

Artist Tips for Successful Public Art Application/Proposal

1. Do Your Homework:

- a) Review printed materials carefully. What does the project Request for Qualifications or Proposals say? What are the goals and objectives of the project?
- b) Visit the site. Review all visuals and information available.
- c) Research concepts and ideas related to the site, purpose of the space, history, etc. (go to the public or state historical library and look at books, see if there is an archive with material that would be helpful, look for available books on the topic you can buy and study)
- d) Talk to Public Art Project Staff, users of space, or members of the Selection Panel.
- e) Develop a **site-specific** concept, or if the call is for materials only, relate your work to this particular project or state clearly in your cover letter why you/your work is appropriate for this project.

2. When developing your written proposal and budget:

- a) Communicate your ideas clearly and simply.
- b) Your artwork/project description should be:
conise – coherent – concrete – and well written
- c) Proof read carefully. Check spelling and grammar.
- d) Have a third party read your proposal and be sure they understand your ideas and intent.
- e) Make sure your budget is as accurate as it can be—get bids for sub-contracted items and materials, include line items for taxes (talk to your accountant), insurance, contingencies, transportation of artwork, permits, engineering, lighting and infrastructure.

3. Make sure your proposal/application (and supporting written materials):

- a) Address the goals and objectives listed in the RFP
- b) Takes the specifics of the site, its users, and its context into the community into consideration. Be sure your narrative explains what, how and why your artwork/project will accomplish this.
- c) Explains how users/audience experience your concept. Why and how will your artwork/proposal benefit users/audience/community?
- d) How and why will your artwork/proposal enhance the site?
- e) Explains how and why you (and/or your team) are qualified to accomplish the project (you can do this in a cover letter or in your written statement)

4. Consider providing explanatory notes related to your past work.

5. Do whatever you can to help selection panelists visualize your project:

Provide a unified package and concept. Your proposal and supporting materials reflect your ability as a visual artist. Consider the aesthetics of your proposal.

- a) paper
- b) covers
- c) visuals
- d) labels (typed, complete)
- e) details, details, details, down to the paper clips
- f) drawings should be simple and clear
- g) include material samples of work to show material use, color, physicality

6. Provide a COMPLETE proposal. Provide everything that is requested.