems in the world, providing residents with extensive health, environmental, social, economic and cultural benefits.

Website: myphillypark.org

Facebook: [@FairmountParkConservancy](https://www.facebook.com/FairmountParkConservancy)

Twitter: [@myphillypark](https://twitter.com/myphillypark)

Instagram: [@myphillypark](https://www.instagram.com/myphillypark)

Fairmount Park Conservancy

Senior Director of Strategy and Planning, Ellen Ryan

Independent Curator, Theresa Rose



Site of West Park Arts Fest. Avenue of the Republic, facing west.



Site of West Park Arts Fest. Avenue of the Republic, facing east.



Memorial Hall Dr, facing north.



Parkside Ave, facing west.