

CALL FOR ARTISTS

Downtown Hailey - Painted Crosswalks and Street

Request for Qualifications

Idaho artists and art students are invited to submit applications for the Downtown Hailey Painted Crosswalk and Street Project. Please review the selection process and submit the applications to the City of Hailey before 5:00 p.m. on Tuesday, April 25, 2017.

Project Description & Guidelines

The City of Hailey Arts and Historic Preservation Commission invites Idaho artists and designers to submit a two-dimensional design for four painted crosswalks and street. This street will be the new (seasonal) location for the Hailey Farmers Market. The project will specifically focus on:

- All four crosswalks across Main Street at Carbonate Street
- In-street design in Carbonate Street between Main Street and the alley

Crosswalks: Crosswalks are demarcated by white parallel lines called “crosswalk lines” and must remain intact in the Artist’s design. The two-dimensional design must be rendered within those white crosswalk lines. The area between the crosswalk lines is the Artist’s canvas. The selected Artists will be free to create simple graphic designs that can be easily produced using a stenciled outline or paint.

Carbonate Street: The design should include the middle of the street east of the crosswalk and west of the alley, as shown on the detailed map.

Bulbouts: Bulbouts will be painted by a student artist. The student artist and other selected artists will be required to collaborate with each other regarding design and implementation of artwork.

Get Creative! Design Themes Could:

- Celebrate the Hailey Farmers Market (for Carbonate Street)
- Be inspired by the history of Hailey or the natural landscape of Idaho
- Utilize graphics are that bold in color and simple in design
- Result in a design doesn’t compete with safety-required white crosswalk lines



Other Guidelines:

- Crosswalk design need not incorporate the parallel bars between the stop bars
- Selected artwork design may need to be adapted, as crosswalk dimensions vary by location and in length
- See attached MUTCD Safety Requirements



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Artist Selection Process

1. Artists Apply

Artists will submit the application materials listed below by the stated deadline.

Applications must include:

- 8" x 11" colored designs for four crosswalks and Carbonate Street in the form of a hardcopy and electronic copy (maximum electronic size of 10 MB)
- A one-page cover letter and/or artist statement describing how the proposed designs reflect the Design Guidelines
- Self-addressed stamped envelope for return of materials, if desired by artist.

2. The Selection Panel Determines Selected Artists

The Selection Panel will review and evaluate the applications. The City of Hailey will coordinate state and federal approvals to ensure compliance with MUTCD Standards. Selection criteria:

- Inherent artistic quality of work represented in images.
- Appropriateness of type of work for planned project.
- Artist's interest as represented in cover letter/statement.
- The design solution thematically is reflective of Hailey and/or Idaho landscapes

The Selection Panel will choose up to four finalists from the applications received. The panel reserves the right to request the competition to be re-opened. The Selection Panel may be composed of representatives from:

- Hailey Arts & Historic Preservation Commission
- Hailey City Department Head
- Artist or Art Professional

3. The Selected Artists' Proposals

Artists will be paid \$500 for four crosswalks and \$1000 for Carbonate Street. Proposals will include proposed materials (colors of paint and potential stencils), and a rendering of the proposed designs.



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4. Materials, Project Budget and Construction

Materials will be provided by the City of Hailey/Hailey Arts and Historic Preservation Commission. Supplies are limited to City-specific traffic paint. No oil based paints will be allowed. A budget will be established for application materials (traffic paint, stencils, brushes or other applications) and provided by the City of Hailey/Hailey Arts and Historic Preservation Committee. The City of Hailey anticipates the installation to last one to two seasons.

5. Project Schedule

Submittal Deadline: April 25 2017

Identify Finalists & Contract Award: Week of May 1, 2017

Crosswalk and Street installation is planned for Saturday, June 10, 2017.

Artists must be available on that date in order to be selected.

A finite time period for installation will be established by the City to assist with traffic control.

6. Eligibility

This call is open to artists living full-time in the state of Idaho. The public art program is open to artists regardless of race, gender, sexual preference, religion, national origin or disability. Incomplete, ineligible or late applications will be reviewed.

7. Deadline

Applications must be received by the City of Hailey by 5:00 p.m. on April 25, 2017 (Postmarks not acceptable).

8. Notification of Results

Please do not call the Arts and Historic Preservation Commission or City Hall to ask about the Selection Panel's recommendations. Artists will receive notification of the decision by letter. Applications accompanied by return envelope with sufficient postage will be returned. Every effort will be made to ensure the safe handling of the submitted materials; however, the City of Hailey will not be responsible for any loss or damage.



Deliver or Mail Applications To:

City of Hailey
Attn: Lisa Horowitz
115 Main Street South, STE. H
Hailey, ID 83333

