



Traffic Calming Public Art (TCPA) Checklist

Natick Center Cultural District (NCCD) and
Public Art Committee (PAC)

CALL FOR ARTISTS

Statement of Purpose

The Natick Center Cultural District (NCCD) is home to more than 100 working artists, many independently owned businesses, cultural organizations, and an active Parks and Recreation Department, which all contribute to a busy year-round schedule of arts and cultural events. The Public Art Committee (PAC), a subcommittee of the NCCD, works to create opportunities for public art within the cultural district.

NCCD and the PAC seeks proposals for Traffic Calming Public Art (TCPA) projects at the intersection of Rt. 27 and Rt. 135 for \$1,000 - \$1,700 stipends. Details below for submissions by January 15th, 2021.

Traffic calming is an urban design strategy that aims to slow down or reduce car traffic to improve safety for pedestrians and cyclists. It is founded on the idea that streets are a key element of the public realm and should be designed to create a sense of place for people to work alongside cars, but not be dominated by them. The Town of Natick and the Natick Center Cultural District is looking for artists and organizers to propose temporary projects that make Natick Center a more pedestrian friendly place. Projects may include street paintings and murals that are bold and bright in design while still being respectful of the place.

Project proposals must include the project description, budget outline, and goal statement. All projects must abide by the Town of Natick's traffic rules and regulations found here:

<https://www.natickma.gov/1585/Traffic-Rules-Orders>

Applications will be reviewed by NCCD's Creative Placemaking Advisory Committee and Public Art Committee based on feasibility, originality, and regard to place.

Who can participate?

Anyone can apply to paint a traffic calming section and invitations will be extended to anyone willing to meet the requirements of this call for artists.

A general invitation to submit proposals is being issued to the public—both amateur and professional artists—as well as art and educational institutions. We would like to have the broadest possible reach in hopes of acquiring the highest level of talent and imagination for this project. Participants from art educational institutions may consist of students, faculty, and alumni.

A jury will make selection recommendations, and final approval will be made by the Public Art Committee and Natick's Board of Selectmen.

Artists' Proposals

Artists are welcome to submit artwork for up to three of designs for the TCPA project. Please draw to scale for your chosen TCPA's. Measurements of areas are found below and on accompanying map. Proposals should be based on the dimensions of the TCPA area.

Proposals should include the artist's signature on the proposal as it would appear on the actual TCPA. Signatures must not exceed 2 inches high x 8 inches wide and may include the copyright sign "©" with the date.

All submitted proposals become the property of the NCCD.

What proposals are eligible?

The NCCD Public Art Committee acknowledges that everyone relates to their creative forces differently as well as their respective art influences.

In addition to the suggested themes stated above, proposals should be positive, original, and colorful and may (but are not required to) reflect the following:

- The immediate environment
- The character or culture of the Town of Natick
- The history of the area
- Community pride
- Creativity

Proposals should be designed to last a minimum of three months. However, the TCPA is public property and may require upgrading or need replacing at any time. There is no guarantee of how long the artwork will remain in the TCPA area. The Town of Natick has the right to remove the artwork at any time.

Proposals will be ineligible if they involve:

- A breach of intellectual property rights (i.e., somebody else's idea)
- Trademarks, brand or business names, logos, or copyrighted images
- Nudity, violence, or anything that is harmful to a third party

What about copyright?

The artist owns the copyright of the artwork created for the TCPA and may use it for portfolio purposes but not commercial purposes for a period of two (2) years. However, the NCCD may enter into an additional agreement with the artist if commercial products are produced by the NCCD or the TCPA. The artist further agrees to allow the NCCD to use the artwork image in any noncommercial way, to promote the TCPA. and the Town of Natick, or associated events. The TCPA. and the Town agree to use all images in a professional

manner and will label all images with the artist's name attached. In addition, the Town reserves the rights to make and use promotional footage collected for television, web publication, and other media outlets.

What steps are involved?

1. Applicants need to mail, email, or deliver a completed proposal, so it is received by January 15th, 2021.
2. The jury will review the proposals and recommend three artists for the five TCPA's by February 25th, 2021

Each of the 6 areas will be provided a stipend for supplies and time. You may apply to more than one location but to no more than 3 in one submission.

Area Dimensions:

A – 16' x 72' = \$ 1,700

B – 7' x 20' = \$ 1,000

C – 7' x 35' = \$ 1,000

D – 10' x 30' = \$ 1,000

E – 24' x 7' = \$ 1,000

F – 10' x 30' = \$ 1,000

The timeline is as follows:

November 5th – January 15, 2021 – Open Call for Artists

January 15th – February 25th – Decisions & Announcement of Artists

March – April 1st – Preparing Areas for Painting

April 4th – May 31st – Artists Painting

June – Celebration of Completed Project

3. The PAC, NCCD and the Town of Natick will grant final approval and inform the selected artists.
4. Selected artists will need to sign and return the Artist Contract.

Other Useful Information

1. The Town will have the TCPA areas primed and ready by April 1, 2021
2. The PAC will provide standards as to the types of paint that are allowed based on durability, fading and ability to hold up in weather.
3. Selected artists must supply their own materials based on PAC standards using the stipend within each sized area.

Submission Checklist

Only complete submissions will be reviewed by the jury and must be received by January 15th, 2021.

Please submit the following:

1. Contact Information

Artist name, mailing address, telephone number and email.

2. Drawing

The proposal should be submitted on your TCPA and should include the specific area (A, B,C,D,E or F) TCPA that you are applying for and include the artist's signature on the proposal.

3. Artwork Information

Name for the artwork and brief description (50 words or less) of the reasons or inspirations behind the proposal. (This information will be used for publicity about the program.)

4. Availability - Artist must be available to paint the TCPA assigned to them beginning in Spring 2021 and completed by May 31st, 2021.

Electronic Submission

Submissions will be received online through sending files through <https://wettransfer.com/> to info.natickcenter@gmail.com and cc: Ted Fields at tfields@natickma.org. You do not need to create an account to send files.

Or Mail the Submission

Mail one printed version of the complete submission to:

TCPA Submission
NCCD/Public Art Committee
P.O. Box 6284
Natick MA 01760

Or deliver the submission in person to 8 Court Street, above before 4:00PM on January 15th, 2021.

Please submit any questions to: info.natickcenter@gmail.com

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