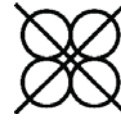




PHILADELPHIA
PARKS &
RECREATION



ARTS &
CULTURE
FAIRMOUNT PARK
CONSERVANCY

FAIRMOUNT PARK CONSERVANCY ANNOUNCES:

CALL FOR ARTISTS

For the design of a LOVE Park
children's activity book



LOVE Park fountain, 2018 (Photo by Albert Yee)

REQUEST FOR PROPOSALS

DEADLINE TO APPLY: WED, AUGUST 22, 2018

LOVE PARK (AKA JFK PLAZA), CENTER CITY PHILADELPHIA

GOAL/OBJECTIVE

Fairmount Park Conservancy and Philadelphia Parks & Recreation, with support from ArtPlace America, welcome all Philadelphians to the newly redesigned and re-opened LOVE Park—so named for Robert Indiana’s famous sculpture. New programming and amenities - including live performances, wellness events, ping-pong tables, and movable seating - activate the space and allow visitors the opportunity to interact with the park on their own terms. The LOVE Park redesign removed physical barriers between surrounding streets and the park; an emphasis on art and expression in LOVE Park programming will continue to support an inclusive public space. We believe that culture is a means of connecting park users with one another, and we aim to strengthen LOVE Park’s identity as a place that welcomes all. As the iconic epicenter of Philadelphia’s civic realm, LOVE Park represents all that the City of Brotherly Love and Sisterly Affection has to offer, and all that its public spaces can be – places for public life and democratic self-expression.

COMMISSION

Fairmount Park Conservancy seeks to commission one artist or artist team to create a LOVE Park children’s activity book to engage the park’s younger visitors by encouraging exploration, creativity, and participation in the new LOVE Park.

The activity book will be distributed at no cost to children visiting the neighboring Family Court building, the park’s on-site game-cart kiosk, and other outlets. Copies may also be sold through the Fairmount Park Conservancy’s website to allow future re-printings. The book will have a soft cover, be printed in black and white, and distributed with small packets of crayons. While size and page count are flexible with the artist’s vision, the final book should not exceed 20 pages.

Interested artists are encouraged to visit LOVE Park for inspiration and to best understand how the activity book could interact with the park. This commission is part of the Arts and Culture Program at the Fairmount Park Conservancy, supported by ArtPlace America’s Community Development Investment Program.

Requirements:

- Imaginative, creative, interactive
- Encourages self-expression
- Appropriate for children ages 6 - 12
- Engages with LOVE Park
- Offers activities that children can complete on their own, as well as opportunities for collaboration with peers and parents/ family members
- Inclusive and representative of our diverse city

TIMELINE

DATE	EVENT
MON July 23	Open Call issued
WED August 22	Deadline for submissions
WED August 29	Selected artist or artist team notified
WED September 19	Project draft due
WED October 10	Project to print

ELIGIBILITY + SELECTION CRITERIA

Greater Philadelphia area artists of all backgrounds are invited to submit a proposal.

All artists who apply must demonstrate:

- An understanding of how to engage youth through arts and activities
- Strong visual and conceptual skills
- Desire to build community
- Demonstration of ability to execute the project in a timely fashion
- Willingness to incorporate feedback on aspects of design

Submissions will be reviewed by a panel and a proposal will be selected on the basis of content, creativity, and relationship to the site - as well as potential to inspire and engage LOVE Park's young visitors.

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.

BUDGET

A stipend of \$2,500 will be allocated for the artist selected. This stipend will be inclusive of all artist fees, time, and any other project-related expenses.

Separate funds have been set aside for printing, assembly, and distribution.

SUBMISSION

Artists are required to provide:

- CV or bio, not to exceed 2 pages (1 page if double-sided)
- 4-6 images that best illustrate previous artistic work
- A short narrative proposal to establish the book's concept—identifying the types of activities and illustrations to be included and how the book will be engaging to a wide age range (max. 300 words)
- 2-4 images that illustrate the proposal
- Links to other relevant work welcome

The deadline for submissions is Wednesday, August 22th at 11 pm EST. All materials must be submitted as a PDF to arts@myphillypark.org.

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



LOVE Park ping-pong table, 2018 (Photo by PPR)

FAIRMOUNT PARK CONSERVANCY

Fairmount Park Conservancy (FPC) is the nonprofit organization that works with the City of Philadelphia to make the city's parks excellent. We believe that parks are a fundamental asset of urban life. Great city parks provide residents with economic, social, health, environmental and cultural benefits. Parks belong to people, and people deserve clean, safe, beautiful parks. We work in three primary ways to make Philadelphia's parks better: through activation, physical improvements, and community engagement. We will support fundraising and programming efforts to ensure the renovated LOVE Park is active and well maintained in the months and years to come.

PHILADELPHIA PARKS & RECREATION

Philadelphia Parks & Recreation (PPR) is the City of Philadelphia department responsible for over 10,200 acres of parkland; more than 150 recreation centers and playgrounds; 272 miles of trails; 1,349 athletic fields, courts, courses, and rinks; and thousands of free or low-cost programs and special events. Through the stewardship of our natural and cultural resources, the structured activities at our bustling recreation centers, and the preservation of our City's rich history, Philadelphia Parks & Recreation connects people to new pathways in life. At LOVE Park, PPR will be responsible for maintenance, security, food and beverage amenities, events, and programming.

ARTS & CULTURE

The Arts & Culture Program is an initiative of Fairmount Park Conservancy, made possible with support from ArtPlace America. Using creative placemaking strategies, we seek to enrich parks and their communities, and to sustain a vibrant civic realm in Philadelphia.



LOVE Park, 2018 (Photo by Albert Yee)



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