

Call for Artists

Project Summary

Somerset County Cultural & Heritage Commission (**SCC&HC**) has initiated a countywide public art project entitled **Gallery 24/7 (G 24/7)** integrating the arts into non-traditional venues to expand the reach of the arts to broaden and diversify public exposure, interest in, and access to the arts, and to expand exhibition opportunities for New Jersey visual artists.

Artwork will be applied to the exterior of select **Traffic Control Boxes (TCB)** throughout Somerset County.

With the aid of dedicated funding provided by an arts grant, and through a competitive and professionally juried selection process, New Jersey visual artists (**ARTIST**) are invited to create and submit original artwork for G24/7. Ten (10) artworks (**ARTWORK**) will be selected and reproduced on a vinyl adhesive film and professionally applied to county-owned **TCBs**.

Project Goals

- Encourage, promote and support the talents and visibility of NJ visual artists by expanding public exhibition opportunities
- Provide unique opportunities for an all-inclusive viewing public to access and enjoy visual art beyond a gallery or museum experience at their convenience, and “admission free”
- Stimulate the local economy by welcoming & increasing cultural tourism
- Provide creative experiences in unexpected public places by integrating the arts into non-traditional venues and transforming the ordinary, into the extraordinary.
- Provide a catalyst for dialogue; encourage socialization
- Graffiti deterrent
- Create and encourage partnership opportunities
- Responds to the SCC&HC’s Long Range Plan

Benefit to Visual Artists

- \$250 honorarium for each artist whose artwork is selected
- Wide distribution of companion tourism brochure identifying/highlighting featured artworks & artists, and encouraging public touring
- **ARTWORK** accessible 24 hours a day, 7 days a week for 3+ years
- Planned expansion of this public art project to greater numbers of **TCBs**, will continue to increase visibility for more NJ artists in successive years, as funding allows

Eligibility

This competitive opportunity is open to all established and emerging 2D visual artists (Painters, Photographers, Printmakers, Graphic Artists and Computer/ Digital Artists) residing in the State of New Jersey.

Selection Process and Design Criteria

The selection panel will be comprised of arts professionals from a variety of visual arts disciplines and an arts administrator from SCC&HC. **ARTWORK** will be judged for artistic excellence, technical merit, the ability to complement the setting where it will be displayed, and how well the **ARTWORK** translates into large scale viewing.

Gallery 24/7 Timeline

June 10	G24/7 Project Announcement - Call for Artists/Guidelines Availability
June 29-30	“Expression of Interest” Community Meetings (dates tentative) Please check back on this website for confirmed dates / times / locations
July 6, 2010	Expression of Interest Community Meeting Time: 6:30PM - 8:00PM Location: 40 North Bridge Street (1st floor conference room), Somerville, NJ 08876 (corner of Bridge & High Sts.) Parking: Free parking in adjacent parking lot, as well as on street Travel directions: www.co.somerset.nj.us/directio.html
August 12, 2010	Deadline for receipt of Artist Application /Entry Form SCC&HC office, Somerville, NJ
August 17-19	Judging
August 18-20	Notification of selected artists/artworks
October 4-8	Projected installation of ARTWORK on TCBs
Mid-October	Somerset County’s Gallery 24/7 Public Art “Opening”

SCC&HC reserves the right alter the timeline as necessary without notice

SCC&HC Contact info:

Pat McGarry
telephone: 908-203-6020
e-mail: CulturalHeritage@co.somerset.nj.us
e-mail Subject Area: **Gallery 24/7**

Location / Mailing address:

Somerset County Cultural & Heritage Commission
P.O. Box 3000 / 20 Grove Street
Somerville, NJ 08876-1262

GALLERY 24/7 ARTIST ENTRY AGREEMENT

By submitting an artist entry form, ARTIST agrees to the following:

- ARTIST declares that submitted ARTWORK is his/her original creation.
- ARTIST declares that submitted ARTWORK does not constitute a breach of any intellectual property, copyright, trademark or brand and agrees to hold the County of Somerset and the SCC&HC harmless from any legal action arising from such claims against the submitted ARTWORK.
- The ARTIST will submit a photographic reference print for each entry cropped to 12"x 6" for 2:1 ratio, and/or 12" x 4.29" for 2.8:1 ratio.
- Late and/or incomplete entries will not be accepted.
- Judging will be from a photographic reference print ONLY, and NOT from original ARTWORK.
- ARTWORK will be judged for artistic excellence, technical merit, the ability to complement the environment where it will be displayed, and how well it translates into large scale viewing.
- ARTWORK must be uplifting, colorful & appropriate for people of all ages (children - seniors). It should reflect local values, culture, history and the natural environment.
- ARTWORK must not contain any advertisements, business or product promotions, political or religious points of view.
- ARTIST agrees that some cropping of ARTWORK may occur because of the physical design and working function of the TCB. Possible cut-away sections may be removed for door handle, articulating keyhole cover, protruding bolts or hinge plates and vents.
- ARTWORK will be considered as permanent display with a life expectancy of 3+ years.
- ARTIST retains copyright of original ARTWORK; however ARTIST grants SCC&HC permission to reproduce ARTWORK in vinyl for TCB, and to reproduce ARTWORK for publicity and promotion of Gallery 24/7 and SCC&HC programs.
- If selected, ARTIST agrees to deliver the original artwork within 5 business days of selection notification.

ARTIST SUBMISSION GUIDELINES

SPECIFICATIONS: ARTWORK must be uplifting, colorful and appropriate for people of all ages. Subject matter should reflect local values, culture, history and the natural environment. ARTWORK must not contain any advertisements, promotions, political or religious themes.

ARTISTS can submit 1 (One) or 2 (Two) entries in the following layout ratios.

TALL TCB (TCB-T): 2 : 1 Ratio

TCB-T Locations: (Bernards, Branchburg, Bridgewater, Montgomery, Raritan, Somerville and Warren)

SHORT TCB (TCB-S) 2.8 : 1 Ratio

TCB-S Locations: (Franklin, Hillsborough and North Plainfield)

Locations, templates and photographs of each of the designated TCBs are available online for ARTISTS reference. Visit <http://www.co.somerset.nj.us/2010photogal/gallery24.html>

Digital Artwork

Digital original ARTWORK must be created using either Adobe PhotoShop or Adobe Illustrator software, ONLY—no other software / formats will be accepted. Dimensions (28000 px x 14400 px) for TCB-T and (28000 px x 10000 px) for TCB-S. If selected, digital artists will submit final file in the software's native format or as a **PDF** on a flash drive or DVD. Please allow up to 1" bleed on all sides, please note all PMS colors and include all fonts (if applicable). **Maximum File Size - 1.15 GB**

Traditional Artwork

Please create your traditional ARTWORK in a 2:1 or 2.8 :1 format. (minimum short dimension 10 inches) If selected, ARTIST will be required to bring the original ARTWORK to the SCC&HC offices during a scheduled timeframe. Selected traditional ARTWORK will then be converted to digital format.

Judging

ARTWORK will be judged from a photographic reference print ONLY, NOT from original ARTWORK. Submission print should be cropped to 12"x 6" for 2:1 (TCB-T) entries, and/or 12"x 4.25" for 2.8 :1 (TCB-S) entries. Submissions in any other formats or ratios will be ineligible and disqualified. ARTIST may submit either 1 or 2 photographic reference print(s), one for each entry, and print(s) must accompany a completed **G24/7 ARTIST ENTRY FORM.**

Notification / Delivery / Pick-up of Artwork

Following jury selections, ARTISTS whose ARTWORK was selected will be notified by phone and e-mail. Reference prints will NOT be returned and non-winning entries will not be notified by SCC&HC.

Selected ARTISTS will be required to deliver ARTWORK to SCC&HC offices within 1 week of notification. In the case of traditional ARTWORK, deliver the original flat unframed art. If ARTWORK is not delivered within 1 week, SCC&HC reserves the right to reject the entry and replace it with an alternate entry due to scheduled production and installation deadlines.

Traditional ARTWORK will be consigned to SCC&HC for 2 weeks for digital conversion. ARTIST will be responsible for obtaining insurance for their own ARTWORK. Instructions for return/pickup of ARTWORK after digital conversion will be relayed when ARTIST is notified initially of selection.

GALLERY 24/7 ARTIST ENTRY FORM

Name: _____

Street: _____
Unit or Apartment # _____

Town/City: _____ NJ Zip code: _____

Telephone: (day) _____ ;(eve) _____ ;(mobile) _____

e-mail: _____

Artist website URL: _____

Artists are welcome to submit either ONE or TWO entries:

Entry #1 TCB-T Ratio: 2:1 _____ TCB-S Ratio: 2.8: 1 _____

Title: (optional) _____

Traditional Artwork: Medium _____ Original Dimensions: Length _____ Width _____

Digital Artwork: Software* - Adobe Photoshop _____ Adobe Illustrator _____

Photography: Film _____ Digital _____ Camera Info: _____

Entry #2 TCB-T Ratio: 2:1 _____ TCB-S Ratio: 2.8: 1 _____

Title: (optional) _____

Traditional Artwork: Medium _____ Original Dimensions: Length _____ Width _____

Digital Artwork: Software* - Adobe Photoshop _____ Adobe Illustrator _____

Photography: Film _____ Digital _____ Camera Info: _____

* **Important Note:** G24/7 vinyl vendor *requires* that original Digital Artwork be created using ***specified software, ONLY**—no other software / formats will be accepted. If selected, digital artists will be asked to submit their file in the software's native format or as a PDF a flash drive or DVD. **Maximum File Size - 1.15 GB.** Please allow up to 1" bleed on all sides, note all PMS colors and include all fonts (if applicable).

On the reverse side of each entry photograph(s), please **PRINT: Last Name, First Name** and indicate entry number (**1 of 1 , 1 of 2 , 2 of 2.**) using PERMANENT MARKER.

Artist's Signature

By signing and submitting this entry form, ARTIST agrees to all terms and conditions defined in the Gallery 24/7 Artist Entry Agreement