

Crosswalk Art Call to Artists

Call to local artists (18 years and older):

NEW Creative Crosswalk project in the Arts District of Downtown Matthews

This crosswalk on top of a road hump in downtown Matthews should tie in different aspects of Matthews, the Arts District area, and emphasize the walkability of the area.

Timeline for Project:

Call to Artists: October 15 – November 15, 2019

Submissions:

Each artist may submit up to 3 designs. All designs must account for and include 4" white contrast lines. They do not have to be in the traditional vertical lines, but do need to be included for high contrast. We accept PDF or Image files only. Each file must be less than 10MB.

The artwork designs should have high visibility and be recognized as a crosswalk. Artists should also submit a material specification sheet that demonstrates the materials being used for the art are rated for traffic wear and UV degradation.

If selected:

- Artist selected will be asked to tweak designs to fit specific dimensions of the crosswalk. The Town Engineer will lay out specific requirements regarding contrast within the crosswalk once the artist is selected. Artists must be able to physically paint their design onto the roadway (volunteers may be available to help).
- Artist must be available for the entire installation day, which may include up to a 12 hour period on that day in order to finish the project, and add any finishing touches. This time period also includes a drying period while the road is still closed. Painting day may be on a weekend or over a holiday break, depending on weather and road access availability.
- Artist stipend: \$1,500 for the artist, including the price of materials. Artist will receive a 50% deposit in order to purchase materials, and will receive final payment once the project has been completed.

Deadline:

The deadline for submissions is Friday, November 15 at midnight. The date of the painting will be scheduled once final design has been approved.

Once submissions have been received, they will be reviewed by the Town of Matthews Parks, Recreation & Cultural Resource Advisory Committee and the Public Works Department who will give feedback, make their recommendations for artist choice and make sure designs meet the

standards as set by the Town Engineer. Then these recommendations and designs will be presented to the Town of Matthews Board of Commissioners at a regular meeting. Once feedback has been received from the Board, a final artist will be chosen by the Parks, Recreation & Cultural Resource Advisory Committee, and the artist will be contacted. At this point, any changes to the design(s) will be discussed, and presented to the Parks, Recreation & Cultural Resource Advisory Committee and the Town of Matthews Board of Commissioners. A final design will need to be approved by the Advisory Committee and the Board of Commissioners before setting a date for installation.

APPLY NOW

To submit designs and specification sheets, email mjohnson@matthewsnc.gov with the subject CROSSWALK DESIGN, and the following information: Name, Address, Email, Phone, Social Media pages/handles, Artists' statement, Resume or listing of recent professional work, attach up to 3 designs as PDFs or JPEGs.

Details:

- All crosswalk designs must include high contrast white lines, which will be 4" in width.
- Artists are to submit a material specification sheet that demonstrates the materials being used for the art is rated for traffic wear and UV degradation.
- All artists are challenged to create a simple, aesthetically pleasing design that can easily be painted in 3-4 hours.
- Content for crosswalk designs must be appropriate for the general public and cannot include: profanity, nudity, gang symbols, political content, advertisements of any kind, nor anything that may be deemed inappropriate or offensive.
- The crosswalk is 10' wide by 20' in length.
- Due to weathering and traffic flow, the artwork is considered as temporary and may be removed or replaced at the discretion of the Town of Matthews.

Questions:

Please contact Melissa Johnson, Cultural Recreation Manager for the Town of Matthews Parks, Recreation & Cultural Resource Department at mjohnson@matthewsnc.gov or 704-708-1262.