



FAIRMOUNT PARK CONSERVANCY ANNOUNCES:

CALL TO ARTISTS

For community-engaging public art
\$4,000 commission for a one-day event

WEST PARK ARTS FEST: SATURDAY, JUNE 9, 2018



REQUEST FOR PROPOSALS

DEADLINE TO APPLY: FRI, MARCH 30, 2018

PHILADELPHIA, PA

INTRODUCTION

Fairmount Park Conservancy seeks to commission one artist or artist team to participate in the 11th annual West Park Arts Fest. Artists are required to submit a proposal for an outdoor installation or project. The proposal must include engagement with East Parkside community members, and this collaborative element should influence the final installation in some way. The event will be one day only, Saturday, June 9, 2018 from 12-5pm. Rain or shine. There is a possibility for installations to remain on view for several weeks. Artists may submit ideas for participatory projects, installations, sculpture, and multi-disciplinary interventions that engage East Parkside neighbors. A stipend of \$4K will be allocated for the artist or artist team. This commission is part of the Arts and Culture Program at the Fairmount Park Conservancy, supported by ArtPlace America's Community Development Investment Program.

ARTPLACE

WEST PARK ARTS FEST

West Park Arts Fest is an annual family-oriented arts festival hosted by West Park Cultural Center, a community-based organization providing arts education and programs to residents of all ages. The free festival celebrates cultural diversity, offering a range of live music and dance performances, arts and cultural activities, local handmade vendors and more. Last year, Fairmount Park Conservancy became an organizing partner and the event was held outdoors in the park for the first time. In addition, we commissioned five visual and multimedia artists to create site-specific works. The installations offered an opportunity to engage East Parkside neighbors in reflecting on the area's rich history as the site of the Centennial Exhibition of 1876. This year, Fairmount Park Conservancy and West Park Cultural Center are partnering with Mural Arts Philadelphia to continue to reach new audiences and provide expanded programming.



West Park Arts Fest, 2017 (photo by Albert Yee)



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LOCATION

The 2018 West Park Arts Fest will be located on South Concourse Drive between 41st St and E Memorial Hall Drive, in the Centennial District of Fairmount Park. The Centennial District is located in West Fairmount Park and is named for the Centennial Exhibition of 1876, the first World's Fair in the United States. The Centennial's central grounds were constructed here, formatively shaping this area of the park and the adjacent East Parkside neighborhood. More than 200 buildings and several major thoroughfares were constructed for the Centennial, which attracted over 10 million visitors from all over the country. Today, only four structures survive, and many roads remain unchanged. The neighboring East Parkside community is predominantly African-American, with strong local leadership and longtime residents that cherish the built character of the neighborhood and proximity to Fairmount Park. But it is evident that lack of sidewalks, wide vehicular streets and minimal amenities have long presented considerable challenges in terms of safely accessing the park and embracing the park at large as a community space.

Parkside Edge – the first phase of Centennial Commons, one of Fairmount Park Conservancy's signature capital projects – opening in Spring 2018, addresses some of these challenges. Working closely with the community, Philadelphia Parks & Recreation and the Philadelphia Water Department, the Conservancy is delivering two phases of capital improvements to provide neighborhood amenities, including interactive play features, safer pedestrian crossings, increased stormwater management, and improved lighting and seating. Phase 1, Parkside Edge, brings significant streetscape and landscape improvements to Parkside Avenue, including traffic calming measures, new plantings and shade trees, seating areas, and bench swings. Phase 2, the Youth Area, will create an innovative new play space for children and families in West Fairmount Park, providing areas for gathering, adventure, and exploration, in addition to one-of-a kind play features. West Park Arts Fest provides an exciting opportunity to highlight and engage this new capital investment with creative installations and programming.



Locations for 2018 West Park Arts Fest and Centennial Commons Phases 1 and 2

COMMISSION

Fairmount Park Conservancy seeks to commission one temporary outdoor public art project, which in some way engages the adjacent East Parkside community in the development of the project. The manner of engagement and its reflection in the final piece is up to the artist, but proposals must clearly outline your approach and intention. For example, the artist-led engagement could lead to co-created, collaborative work(s) by both artist and community members; a piece that is primarily executed by the artist and incorporates the voices of local collaborators; or a piece that is primarily created by community members under the supervision of the artist.

It is not required to have existing connections/ contacts in the community. Fairmount Park Conservancy's project curator can facilitate a working schedule with a local elementary school to provide the artists with student class time. Artists are encouraged to build and pursue their own connections in addition to this, if they so choose.

Proposals should consider one or all of the following:

- Community or cultural identity and memory
- Centennial Exhibition history
- New capital improvements under *Centennial Commons* phases 1 and 2

There are no limitations as to material or form and may include: sculptural installations, participatory projects, visual, auditory, sensory, and/or multi-disciplinary interventions. Projects must consider exposure to wind/rain as well as the possibility for installations to remain on view for several weeks.

A budget of \$4,000 has been allocated for the artist or artist team selected. The \$4K budget will be inclusive of all artist(s) fees, artist stipend, time, fabrication, installation, transportation, de-installation and all other project-related expenses. The West Park Arts Fest is one-day only, Saturday, June 9, 2018 from 12-5pm. Rain or shine. Artist must have a plan in the event of rain (i.e. tent or other solution).

TIMELINE

DATE	EVENT
TUE February 20, 2018	Open call issued
FRI March 30, 2018 (6 pm)	Deadline for submissions
MON April 9, 2018	Selected artist or artist team notified
April 6, 2018 - May 18, 2018	Selected artists fully develop proposals and begin engagement in conversation with FPC, West Park Cultural Center, and project curator
May 18, 2018 - June 8, 2018	Further engagement and fabrication
SAT June 9, 2018 (11 am)	Installation to be completed onsite by 11 am
SAT June 9, 2018 (12 - 5 pm)	West Park Arts Fest
TBD	De-installation*

**The artist is responsible for de-installation of the piece. Exact date TBD upon further development and discussion.*

ELIGIBILITY + SELECTION CRITERIA

Local Philadelphia artists, as well as artists who reside within the Greater Philadelphia area, are invited to submit a proposal. Artists of all backgrounds and disciplines may apply.

All artists who apply must demonstrate:

- Strong visual and conceptual skills
- Desire to engage with community
- Willingness to incorporate feedback on aspects of design or implementation
- Ability to take charge of all aspects of project delivery (including sourcing materials, fabrication, delivery to site, final installation of work) on time and on budget

A proposal will be selected on the basis of creativity, artistic merit, engagement with the East Parkside community, relationship to the site, as well as potential to inspire and engage. This commission is intended to foster connection between the Park and the East Parkside community and open up opportunities for new ways for residents to see and use this section of the Park.

Artists are required to comply with applicable rules and procedures of the Fairmount Park Conservancy.

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

SUBMISSION

Artists are required to provide:

- 4 - 6 images that best illustrate previous work. If applicable, include work that demonstrates your ability to produce outdoor temporary work.

- A short narrative proposal for the West Park Arts Fest (max. 1 page)
- 2 - 4 images that illustrate the proposal (sketches, Photoshop images, etc.)
- CV or bio, not to exceed more than 2 pages (1 page if double-sided)

The deadline for submissions is **Friday, March 30, 2018 at 6 pm EST**. Submit all materials in one PDF to Theresa Rose at arts@myphillypark.org.

For questions concerning this open call, please email Theresa Rose at arts@myphillypark.org.

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.

www.myphillypark.org

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Fairmount Park Conservancy

Senior Director of Strategy and Planning, Ellen Ryan

Special Projects Coordinator, Adela Park

Independent Curator

Theresa Rose

