

CALL TO CORONADO ARTISTS

REQUEST FOR PROPOSALS

City of Coronado, California

2018 *Sit a Spell and Play a Tune* Public Art Program

Honorarium - \$500

PROPOSAL DEADLINE IS MARCH 14, 2018 BY 5 P.M.

Sit a Spell and Play a Tune is a public art project of the City of Coronado and its Cultural Arts Commission. The program debuted in May 2017 with an artfully decorated piano installed in Coronado Rotary Plaza (Tenth Street and Orange Avenue) and remained at the site through the Annual Holiday Parade where it hosted a crowd of carolers.

In 2018, the Cultural Arts Commission is currently working to expand this popular program to three pianos. This public art installation provides access to musical opportunity, fosters creativity, and builds a sense of community among the public and, in the process, raises awareness for public art initiatives as well as music.

The first piano project was underwritten through contributions made in memory of longtime residents Jim and Barbara Darnell. The first piano was donated by former Coronado Fire Chief Mike Blood. Local artist Jody Esquer's design wraps the piano in iconic images from Coronado. The City has received two additional donated pianos for the program and is currently finalizing recommendations for their placement, seeking sponsors for the program and issuing this Request for Proposals for artwork designs.

The City of Coronado seeks to involve local artists/teams to work with the 2018 *Sit a Spell and Play a Tune* Public Art Program to artistically decorate working pianos sited in Coronado public spaces. The artists will be required to create designs for an artistic piano to be installed in public areas in Coronado. To be considered artists/teams are required to develop and submit visual concepts for piano designs for jury review and selection. A jury committee may select two (2) designs for two pianos for this project. If approved by the City Council the final artwork submitted will be digitized and applied to console pianos via a graphic wrap process.

SUBMISSION INFORMATION

Proposals **must** be received at the City of Coronado, City Hall, 1825 Strand Way, Coronado, CA 92118 by **March 14, 2018** before close of business (5 p.m.) Recommended artists will be notified on **March 21, 2018**. **The jury recommended art will be reviewed by the Cultural Arts Commission at their April 5, 2018 Regular Meeting. A final review and approval by the Coronado City Council will be scheduled for April 17, 2018 at their Regular Meeting.**

Applications may be submitted:

Via e-mail to:

Contract Arts Administrator Kelly Purvis

kpurvis@coronado.ca.us

Type: **2018 *Sit a Spell and Play a Tune* Program** in the subject line

(Please request an acknowledgement email)

Via mail or hand-deliver to:

2018 *Sit a Spell and Play A Tune* Program

City of Coronado - Cultural Arts Commission

Attn: Contract Arts Administrator Kelly Purvis

1825 Strand Way

Coronado, CA 92118

CONTACT INFORMATION

Questions concerning the scope of the project, regarding submittal or process should contact the Contract Arts Administrator Kelly Purvis at (619) 522-2633 or kpurvis@coronado.ca.us

PROJECT

The Coronado Cultural Arts Commission of Coronado, California is requesting proposals in an open competition for local Coronado artists or artist teams to create artwork to be digitized for reproduction on graphic film “wrap” that is applied to working upright pianos. There are two potential pianos available for decoration. The completed artfully “wrapped” piano will then be installed in public locations in Coronado, making art and music accessible for the community to enjoy. The project will consider all styles and concepts for the artwork.

Please prepare a conceptual drawing for the piano and submit your conceptual images using the form attached to this proposal request. We are looking for artwork that has a composition with strong value contrast, minimizing open space and reducing the opportunity for graffiti. We are also looking for themes that fit with potential siting of the piano. Designs will not be considered that include logos, copyrighted or trademarked images, advertisements, or political, commercial, religious or sexual symbols, themes or messages will not be accepted. **Designs should be appropriate for a diverse, broad-based audience of all ages.** Selected individuals/teams whose designs are installed on a piano will receive an honorarium of \$500.

If selected, artists will be notified by April 6 that their piece will be forwarded for approval to the City Council on April 17, 2018 and upon approval will be required to create their final artwork for digitization by April 27, 2018. Pianos will be installed in May 2018 and remain up through the Coronado Holiday Parade on December 7, 2018.

The pianos are wooden console pianos. The back of the piano panel will be printed on a vinyl mesh banner and adhered to the piano in order to complete the design but will allow the soundboard to function during piano operation. **The pianos and artwork are the property of the City of Coronado. In the event the piano becomes permanently damaged by weather or other circumstances, it may be removed from display. Pianos will continue to be reused/recycled and may be re-wrapped at a future date.**

ELIGIBILITY

This project is open to all **local and associate artists** or artist teams. Teams can include school groups, clubs, organizations, etc. The artist or artist team leader must be at least 18 years of age. The artists must be willing to work with the design team selected by the City of Coronado Cultural Arts Commission and artist or artist teams must submit final images for digitization no later than April 27, 2018.

LOCAL VISUAL ARTS DEFINITION:

LOCAL ARTIST: A local artist is anyone who meets one of the following criteria:

- 1) Lives in Coronado
- 2) Works a minimum of 20 hours per week in Coronado
- 3) Owns property in Coronado

Local Artists are eligible to have a personal profile on the CoronadoArts.com website and are welcome to exhibit in CAC sponsored exhibitions.

ASSOCIATE ARTIST: An associate artist must meet two of the three following requirements:

- 1) Graduate of Coronado High School
- 2) Has a body of Coronado-themed work (minimum of 10 images)
- 3) Lived in Coronado for 7 years or more

Associate Artists are eligible to have a personal profile on the CoronadoArts.com website and may show in CAC sponsored exhibitions by invitation.

BUDGET

The City will provide a total honorarium of \$500 to cover all applicable expenses in creating artwork, including all fees for supplies and execution of artwork selected.

SELECTION PROCESS

A jury consisting of two members of the Public Art Working Team and one representative from the Cultural Arts Commission will review application materials and make a recommendation to the Cultural Arts Commission. The Cultural Arts Commission will review and provide recommendations to the City Council for this project at their April 5, 2018 regular meeting. Final review and approval of the project, including final artwork by the City Council will be scheduled for the April 17, 2018 regular meeting. The jury reserves the right to reject any or all entries at any time in the review and selection process.

SELECTION CRITERIA

Qualification of the artist/team to the project and goals as demonstrated in letter of intent will be reviewed. Also, quality and suitability of submitted concept image.

PIANO LOCATIONS AND SUGGESTED THEMES

In 2018, two additional pianos are recommended to be added to the *Sit a Spell and Play a Tune* Public Art Program. Artists should consider the site of each of these pianos and suggested theme ideas listed below. The first piano in the program was installed in 2017 and features the work of local artist Jody Esquer. Her design was done graphically and applied via a graphic film process. **To view images of the 2017 Sit A Spell and Play a Tune piano, visit the following link:** <https://www.facebook.com/sitaspellandplayatune/>

Piano #2 location recommendation is the Coronado Ferry Landing located in Coronado at 1201 First Street.

Themes suggestions include: Ferries of Coronado, Port of San Diego, Coronado History, Waves and kite surfers, paddle boarders, sailboats, History of the San Diego Bay, etc. Not all theme elements are required for inclusion in the design. May submit a collage or single theme. All designs will be considered.

Piano #3 location recommendation is Adella Plaza located at 1351 Orange Avenue.

Theme suggestions include: Spanish architecture and “other Spanish influences” themes (influenced by the surrounding buildings and fountain in area), California native and natural wildlife, beach, ocean, history, historical aviation (North Island landing path), Adella fountain, Silver Strand, Not all theme elements are required for inclusion in the design. May submit a collage or single theme. All designs will be considered.

CONTRACT

Upon selection and final design approval, the artist/team must complete a contract with the City of Coronado. All finished work shall be faithful to the drawings, design, and concept as approved the Cultural Arts Commission. Progress reports and honorarium will be made as contracted. All designs selected become the property of the City of Coronado.

APPLICATIONS MATERIALS TO BE SUBMITTED

Please submit one (1) copy of the following materials:

- Artist/Team Application Contact Form (page 4 of this document)
- Letter of intent outlining any accomplishments as an artist, your interest in this project, and description of your proposed design. (Maximum of 2 pages)
- One full color concept image drawn, painted, or printed on the form at the end of this proposal request. Artists/teams may submit only one concept per piano. (page 5 and 6 of this document). Concepts may be submitted for both pianos but artists are limited to one design per piano.

Submissions must be complete or will not be reviewed. The City of Coronado and the Cultural Arts Commission is not responsible for lost or damaged artist materials. **Materials will not be returned.**

**2018 Sit a Spell and Play A Tune
Artist Contact Form
(Please fill out this form and include with application materials)**

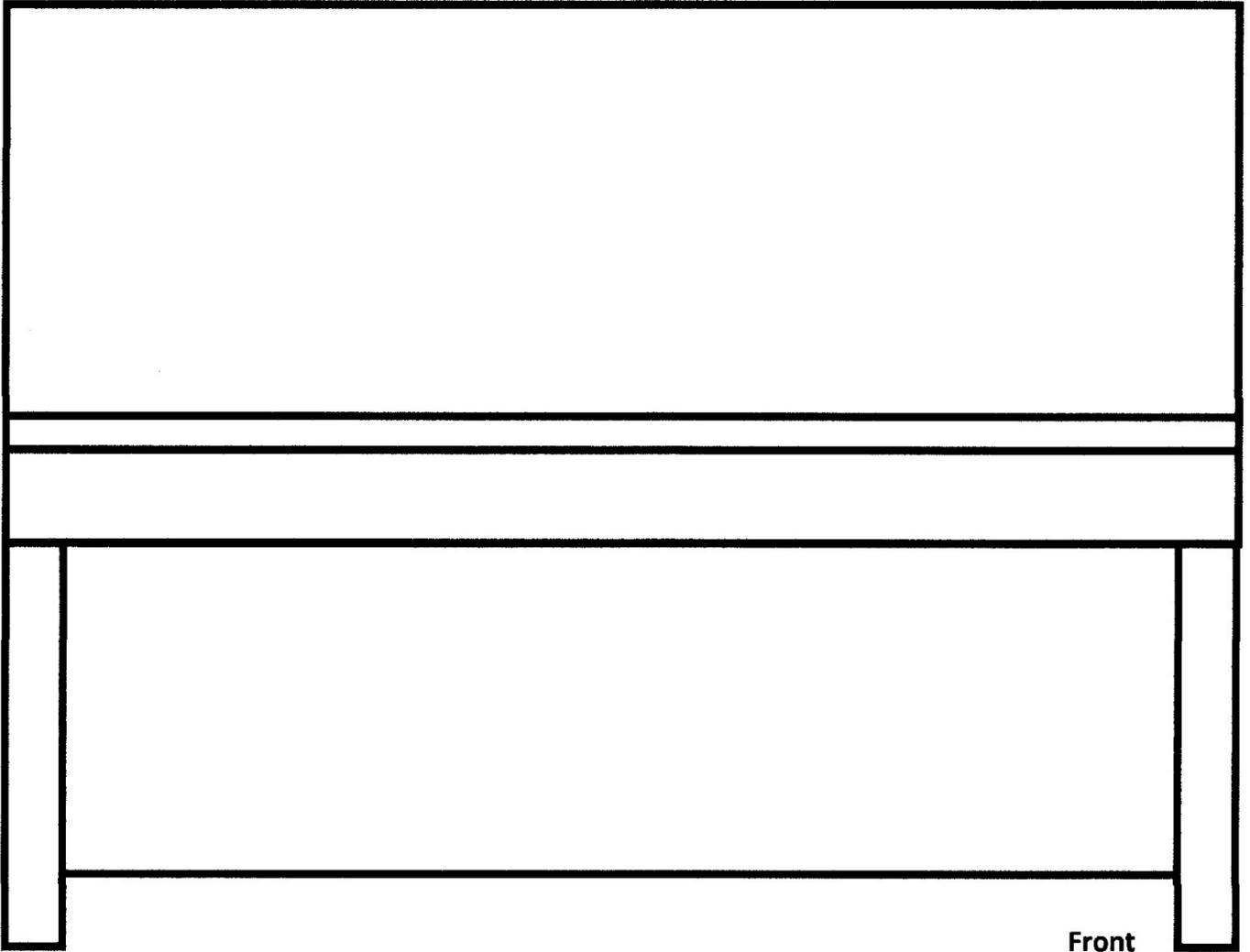
Individual Artist Name/or Artist Team Name/Mentor/Leader Name:

Address:

Best Phone Contact: _____ Best Email: _____

Artist Statement (Brief bio – approximately 250 words):

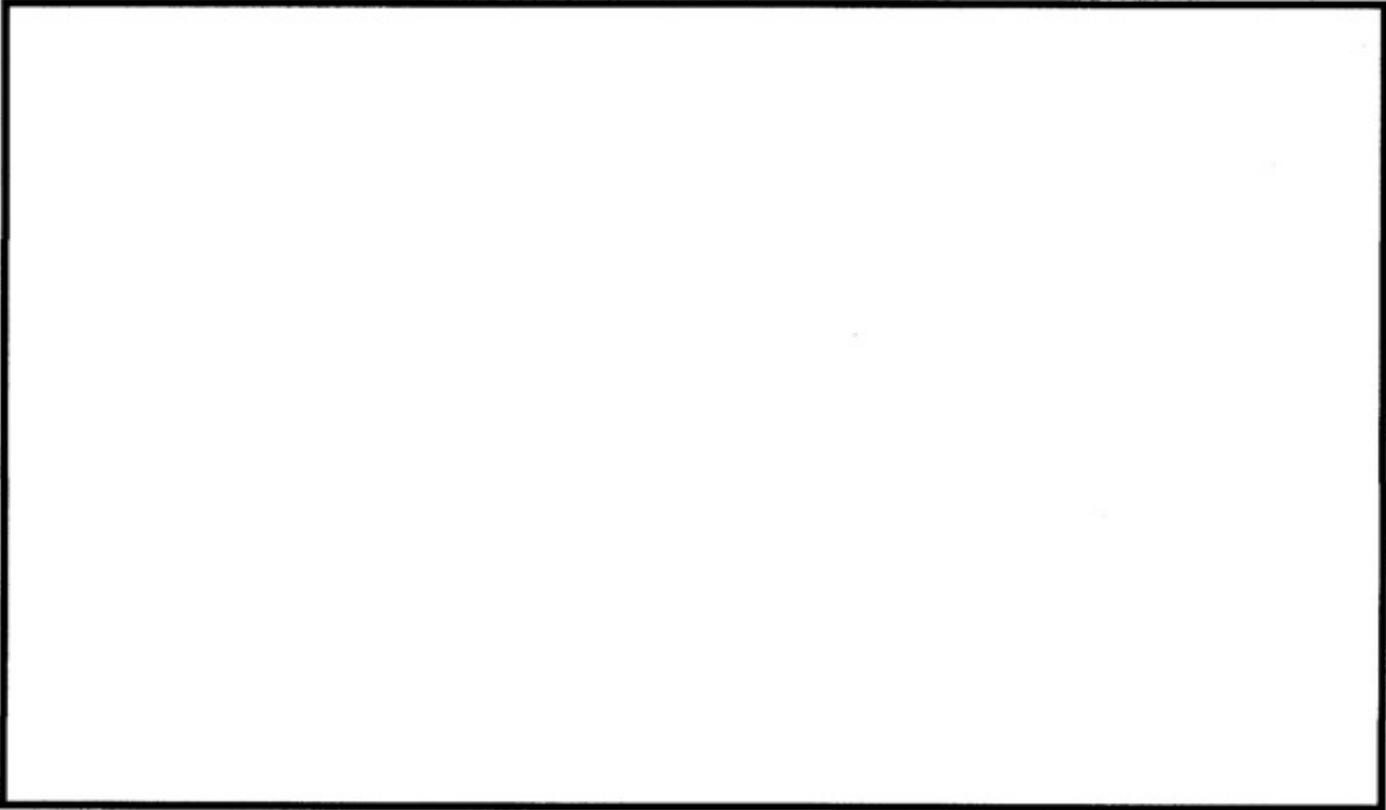
**City of Coronado
2018 Sit A Spell and Play A Tune Public Art Program
Piano Design Concept**



Front



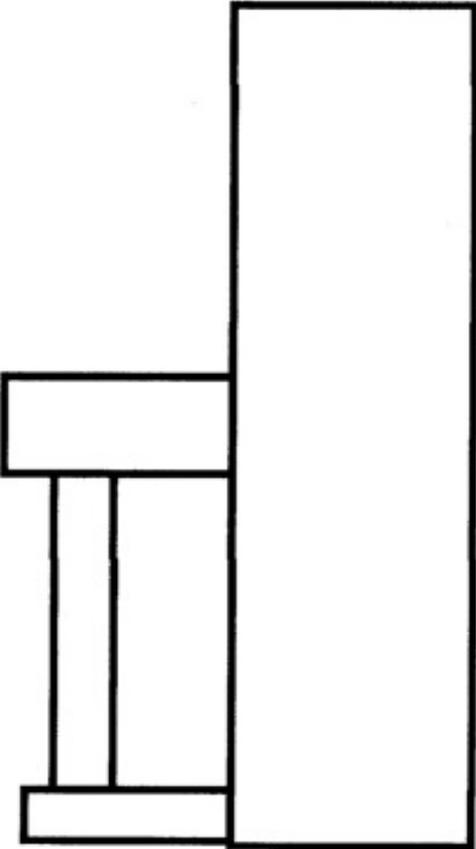
Top



Back



Left



Right