

CALL FOR ARTISTS BRICKLINE GREENWAY NORTH CONNECTOR ART BANNERS

Great Rivers Greenway is looking for local artists to design artwork for temporary streetlight banners along Grand Avenue from Natural Bridge to Cass. The banners will mark a segment of the Brickline Greenway: North Connector, which will begin construction in 2025.

Applications are open to St. Louis area-based artists and creatives, including painters, graphic designers, illustrators, photographers, and other artists who work in a 2-dimensional medium. To apply, simply submit images of your past work, either a resumé or bio, and answer two short questions about your interest and inspiration.

A working group of North Connector neighbors will review submissions and select eight artists to receive a \$500 stipend and to develop a design proposal. From those eight, four will be selected to develop final designs that will be printed and installed beginning in the fall of 2023. Selected artists will receive a design fee of \$3000.

For more information on how to apply, and background on the Brickline Greenway: North Connector, see the following pages. Deadline for applications is **July 17, 2023**.



ABOUT THE ART BANNER PROJECT



**BRICKLINE GREENWAY
NORTH CONNECTOR ART BANNERS**

Four artists will be selected to develop designs for banners along Grand Avenue from Natural Bridge to Cass. The double-sided banners are 30" wide by 72" tall. Two banners are installed side-by-side on each pole. Each selected artist will develop four related designs, which should be variations on a theme. The four designs will be printed and installed, alternatingly, on twelve streetlights, throughout a 2 – 3 block section of the corridor. The Brickline Greenway branding and the artist's name will be incorporated into the bottom of each banner.

The selected artists will provide print-ready artwork. Great Rivers Greenway will print, install, and maintain the banners. The banners will be on display for a minimum of one year and up to three years, depending on their condition.

Goals

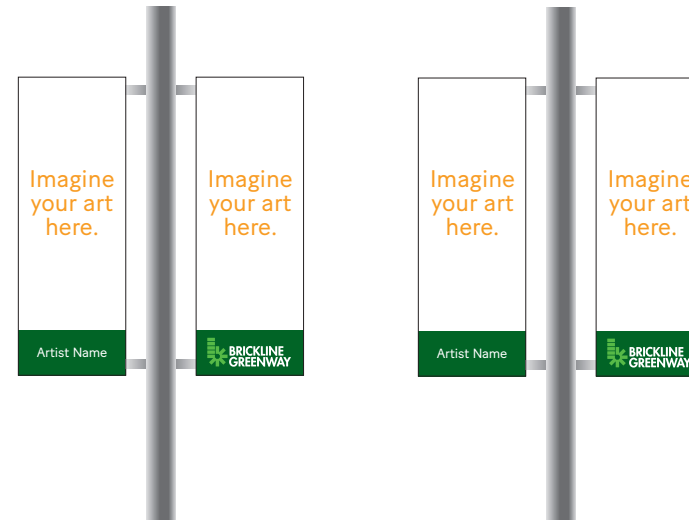
The Art Banners should achieve the following goals as set forth by community members and project team:

- Bring creativity, beauty and color to the North Connector corridor.
- Celebrate and highlight the unique identity of the neighborhoods along the Brickline Greenway with artwork that is reflective of the community.
- Raise awareness about the North Connector / Brickline Greenway and its potential impact in the community.

Budget

The eight finalists will receive a stipend of \$500 to develop their proposals. The four commissioned artists will receive \$3000 to finalize their designs and deliver a print-ready file.

SELECTION PROCESS



The *Banner Art Working Group*, made up of members of the Brickline North Connector Community Advisory Committee, will advise Great Rivers Greenway on artist selection and approval of the final artist design proposals.

Eligibility

This opportunity is open to artists and creatives, including painters, graphic designers, illustrators, photographers, and other artists who work in a 2-dimensional medium.

Artists who are still in school are eligible to apply. Artists must currently reside in the St. Louis metropolitan area, defined as within 30 miles of the City of St. Louis, and will be asked in their application to describe their connection to the neighborhoods surrounding the North Connector and why they are interested in creating a work of art for this community.

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Pre-Application Workshop

Interested artists can attend a virtual Pre-Application Workshop on **June 21, 4:30 – 5:30 p.m.** We will talk about the opportunity and walk through the application process. The workshop is optional and will be recorded.

Advanced registration for the workshop is required [through Zoom](#).

To Submit

You will [submit your materials here](#) through our online portal.

All materials are due by **July 17, 2023 by 10:00 p.m. CDT.**

Please submit images, including:

- Between 5 – 10 sample images of previously completed projects that represent your body of work. These can be uploaded files (jpg, gif, png, tif, mp3, mpeg, mp4, pdf) and/or embedded media (vimeo, youtube).

- Information about each work sample including: title, year, location, medium, brief description, dimensions.

And share the following on the application form:

- Describe your interest in the project and the idea or ideas you would like to explore in the Banner Project (500 words).
- Describe your connection to the neighborhoods surrounding the North Connector and/or why you are interested in creating a work of art for this community (150 words).
- A resumé or bio no longer than 3-pages (pdf, doc or docx).

Please do not send specific designs or proposals at this time. Only finalists will be asked and compensated to create design proposals.

SELECTION PROCESS

Submittal Review Process

The *Banner Art Working Group* will review artist applications based on the project goals and select eight finalists to create Concept Designs. The Working Group will use the following criteria to evaluate the applications:

- Quality and originality of work in the examples provided.
- Artist's style or approach could result in works of art that would be legible and impactful as a printed streetlight banner.
- Artist's interest in creating work that grows out of or responds to a place or community.
- Artist's connection to the communities along the Brickline Greenway: North Connector and/ or a compelling interest in creating works of art for this community.

Great Rivers Greenway reserves the right, at their sole discretion, to 1) reject any or all submittals when, in their opinion, it determined to be in the public interest to do so; 2) waive minor informalities of a submittal, 3) cancel, revise, or extend this Call for Artists, 4) request additional information which may deemed to be necessary.

Finalist Concept Design Review Process

The eight finalists will be paid a stipend of \$500 to attend a site visit and orientation and develop a concept proposal that will include a preliminary sketch and description. Proposals will be reviewed by the Banner Art Working Group and will be placed on display for public comment. The Banner Art Working Group will recommend four artists to GRG to have their artwork printed and installed.

GRG intends to select four artists; however, they reserve the right to select fewer applicants or no applicants if none of the applications are deemed acceptable.

Anticipated Dates

June 21, 4:30 p.m.	Pre-Application Workshop
July 7	Deadline for questions
July 17	Applications due
August	Finalists notified
Mid-September	Finalists present concepts
October	Community input
November	Final selection
Fall/Winter 2023	Printing and installation (first 24 streetlights)
Spring 2024	Printing and installation (final 24 streetlights)

ABOUT THE BRICKLINE GREENWAY



The Brickline Greenway, being developed by Great Rivers Greenway, includes 10 miles of greenway that will traverse 14 St. Louis City neighborhoods and will take approximately 5 – 10 years to build out.

Key outcomes and goals for the Brickline Greenway include:

Exceptional Experience

Create a regional gathering place where people can connect to St. Louis and each other.

Civic Well-Being

Strengthen trust and unite communities on a common ground that boosts civic pride by making the process accountable and inclusive.

Connectivity

Connect people to St. Louis' neighborhoods, institutions, transit, jobs, destinations and public spaces.

Economic Growth

Create equitable opportunities for growth and inspire continued investment in places for people to live, work, play, and visit.

Environmental Leadership

Become a model for excellence in ecology and engage communities in stewarding a healthy, urban environment.

Healthy Lifestyles

Encourage exploration, activity, exercise and alternative transportation to enhance physical and mental well-being for people of all ages and all abilities.

To learn more about the Brickline Greenway visit www.bricklinegreenway.org.

ABOUT THE NORTH CONNECTOR

BRICKLINE GREENWAY: NORTH CONNECTOR

Brickline Greenway: North Connector — Fairground Park to Lindell Boulevard is a 2+ mile Brickline Greenway segment that will connect the southeast corner of Fairground Park at Natural Bridge and North Grand Ave. to the intersection of Spring Ave. and Lindell Blvd. at the northern boundary of the Saint Louis University Campus. The North Connector will travel through the Jeff-Vander-Lou and Covenant Blu-Grand Center neighborhoods.

The planning for the North Connector involves community engagement, working groups and other stakeholders who provide meaningful input to guide the design of the greenway. Construction is targeted to begin in early 2025.

To learn more about the North Connector visit www.bricklinegreenway.org/north/.

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