

## **Public Art Equity Project**

### **As part of the City of Rochester's Percent for the Arts Program**

#### **Questions & Answers**

The following are questions that were submitted by interested artists in response to two current Calls for Art: **My Rochester (murals)** and **LOCUS:FOCUS (mosaics)**. Artists submitted these questions over email or at the March 1<sup>st</sup> virtual information session. These are being provided so that anyone interested in applying can have access to the same information as those that attended the session. The deadline for submitting questions for these Calls for Art has passed.

#### **QUESTIONS COMMON TO BOTH *My Rochester* AND *LOCUS:FOCUS***

##### **Are the mural and mosaic projects different?**

Yes. Both are funded by the City of Rochester's Percent for the Arts Program but the murals project is for two or more murals and the mosaic project is for two or more three-dimensional mosaics. Each project is seeking its own artist(s) to design and install the pieces. Both the murals and mosaics will be installed on City-owned property. Both applications can be found at [www.cityofrochester.gov/arts](http://www.cityofrochester.gov/arts).

##### **Is there a percentage of the budget that is expected to be salary/stipend for the artist vs percentage spent on supplies/labor/etc.?**

If you are selected, the budget is available to apply to your project as you see appropriate. It can be spent on artist's fees, materials, equipment, insurance, engineering drawings, and any subcontractors or apprentices they require in the execution of their artistic vision. Please note these are the only funds available from the City for this project.

##### **What insurance do we need?**

Insurance requirements will vary based upon several factors. For example, if any lifts, scaffolding, or other heavy equipment are needed, or if a sculptural piece is large, it may require liability coverage. Final insurance requirements will depend upon the project; this can be determined with City representatives during the final proposal period depending upon the design concepts you put forward. Insurance costs can be covered by the funds provided to the artist(s).

##### **When does the work need to be completed?**

The work should be completed and installed within 12 months of the artist agreement/contract being signed (targeting completion by early summer 2024). If weather creates a barrier to installation, up to 14 months is allowed.

##### **Is there a list of approved contractors with the city?**

The City does not have a list of pre-approved contractors. The City can provide connections to vendors with whom they have worked with previously. There is a preference for local as well as Women-owned/Minority-owned contractors.

**Does the City provide any security for project materials overnight, or is that something artists have to include within the project budget?**

We will seek opportunities to partner with the schools and/or adjacent organizations to have access to interior spaces. Vandalism/theft of materials is a possibility that we unfortunately have to take into consideration for security and/or replacement when budgeting. All parties involved with the project will actively seek solutions to store materials and keep the work site secure.

**I only have 2 references that are able to write recommendation letters on my behalf. Can I still apply?**  
YES!

**How can an independent emerging artist demonstrate ways to involve community members in their project?**

Prior experience in community-based creation is ideal, but for artists who are new to this type of practice, consider how you will invite members of the neighborhood to participate in a meaningful way. What natural groups or meeting spaces exist? Are there organizations you can partner with who are already trusted within the neighborhood? How would you like to be asked to join in a project like this if it were in your neighborhood?

**QUESTIONS ABOUT *My Rochester (Murals)***

**What are the 2 mural tracks?**

There are 2 mural tracks.

The first is for “Murals Artists” - We are inviting established and emerging artists to submit a concept for art for public murals. This track is for artists who have designed, installed and completed public mural projects in the past, on their own or as part of a team. A panel of judges will select finalists who will then be invited to submit mural proposals.

The second track is the “Community Art Project”- This track is intended for Rochester residents to develop an idea for a public mural artwork in the City. Whether you are a Rochester City School District art class, a baker, a basketball player, or a business person- we are looking for YOU. The Community Art Project CAN be a collective project proposed by a group or a single artist. There is no experience requirement, just creativity and a desire to develop the “*My Rochester*” theme. Applicants can be any age and from any City of Rochester neighborhood. A panel of judges will select the concepts that will be transformed into a mural by professional mural artists.

**Is the first round application the same for professional muralists vs community/non-professional mural artists?**

Yes. There is only one first round application for the murals project called a Call for Concepts. Everyone applying to be included in the murals project should use the same Call for Concepts application. It can be found at [www.cityofrochester.gov/arts](http://www.cityofrochester.gov/arts).

**Which locations are approved for murals?**

East Side

- Lincoln Branch Library (851 Joseph; closed for renovations, reopening Aug 2023)
- Avenue D R-Center (212 Avenue D)

## West Side

- Clara Barton School 2 (Exterior)
- Troup Street Playground (Wall)
- Lightfoot R-Center for Equity and Justice- Flint St. (Exterior)
- Dr. Charles T. Lunsford School 19 (Exterior)
- West High Park (Building; 200 Arnett Blvd.)
- Verona Street Park (Building)

### **Are those the only locations where murals can happen?**

For this round of the Public Art Equity Project: [My Rochester](#) murals, these are the only locations/buildings/structures eligible for mural art. There will be additional opportunities in future years.

## QUESTIONS ABOUT **LOCUS:FOCUS (Mosaics)**

### **What was the inspiration for LOCUS:FOCUS?**

The [Magic Gardens in Philadelphia](#) is a unique space filled with community-built mosaics. What was once an abandoned building shell has been transformed into an immersive mosaiced environment that incorporates not only traditional tiles and mirrors, but small ceramic objects and folk art elements. As the work has evolved over time it has become a living monument, serving as a record of local history. The accessibility of the material, the flexibility of its application, and its historic durability make mosaic an ideal theme that could be interpreted in myriad ways.

### **Where can the artwork be installed?**

Eligible locations for artworks to be installed are limited to City-owned or publicly-owned land including the public right-of-way (sidewalks and streets) within the geographic area bounded by Joseph Avenue, Clifford Avenue, Hudson Avenue and Kelly Street in the CONEA/Upper Falls Neighborhood in Rochester, NY. Exterior locations within Baden Street Park, School 22, and Quamina Park are ideal locations within the project footprint. Mosaics may be applied to publicly owned fixtures (example, lamp posts, street furniture etc.) The City will determine if specific surfaces proposed will be viable and work with the artist(s) to refine the location, if necessary.

Please note that sidewalks are currently not recommended as an installation location for mosaic artwork due to concerns of potential for damage during snow removal.

### **Are we limited to two pieces?**

We are looking for at least two works of public mosaics. The pieces may relate to each other or stand alone. They also do not have to be in the same general location. While you can create more than two works, it is not required.

### **Who am I allowed to work with?**

You can apply as an individual artist, as a formally connected team of artists, or as a group of artists who are assembled just for this project.

### **Do I have to be a visual artist/an artist to apply?**

You don't have to think of yourself as an artist to apply! However, the application requires you to

provide examples of completed works. This project will result in the creation of at least two works of public mosaic that involve community during the process. You may hire subcontractors to complete aspects of the work, but to strengthen your application, it is advised to have at least one visual artist familiar with production on your team.

**What type of artwork should be included in the applicant portfolio? Charcoal pieces, animation reels, traditional drawings and sketches?**

We are looking for examples of work that demonstrate design skills and craftsmanship. Anything you've made that shows your style and inspiration can be submitted. If you have previously worked with mosaic, be sure to include a sample work. Please only submit .jpg image files (no videos). Craft, fine art, abstract, or realistic works are welcomed.

**What's an engineering drawing and how do I get one?**

An engineering drawing is used to communicate design ideas and technical information to engineers and other professionals throughout the design process. Depending on the nature of the installation, an engineering drawing may be required of the artist(s). The City can provide some guidance to the artist(s) on this process.