



**37 SUDDEN STREET • WATSONVILLE CA 95076 • Phone: 831-722-3062**

Executive Director: Linda Martin

Gallery Coordinator: Brianna Flores

Exhibit Coordinator: Hedwig M. Heerschop

[pvarts.org](http://pvarts.org)

## **CALL FOR ARTISTS**

**Deadline May 22, 2020**

### **Watsonville Wetlands Watch & Pajaro Valley Arts Public Art Project**

#### **Walkway Mural**

Located at 500 Struve Slough, Watsonville

**\$4500 AWARD**

Pajaro Valley Arts (PVA) and Watsonville Wetlands Watch (WWW) co-wrote and received a grant from the Repass-Rodgers Family Foundation to make this project possible.

Pajaro Valley Arts invites you to submit your proposal for a sidewalk/walkway mural to be completed on-site at 500 Harkins Slough Rd. and located between Fitz Wetlands Educational Resource Center and the Pajaro Valley High School (PVHS) basketball courts. The painted area will consist of approximately 180 to 240 square feet, depending upon configuration selected by artist (please see photograph). This mural serves to welcome visitors to both the campus of PVHS and Wetlands Watch. We are looking for subject matter that addresses **trees, the ecosystems of coastal wetlands, sloughs and soils, environmental stewardship, and/or climate action; may also include elements that address historic and modern human role as ecosystem stewards**. You will paint your design directly on cement, and the materials you use must withstand heavy pedestrian traffic.

The site will be available for painting on July 23, and must be completed by August 8. All artwork submitted must be original in design.

## INSTALLATION INFORMATION

Artist will supply their own materials for preparation and painting the mural. Steps for successful installation will include:

1. Site preparation/cleaning cement (power washing will be completed by PVHS-WWW)
2. Sealing cement with primer or appropriate sealer which will expand and contract with the cement.
3. Utilizing paints specifically manufactured for use on cement (elastomeric concrete masonry paint) and able to withstand heavy foot traffic.
4. Artist must provide comprehensive or commercial liability insurance, in the amount of one million dollars (\$1,000,000), endorsed to cover the Pajaro Valley Unified School District during the duration of the installation (e.g. August 3-8, 2020).
5. Ongoing Maintenance: If the mural is damaged by graffiti, or general use, during the first five years following installation, Wetlands Watch will notify PVA. PVA will contact the artist for repair. The artist will have 48 hours to remove or cover the graffiti and will receive up to a total of \$500 total during the 5 year period to offset cost of supplies for necessary repairs.

Completed artwork becomes the property of the Pajaro Valley High School/Watsonville Wetlands Watch, however, copyright remains with the artist. PVA, WWW and Pajaro Valley High School reserve the right to photograph the final work for publicity, promotional and archive purposes.

## CALENDAR

- **May 22 - June 12:** Review Process. The review process will be conducted by PVA, Wetlands Watch and Pajaro Valley High school. Selected design must be approved by the City of Watsonville Parks Commission
- **June 13 – July 20:** Final approval by the City of Watsonville Parks Commission
- **July 23:** Site available for installation; completion of work August 8, 2020.

Questions? Write to [hedwig@pvarts.org](mailto:hedwig@pvarts.org)

Visit [pvarts.org](http://pvarts.org) to learn more about PVA

## MURAL SITE



**Design must work within the solid red lined area, but may also extend into the dotted red line area.**

The mural area is approximately 180 to 240 square feet, depending upon configuration selected by artist.

## ENTRY PROCEDURE

**Entries must be received by May 22, 2020.**

**Via email:** Please email to [hedwig@pvarts.org](mailto:hedwig@pvarts.org)

**Or, depending on the Covid-9 situation you may be able to hand deliver to PVA, 37 Sudden Street, Watsonville CA, 95076 (by appointment only).**

Your entry must include the following materials:

- 1.) A completed entry form.
- 2.) Up to three conceptual drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and title of the piece must be included in the file name.
- 3.) If you have completed any previous murals please provide jpg images (300 dpi max) of your work.

If you need assistance digitizing your drawings, please contact [hedwig@pvarts.org](mailto:hedwig@pvarts.org).

The entries will be reviewed and selected during the month of May 2020. Final entries must be approved by the City of Watsonville.



**ENTRY FORM**

**Watsonville Wetlands Watch - PVA Public Art Project**  
37 Sudden Street, Watsonville, CA

**Deadline May 22, 2020**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

1. May we use email as primary form of communication? (Circle one) Yes / No

Website: \_\_\_\_\_

2. Do you have experience completing public projects? (Circle one) Yes / No

If yes, please briefly describe any which most closely match this project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Do you have any convictions, which would preclude you from working at a school facility? (Circle one) Yes/No

4. Are you 18 years of age or older? (Circle one) Yes/No

5. Do you agree to be fingerprinted in order to work on a school site? (Circle one) Yes / No

(Fingerprints will be done for free through Watsonville Wetlands Watch.)

**Entry Form – continued**

**Watsonville Wetlands Watch - PVA Public Art Project**

**Title of Piece:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Did you remember to include:

- A completed and signed entry form.
- Up to three conceptual drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches.
- Your last name and title of the piece is included in the jpeg file name.
- Up to three jpeg images (300 dpi max) of previous murals/artworks you have completed.

**I understand that if awarded this project I will:**

1. provide comprehensive or commercial liability insurance, in the amount of one million dollars (\$1,000,000), endorsed to cover the Pajaro Valley Unified School District, during the duration of the installation **which will be completed by August 8, 2020.**
2. be finger printed, as required by the PVUSD to work on school property;
3. receive \$1,000 upon completion of steps 1 & 2 (above) to be used to purchase supplies;
4. receive \$3,500 upon successful completion of the project.

\_\_\_\_\_  
(Please sign your name)

\_\_\_\_\_  
(Date)

**If we are still under a Shelter in Place order at the time you submit your entry, then we STRONGLY recommend that you send a digital copy of your Entry to [hedwig@pvarts.org](mailto:hedwig@pvarts.org)**

**If you are not able to make a digital copy, then make a copy for your files and mail the signed original to: Pajaro Valley Arts, 37 SUDDEN STREET, WATSONVILLE, CA 95076**

**THANK YOU!**