

Art in Storefronts

Guidelines and Application

2009-2010

A Pilot Project of the San Francisco Arts Commission,
Mayor's Office of Economic and Workforce Development,
and Triple Base Gallery

**Application Deadline:
August 14th, 2009**

SAN FRANCISCO



ARTS COMMISSION



**SAN
FRANCISCO**

Office of Economic and Workforce Development



Timeline

Application DeadlineAugust 14, 2009 at 5:00 p.m. (postmarked)
Panel ReviewAugust 21, 2009
Artist Selection Notification Date..... August 28, 2009
Project Period September 2009 – February 1, 2010*

*The **Project Location** section on page 3 lists neighborhood **exhibition install** and **completion dates**.

Project Team

The **Office of Economic and Workforce Development** (OEWD) is dedicated to enhancing San Francisco's economic vitality. OEWD's programs are responsible for strengthening San Francisco's many diverse neighborhoods and commercial corridors, creating a business climate where companies can grow and prosper, and ensuring a continually high quality of life for all San Franciscans.

The **San Francisco Arts Commission** (SFAC) champions the arts in San Francisco. The arts are essential to making San Francisco the dynamic city it is, the favorite of visitors from around the country and around the world—and a treasure for those of us fortunate enough to live here. Our overarching goal is access. Our programs make the arts available to each and every person in San Francisco, each program in its own unique way—from the murals and monuments under the care of the Civic Art Collection, to the dance and theater productions funded by Cultural Equity Grants, to the teen poets' work published by WritersCorps.

Triple Base intends to invigorate the local art community with experimental art exhibitions and provide emerging artists with artistic mentorship and financial support through art sales and funding through grants. Triple Base aims to foster exchanges between a growing network of national and international artistic communities, which they believe is one of the best ways to support the careers of emerging artists. Triple Base strives to give an artist the time, space, and resources to create thought-provoking artwork that is accessible to the diverse audience that Triple Base attracts, located along the 24th Street Corridor.

For questions about the Art in Storefronts, please contact Triple Base at triplebase@gmail.com

Deliver proposals to:

Community Arts and Education
25 Van Ness Avenue at Market Street
Suite 200- Second Level

Mail proposals to:

San Francisco Arts Commission
Community Arts and Education
25 Van Ness Avenue, Suite 240
San Francisco, California 94102

Art in Storefronts Pilot Project

Deadline: August 14th, 2009

The Mayors Office of Economic and Workforce Development, San Francisco Arts Commission, and Triple Base Gallery invite artists to create inventive proposals for art installations in vacant storefronts in four neighborhood commercial districts around the city. This project will launch in September 2009.

“Art in Storefronts” is a pilot project that is part of the Mayor’s initiative to reinvigorate San Francisco neighborhoods and commercial corridors. The intention is that the selected neighborhoods (Central Market, Tenderloin, Bayview and Mission) benefit from the attention and aesthetic improvements that these art installations spawn.

“Art in Storefronts” aims to instill community pride, support local merchants, improve streetscape conditions and safety, revitalize the property’s appearance, increase foot traffic, and support local San Francisco artists. This project is a celebration of the role that the arts play in community-building and economic growth.

Application Guidelines

Please read the guidelines carefully so that your proposal may translate successfully.

Project Locations

Vacant storefronts in the following neighborhoods will be selected for artist installations:

Central Market (From 5th Street to 9th Street) 10 storefronts

September 1: Install begins

September 20: Central Market Completion

Bayview (3rd Street from Evans to Williams) 3 storefronts

October 1: Install begins

October 23rd: Bayview Completion

Tenderloin (Taylor Street from Market to Ellis) 3 storefronts

October 1: Install begins

October 30: Tenderloin Completion

Mission (Lower 24th Street Corridor from Mission Street to Potrero Avenue) 3 storefronts

October 1: Install begins

November 20: 24th Street Completion

You must tailor your proposal to one of these neighborhoods and priority will be give to artists who live or work in the neighborhood. We suggest that you take time to revisit the neighborhood you choose to apply to work in, taking note of the existing businesses, the community, overall feel of the neighborhood, and surrounding points of interest that may tie into your project.

Eligibility

- Applicants may be an individual or an artist collective (Organizations may apply as a collective.)
- The individual or collective must be based in San Francisco.
- You may apply for more than one neighborhood, but each neighborhood requires a separate application.
- Applicants must be able to complete the window installation in the stated time frame.
- Entries not meeting eligibility requirements or submitted past the deadline stated above will not be considered.

Artist Stipend

Selected artists will be given \$500 to cover artwork production expenses and time.

Artist Selection Process

Artists will be selected through an open application process followed by a curatorial review process. A review committee comprised of representatives from the San Francisco Arts Commission and community representatives will provide feedback in regards to the curator's selections. All genres of art will be considered with an emphasis on high-quality presentations that reflect the positive qualities of the community and create an attractive display to draw potential renters. Priority will be given to artists that live or work in the neighborhood they are applying for.

Proposal Criteria

- Only proposals where new artwork is being made specifically for this project will be considered.
- Proposals must respond to the history, unique character, or celebratory nature of the neighborhood.
- Describe what you intend to create, how it relates to your art practice, and include your ideal location. Be descriptive about what will be seen from the street and how you think the project might have a positive impact on the surrounding area.
- The strongest submissions will be the ones that employ inventive media and engage the neighborhood in an innovative and dynamic way.
- Priority will be given to artists that live or work in the neighborhood he/she is applying for. Make sure to include in your proposal your relationship to the community: how many years you have lived or worked in the neighborhood? How does this experience inform your proposal?
- It will **not** be possible for viewers to enter the space so your artwork will need to be viewable from the street.

Work Sample

We encourage you to submit artistic work samples with your proposal. At least one image should show a rough sketch of your proposed installation and the other five images/samples should be of past artworks that relate to the proposal and give a greater context to your overall art practice. You may submit one set of the following artistic samples:

- An audio or video excerpt up to four minutes long
- Up to six digital images

Prepare a descriptive work sample sheet (see application form) to be included in each proposal and include an additional copy with the sample itself. This sheet should give a description of the work(s) by providing information such as date, location, medium, etc. as appropriate to the application.

How to Submit Samples of Work

Submit materials that are of the highest quality and relevance to the proposed project. Whenever possible, provide samples of work done within the past two years.

Audio and Video Samples

- Video samples must be in VHS or DVD format.
- Audio samples must be on CD.
- Label the CD or box with your name and title of work.
- Cue cassette to the sample you want the panel to review. Due to time constraints, the panel may choose not to review the entire sample.

Digital Image Guidelines

- CD of six digital images (one image will be a rough sketch of your installation and five images will be of past artworks that relate to the proposal)
- All six images must be on a single PC-compatible disk
- CD must be clearly labeled with artist's name
- Each image should be no larger than 1500 x 1500 pixels, 300 dpi and 2MB
- **JPEG IMAGES ONLY**
- Each jpegs should be labeled with artist's name and number of image. For example:
JenJones001, JenJones002

ART IN STOREFRONTS APPLICATION FORM

Checklist

- Completed application form (Pages 5-8 only)
 - Project Proposal
 - Artist CV or bio
 - Work sample description sheet
- Three copies of all of the above materials, three-hole punched and collated. Please do not staple.
- CD of digital images (up to six)

Applicant Information

Applicant:

Street Address:

City, State and Zip:

Day Phone:

Mobile:

Fax:

Email:

Website:

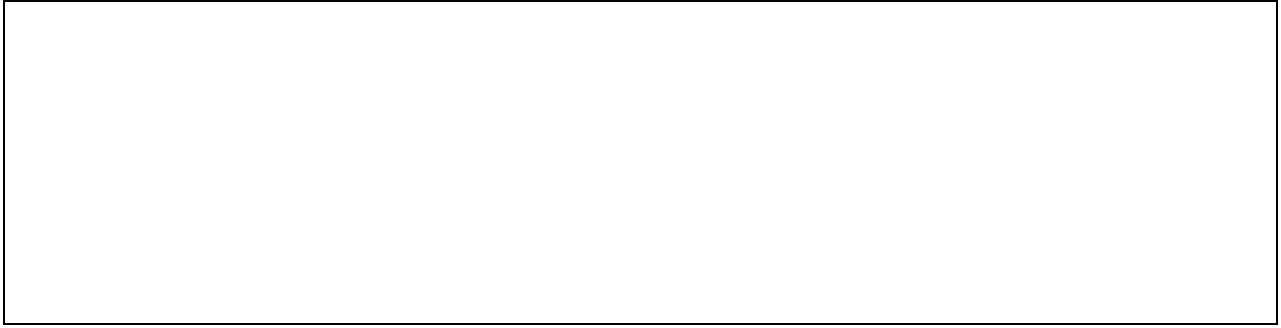
Location you're applying to work in: (Only one neighborhood per application)

- Tenderloin** (Taylor Street)
- Bayview** (Third Street)
- Central Market** (Mid-Market Street)
- Mission** (24th Street)

Project Proposal:

Describe what you intend to create, how it relates to your art practice, and include your ideal location. Be descriptive about what will be seen from the street and how you think the project might have a positive impact on the surrounding area. Priority will be given to artists that live or work in the neighborhood. Be sure to include your relationship to the community in your proposal. The strongest submissions will be ones that engage the neighborhood in an innovative, dynamic way. (One page max, double spaced, 12 point.)

Artist CV or bio (One page max, double spaced, 12 point.)

A large, empty rectangular box with a thin black border, intended for the artist's CV or bio. It occupies the upper half of the page.

WORK SAMPLE DESCRIPTION

Format (Check appropriate format):

VHS DVD CD

Audio or video excerpts

Length of sample

(Four minutes is the maximum; one to two minutes is suggested.)

Work sample description (list each image with title, date, medium, and up to two sentence description of the work)

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Please choose one:

- I've included a self-addressed stamped envelope, so that my samples may be returned to me.
- I will pick up my sample(s) within one week after the panel review date.
- Keep my sample.