

REIMAGINING CITY HALL PLAZA

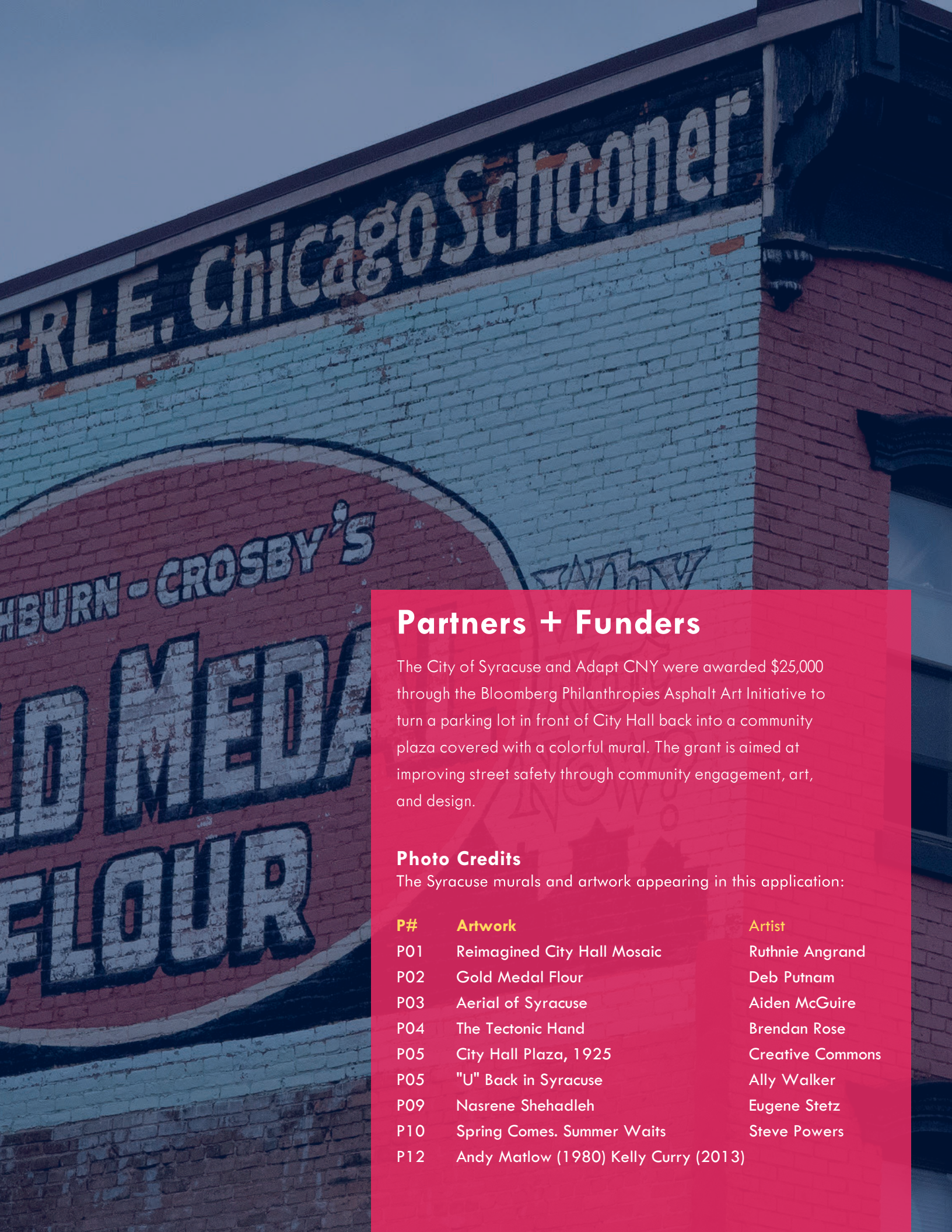
SYRACUSE ASPHALT ART PROJECT

Request for Proposals



CITY OF SYRACUSE + ADAPT CNY
MAYOR BEN WALSH





Partners + Funders

The City of Syracuse and Adapt CNY were awarded \$25,000 through the Bloomberg Philanthropies Asphalt Art Initiative to turn a parking lot in front of City Hall back into a community plaza covered with a colorful mural. The grant is aimed at improving street safety through community engagement, art, and design.

Photo Credits

The Syracuse murals and artwork appearing in this application:

P#	Artwork	Artist
P01	Reimagined City Hall Mosaic	Ruthnie Angrand
P02	Gold Medal Flour	Deb Putnam
P03	Aerial of Syracuse	Aiden McGuire
P04	The Tectonic Hand	Brendan Rose
P05	City Hall Plaza, 1925	Creative Commons
P05	"U" Back in Syracuse	Ally Walker
P09	Nasrene Shehadleh	Eugene Stetz
P10	Spring Comes. Summer Waits	Steve Powers
P12	Andy Matlow (1980) Kelly Curry (2013)	



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REIMAGINING CITY HALL PLAZA

ASPHALT ART PROJECT

CALL FOR
ARTISTS

Project Summary

The City of Syracuse in partnership with Adapt CNY seek an artist to assist in the transformation of the driveway and parking area in front of Syracuse City Hall into a welcoming community plaza. Artists are requested to submit designs for a ground mural to be located at the formal entrance to City Hall. Three finalists will be selected to present their designs to the public. The artist with the winning design will be responsible for engaging with the public, city departments and the Public Art Commission. The artist will also be responsible for the installation of the mural with the assistance of community volunteers. The installation is anticipated to be in August 2022.

This Reimagining City Hall Plaza project is funded through a Bloomberg Philanthropies' Asphalt Art Initiative grant. Syracuse was one of 26 municipalities selected to receive this funding in 2021.



Project Description

CALL FOR
ARTISTS

The City of Syracuse in partnership with Adapt CNY seek proposals by an artist to paint a ground mural as part of a project to create a pedestrian-friendly community plaza in front of Syracuse City Hall.

Syracuse City Hall is a grand, castle-like structure that anchors the north end of Montgomery Street in downtown Syracuse. The formal entrance to City Hall is a natural community gathering place. Early photographs show a large open plaza with raised flower beds in front of the main entrance stairs. However, in the late 1970s, the plaza was removed to allow for automobile access and parking for the mayor and special guests. As a result, people gathering must now stand in the driveway or on the brick median strip creating an unsafe and challenging pedestrian experience.

The goal of this project is to permanently remove automobiles from the formal entrance to City Hall and return the space to public use as a site for dialogue, civic engagement, community celebration, commemoration,

or simply as a place to meet and eat lunch on a sunny day. Large planters will permanently block traffic from the plaza, which will also feature movable street furniture, such as tables and chairs.

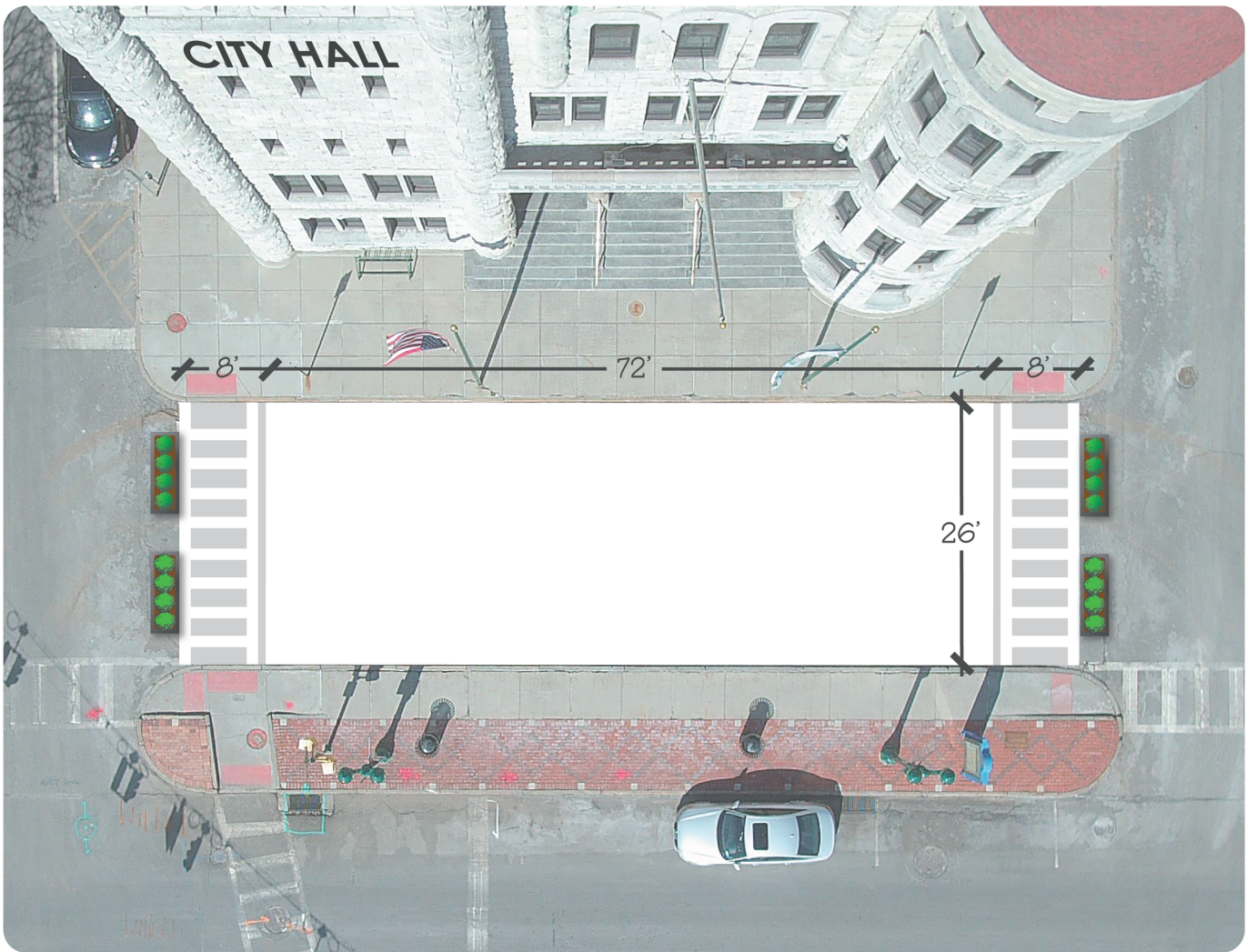
Integral to the redesigned space will be a large ground mural that will occupy the former driveway and parking area.



CITY OF SYRACUSE + ADAPT CNY

Syracuse City Hall plaza, c. 1891





Site Description

Located at 233 E. Washington Street, the site is rectangular and measures approximately 26' x 90' or approximately 2300 square feet. It is bounded to the north and south by low curbs and will be bounded to the east and west by permanent planters. The surface material is asphalt, which will be repaired and sealed prior to the installation of the mural.



Syracuse City Hall plaza, current condition

REIMAGINING CITY HALL PLAZA

ASPHALT ART PROJECT

CALL FOR

ARTISTS

Sample Budget

Use the budget template below to guide your art installation budget.

What Artists Should Know

The total capital project cost includes furniture, planters and environmental materials. Artists are responsible for estimating the direct costs of the installation of their design.

The top 3 finalists will receive \$250 each following the public presentation of their designs. The selected artist will receive an additional \$3250 for a total of \$3500 design fee.

Artist Design Fees

Finalist Presenter 1	\$	250
Finalist Presenter 2	\$	250
Finalist Presenter 3	\$	250
<u>Selected Artist</u>	\$	<u>3,250</u>
Allocated for Artists	\$	4,000

Art Expenses	Cost	Balance
Item 1:	\$	\$
Item 2:	\$	\$
Item 3:	\$	\$
Item 4:	\$	\$
Item 5:	\$	\$
Item 6:	\$	\$
TOTALS	\$	\$

For more space, you may use another sheet of paper.

REIMAGINING CITY HALL PLAZA

ASPHALT ART PROJECT

CALL FOR ARTISTS

Timeline

Proposals are due by 11:59 pm, **Friday, May 6, 2022**. All applications will be reviewed for completeness. Incomplete applications will be returned.

An selection committee will select 3 finalists. The finalists will present their proposals to the public in mid-May. The public will be invited to vote on their favorite designs.

The winning design will be announced on or around **June 15, 2022**. The selected artist will work in coordination with Adapt CNY, the Department of Public Works, and the Public Art Coordinator to refine the design, as necessary. The artist will be responsible for presenting the final design to the Public Art Commission for approval. The artist will be responsible for material selection, mural layout and installation. Technical assistance will be available.

The final installation will take place over one to two days in **August 2022**. It will be a public event with volunteers from the community who will assist with the installation. The artist will work with Adapt CNY to organize the volunteer effort.

April 2022

Applications Open

May 6, 2022

Proposals Due

May 2022

Public Presentations and Voting

June 2022

Winning Design Announced

August 2022

Art Final Installation

Criteria for Selection

The goal of the Reimagining City Hall Plaza asphalt art project is to create an atmosphere of invitation, welcome and inclusion. Artists should use these themes to help guide their design proposals.

Artists' submissions will be judged by the following criteria:

- Artistic excellence, in terms of vision, design, and aesthetics, substantiated by the applicant's previous work.
- Proposed design's ability to capture the spirit of the Reimagining City Hall Plaza project.
- Applicant's experience with large-scale mural projects, including ground murals.
- Applicant's experience with community engagement in previous mural or other art-related projects.

CALL FOR
ARTISTS

Eligibility

Individual artists or artist teams with experience painting murals or similar may apply. Preference will be given to artists from the Central New York region. Artists outside of the region with strong ties to the City of Syracuse are welcome to apply and will be considered.



REIMAGINING CITY HALL PLAZA

ASPHALT ART PROJECT

The application and design supplements can be completed online at bit.ly/syrplaza-application. All applications and material must be received by 11:59 p.m., **Friday, May 6, 2022**.

CALL FOR
ARTISTS

Artist Legal Name _____
Street Address _____
City, State, Zip _____
Phone Number _____ Email _____

Note to Applicants

Online Application

bit.ly/syrplaza-application



We **STRONGLY** encourage applicants to apply online. For applicants with barriers to applying online, please contact Kate Auwaerter, City of Syracuse Public Art Coordinator at **(315) 448-8108** or email at kauwaerter@syr.gov.

Installation Method

Applicant Checklist

CALL FOR
ARTISTS

Each applicant is asked to complete the online proposal form

The required information includes the following:

- Artist Contact Information: name, street address, phone number and email address
- Project description: a description of the proposal, including the purpose or artist's intention; a description of the proposed installation method and how the artist envisions volunteers assisting in the installation.
- Project budget: itemized mural related costs only (paint, paint brushes, paint buckets, stencils if using, drop clothes, tape, etc.)
- Full color rendering of artwork
- Full color rendering of artwork superimposed on template provided
- Uploaded short artist biography (no more than 500 words)
- Uploaded resume/CV
- Uploaded examples of previous work

Note: Proposal Deadline

Proposals must be received by 11:59 p.m., **Friday, May 6, 2022.**

For further information, please contact **Kate Auwaerter**, City of Syracuse Public Art Coordinator, at kauwaerter@syr.gov.

Online Application

| bit.ly/syrplaza-application



SPRING COMES SUMMER WAITS



Contact

For further information, please contact Kate Auwaerter,
City of Syracuse Public Art Coordinator, at
kauwaerter@syr.gov.net.