



## STOREFRONT ART PROGRAM CALL FOR ARTISTS

### 1. OVERVIEW

Under this Call for Artists (“CFA”), the Library, Arts & Culture Department (“Library”) of the City of Glendale (“City”)— on behalf of the City’s Arts & Culture Commission (“ACC”)— is accepting proposals from qualified candidates who would like to participate in the Storefront Art Program.

### 2. ELIGIBILITY

This project is open to all local and regional artists. The ACC encourages applications from both new and established artists. Glendale applicants may be given preference if all else is equal. Artists may apply as an individual artist or as a group. For group submissions, a signed Release of Liability and Indemnity Agreement for each participating artist must be included in addition to the application form and design template. Group submissions may be for a partial storefront unit or a whole storefront unit. No more than 1 submission per individual or group is permitted.

### 3. PROJECT DESCRIPTION

The Library and the ACC have designed a program to support public art and to further beautify the City of Glendale through art installations in vacant storefronts. The vision of Glendale's Storefront Art Program is to create professional quality art installations celebrating the surrounding community, thereby increasing the interest of a passersby, enriching Glendale's cultural environment, and creating a strong community identity. The program goal is to expand storefront art installations throughout the City in partnership with property owners, realtors, and developers.

Artwork that is 3-dimensional, contains audio visual elements, and/or can be viewed after sunset is preferred. Please reference the photos below with include window dimensions as an example of a storefront art proposal:





Installations above are located at 250 N. Orange St. Windows measure 10 ft. long and 8 ft. tall.

Selected artists will be scheduled for an interview to discuss the proposed location for installation. Site visits will be scheduled with selected artists and City Staff to determine the appropriateness of the proposed installation within the vacant unit.

The ACC will provide an artist stipend of \$1,000 in addition to a production stipend of up to \$1,500 for a total maximum stipend of \$2,500 per participating artist. The installations may be exhibited for a minimum of 6 weeks.

#### 4. HOW TO APPLY

Interested artists, groups, or art organizations must complete the application online which can be found at the ACC website: <https://www.glendaleartsandculture.org/storefront-art-program>. Submissions are ongoing. The application includes the following information which will need to be completed:

- A. Artist Name.
- B. Street Address, City, State, Zip Code.
- C. Email & Phone.
- D. How did you hear about this Call for Artists?
- E. In the past 10 years, have you been convicted of a felony? ("Convicted" includes a verdict of guilty by a judge or jury, a plea of guilty, a plea of nolo contendere, or a forfeiture of bail.)
- F. Please provide an artist's statement of 250 words or less.
- G. Please provide a resume or biography outlining your experience (including education).
- H. Please list the social media and usernames you use for your art.
- I. Please list any past installations on City property or at a City facility, and include the dates.



- J. Proposed Artwork Information — Please describe in detail your proposed storefront art installation. Include the title of the proposed artwork, media, dimensions, weight, materials used as well as maintenance and display requirements. Please include a statement of value (maximum value of \$5,000).
- K. Please upload up to 5 high-resolution images of your proposed storefront artwork, or an images of a past project.
- L. Please list links to your artwork, including installations, murals, utility boxes, painting, digital artwork, etc.
- M. Optional — Please describe any proposed work, workshops, or indoor performances for the Opening Reception.

## 5. SPECIFICATIONS

The Storefront Art Program is designed to celebrate the City of Glendale and create a strong community identity. Artwork installed must be suitable for viewing by all ages.

The following guidelines should be followed:

- Sample artwork that is included on the application must resemble the artwork that will be installed in the vacant storefront.
- Dimensions of the windows and interior spaces may vary slightly. Therefore, artists should be prepared to adjust artwork to the size of the space.
- Objects hung from the ceiling must weigh no more than 5 lbs.
- Objects may not be screwed into the wall.
- Objects used that may potentially damage or stain the floor must be laid on top of a tarp.

## 6. MATERIALS

Visual and installation art of any media and size will be considered for display, including, but not limited to: paintings, photography, sculptures, graphic arts, animation, mixed media, mosaics, stained glass and other forms of artistic expression for civic, cultural, educational, recreational and intellectual purposes.

Please be ADVISED:

- Do not hang objects from the ceiling that weigh more than 5 lbs. and may damage the ceiling.
- Do not screw objects into the wall.
- Do not lay objects that may potentially damage or stain the floor.

## 7. INSTALLATION AND DEINSTALLATION

The artist will be responsible for installing and deinstalling his/her/their artwork(s) with LAC staff guidance during regular business hours at all facilities. Artists are encouraged to bring individuals as needed to assist with installation and deinstallation.

The artist must provide following items during the installation and deinstallation process:

- Ladder.
- Lighting and any accompanying equipment, if necessary.
- Drop cloth or plastic sheeting, newspaper for protecting surrounded area, if necessary.



## 8. INELIGIBLE ARTWORK

Artwork is ineligible, for any one or more of the following reasons, if the artwork:

- Contains:
  - A copyrighted or trademarked image or logo;
  - A brand or business name;
  - A website or social media link; (\*)
  - Address or phone number; (\*)
- Is plagiarized, stolen, or copied from another source;
- Defames or invades the rights of any person, living or dead;
- Is likely to:
  - Incite or produce an imminent lawless act;
  - Disrupt the orderly operation of the facility exhibiting the art;
- Is integral to criminal conduct or violates the law; or
- May reasonably be construed as:
  - False or fraudulent;
  - Obscene matter, as defined in California Penal Code Section 311 or any successor legislation;
  - Harmful matter for minors as defined in California Penal Code Section 313 or any successor legislation; or
  - Child pornography, as defined in California Penal Code Section 311.1(a) or 311.2(b), or any successor legislation.

(\*) Inclusion of such information could jeopardize artist payment, could result in the removal of the artist's entire work, and/or the removal of just the disallowed information, which could, by its nature, jeopardize the artistic integrity of the work.

**Important: Artwork not adhering to these guidelines will not be considered.**

## 9. SELECTION PROCESS

Applications will be reviewed on an on-going basis. Submissions will be reviewed by a selection committee consisting of an Arts & Culture Commissioner and City of Glendale representatives. Once the artwork is reviewed, the committee will schedule an interview with potential finalists to further discuss the proposed artwork and guidelines for the Storefront Art Program. Selected artists will be sent a notification by email and/or formal letter and the artist(s) will be assigned a vacant storefront.

## 10. SELECTION CRITERIA

The following criteria will be considered in evaluating all proposals:

- *Artistic Excellence (35%)*  
Library staff, in consultation with the ACC, will review and make selections based on artist's originality, skill and/or craftsmanship, and creativity. In addition, the artist's statement and career experience, and the artist's interest in activating a public space through art, will be considered.
- *Artist Interview (25%)*  
Library staff, in consultation with the ACC, will review and make selections based on the artist's interview discussing their proposed artwork in more detail.



- *Appropriateness (25%)*  
Library staff, in consultation with the ACC, will review proposals to ensure the artwork is sensitive to social, environmental, historical, and/or relevant contexts, and that the artwork is suitable for all ages.
- *Local Preference (15%)*  
Preference may be given to local artists, if all other factors are equal. Local artist is defined as an artist whose primary residence, studio, or business is located in Glendale.

#### **11. NOTIFICATION / CONTRACT**

Selected finalists will be notified by email and/or letter. If the proposal is approved for exhibition, the Proposer must sign a City of Glendale Library, Arts & Culture (LAC) - Temporary Art Display Agreement (contract) that states the terms and conditions of the Glendale Storefront Art Program.

#### **12. MARKETING / PUBLICITY**

The artwork may be exhibited on the City web site, social media, Glendale government television GTV, and more regionally with press releases and postings on [www.glendaleartsandculture.org](http://www.glendaleartsandculture.org). By submitting a proposal, the Proposer irrevocably grants City, its officers, agents, and employees ("City and its representatives") the unconditional right and permission to photograph, record (audio, or video, or both), broadcast, distribute, reproduce, copy, sell, exhibit, publish, and use the photographs and recordings of the artwork or performance, in whole or in part, in any medium now or later developed, for any purpose, without charge to the City and without payment to the Proposer of any compensation, fee, royalty, or damages (now or later).

When the City uses the artist's images or the artwork for promoting arts programming, the City will endeavor to identify the artist and give credit to the artist, whenever possible, but the City will not be liable to the artist for an error in or omission of the artist's identification or the artist's credit for the artwork.

#### **13. INSURANCE AND INDEMNIFICATION**

Selected artists are required to comply with the City's insurance and liability requirements. Also, selected artists must sign a Release of Liability and Indemnity Agreement.

#### **14. FOR FURTHER INFORMATION**

Questions about the Storefront Art Program - Call for Artists can be submitted by email to: Jennifer Fukutomi-Jones, Arts & Culture Administrator at [artsandculture@glendaleca.gov](mailto:artsandculture@glendaleca.gov).