

Invitation to Apply
ART IN THE HEART OF THE CITY 2012
Ithaca, New York

1/20/2012

The Downtown Ithaca Alliance (DIA) is pleased to invite artist applications for its 13th annual outdoor public art exhibition, *Art in the Heart of the City*. Work will be installed in June on and around the famous outdoor Ithaca Commons pedestrian mall. An Opening Reception will be held on June 29, 2012.

1. The Alliance has commissioned a jury of leading art experts and Ithaca community leaders to select featured artists for the 2012 exhibition. Jurists to include: members of the Public Art Commission, City officials, Downtown Ithaca Alliance staff and Public Works department staff.

Each artist is expected to display 2-5 pieces of work, depending on size. Illustrative exhibition site options can be viewed at the Alliance web site (www.downtownithaca.com). Both experienced and emerging artists are encouraged to apply.

General Theme

This is a broad and open ended invitation for all artists and sculptors. All styles, mediums and materials are invited and welcome, subject to the criteria for public art described below.

Application Process:

(1) All entrants are asked to prepare a short letter of interest and intent up to a maximum of 500 words. This letter must include:

- Name, contact information, website (if any)
- Level of experience with public art (experienced, emerging, etc.)
- A brief description of proposed works

(2) All entrants are asked to submit a list of their proposed works. For each piece include whether it is new or existing, materials used, dimensions, weight, medium, possible site, level of durability, and estimated value.

(3) For each new piece, please attach a concept drawing or sketch. For each existing piece please provide electronic images. If you are proposing new pieces, please also send images of other work.

(4) Applications are due on or before **April 1, 2012**.

Selection will be made by May 1, 2012 for installation in mid-June, 2012

Selection Criteria:

Applicants will be selected based on the following criteria:

- **Durable:** able to withstand Ithaca's variable weather and public handling
- **Safe:** Ease and stability of installation, non-breakable materials, pedestrian safety
- **Appropriate and Compelling:** themes and images that can be enjoyed by visitors of all ages

Installation/Removal

- Artists are responsible for bringing their works to Ithaca to install and must return to take them down (generally mid-November before the snow falls). Installation and transport costs are the artist's responsibility. Installation assistance may be available.

Stipend and Support:

- \$750 for each selected artist for use in preparation and/or transportation
- Insurance
- Technical Support
- Installation assistance may be available upon request.
- DIA online gallery

Prospective applicants are encouraged to call the Downtown Ithaca Alliance office at (607) 277-8679 to discuss their ideas and proposals.

To Submit:

- By email to kris@downtownithaca.com and /or
- Paper copy with CD to Downtown Ithaca Alliance, 171 E. State St., PMB #136, Ithaca, NY 14850

For more information about this project and Ithaca, see our web site www.downtownithaca.com

SEE ATTACHED FOR

Art in the Heart of the City **Supplemental Information**

- How is Public Art different from other art?
- What does Public Art do for our community?
- Why do a temporary show?
- Is there a permanent collection of Public Art?
- Are *Art in the Heart* pieces for sale?

Application Checklist