



**Artist Request for Proposal**  
*Lincoln Square – Ainslie Arts Plaza*

**Call Type: Public Plaza Branding**  
**Deadline for Submissions: 4/30/2021**

The **Lincoln Square Neighborhood Improvement Program** (SSA #21), managed by the Lincoln Square Ravenswood Chamber of Commerce (LSRCC), invites Chicago-based artists to submit proposals for an upcoming branding project in our community.

Working with 40<sup>th</sup> Ward Alderman Andre Vasquez, and partnering with the City of Chicago Department of Planning and Development (DPD) and Department of Transportation (CDOT), the Neighborhood Improvement Program is soliciting artists to partake in a branding project for the new Lincoln Square “Ainslie Arts Plaza.”

ABOUT THE AINSLIE ARTS PLAZA

The Ainslie Arts Plaza was made possible through CDOT’s Make Way for People program, an initiative to strengthen an area’s sense of place and community. By converting streets, sidewalks, plazas and alleys into places for people to sit, eat and play, the program helps create safe, walkable neighborhoods that support local business and strengthen a sense of place. The idea is to use lighter, less expensive tools such as removable decks, paint, and flowerpots to quickly convert underutilized or small sections of the public right-of-way into people centered places.

In November, artist Andrea Jablonski completed a full street mural as the first step in creating the new plaza space. Seating and planters are currently being constructed with a timeline of completion by mid-April.

ABOUT THE PLAZA BRANDING PROJECT

As the Ainslie Arts Plaza begins to take shape, the Neighborhood Improvement Program seeks to find an artist that would be able to develop a logo / graphic to be utilized to brand the new space. The logo / graphic would be installed by the artist on the various wood elements in the plaza (see more details in the application page). A digital file would be requested to utilize for street pole banners and web use.

**Interested applicants should review and submit the following application by Friday, April 30<sup>th</sup>, 2021 at 5pm. Questions and submissions should be emailed to [info@lincolnsquare.org](mailto:info@lincolnsquare.org).**

Learn more about Lincoln Square’s PaintWorks program at  
[lincolnsquare.org/paintworks](http://lincolnsquare.org/paintworks)

Learn more about the Lincoln Square’s Make Way for People project at  
[lincolnsquare.org/ssa-master-plan-make-way-for-people](http://lincolnsquare.org/ssa-master-plan-make-way-for-people)



# PAINTWORKS APPLICATION

## Lincoln Square Ainslie Arts Plaza Branding Project

### Site Location:

- ✚ 4800 block of N. Lincoln Avenue, between W. Gunnison and W. Ainslie Street (approx. address: 4844 N. Lincoln)

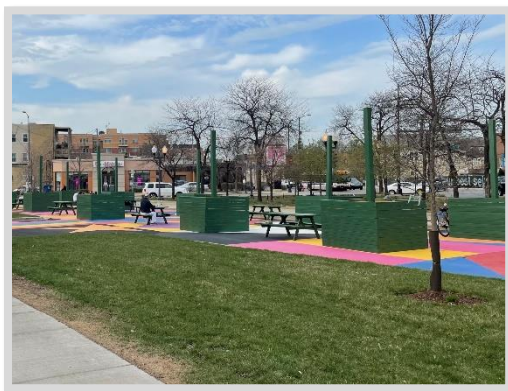
### Project Details:

- ✚ Design a logo / graphic that compliments the existing street mural and the green wood fixtures.
- ✚ Install logo / graphic on wood fixtures within the Plaza.
  - 10 square wood planter boxes (6'L x 6'W x 4'H) – not all sides need to be utilized but are available.
  - 2 triangular wood entry pylons (area for installation is 24"L x 60"H) – one side to be left blank for chalkboard paint.
  - 1 wood storage shed – not all sides need to be utilized but are available.
- ✚ Artwork should also include digital options to be utilized on street pole banners and online marketing graphics.
- ✚ Completed, finalized artwork files should include digital versions (ideally vector PDF, .eps and high resolution .jpeg) for use in online promotional materials and future projects.



### Project Expectations:

- ✚ Proposals should reflect our family-oriented community (avoid violence, erotica, political statements, etc.).
- ✚ Proposals should liven our neighborhood's public space, encouraging people to explore Lincoln Square.
- ✚ Proposals should evoke excitement, 'Instagram-able' moments.



Wood Planter Boxes



Wood Entry Pylons

# PAINTWORKS APPLICATION *Continued*

## Project Budget:

- ✦ **Unless by special request, the project budget is \$3,000 - \$3,500. Project may not exceed budget.** This includes all artist fees, supplies, travel expenses, and any other additional expenses. Street pole banners will be printed and installed at no additional expense to the artist.
- ✦ **There is no maintenance budget for the Project.** Requests for maintenance funding may be made to SSA #21, but the SSA is under no obligation to fulfill them.

## Project Timeline:

- ✦ Submissions due by **April 30<sup>th</sup>, 2021**
- ✦ Artist Selection Announced by **May 7<sup>th</sup>, 2021**
- ✦ Installation during the month of May

## Selection Criteria:

- ✦ **Completeness** – did the Artist provide all requested documents in a timely manner?
- ✦ **Appropriateness** – does the Project adhere to the ‘Project Expectations?’
- ✦ **Experience** – does the Artist have proven ability to create distinctive, site-specific artwork?
- ✦ **Quality** – does the Project exhibit clear ingenuity? Does it cover sufficient site area?
- ✦ **Originality** – does the Project bring something new to the community?
- ✦ **Durability** – will the Project resist deterioration and defacement for **at least three years**?
- ✦ **Feasibility** – can the project be completed in the time proposed? Can it be completed on-budget?

## Submission Requirements:

- ✦ Resume/CV for lead artist(s) of the project and examples of past work.
- ✦ A rendering or sketch of the concept or idea that is being proposed for the street.
- ✦ Title of the proposed artwork.
- ✦ A signed Statement of Understanding (*see next page*).

# PAINTWORKS APPLICATION *Continued*

## General Requirements

- Applicants must completely fill out this form to be considered for the PaintWorks project. The Lincoln Square Ravenswood Chamber of Commerce (LSRCC) and Special Service Area 21-2016 (SSA) are not responsible for applications that do not include the necessary documentation requested. Applicants submitting past the due date will NOT be considered.
- Requirements subject to change. LSRCC and SSA are not responsible for applications that do not include necessary documentation.
- Artists and their vendors are expected to serve as a positive representation of the community and at no time should there be any illegal activities taking place on site. Any individual found in violation of these rules can be fined and immediately removed from the project and prosecuted at the organizer's discretion.
- LSRCC, SSA employees, and related organizers shall NOT be responsible for any injury, loss or damage that may occur to the artist, its employees or property prior to, during or subsequent to the period covered by the contract. The artist signing this contract expressly releases all the aforementioned from any and all claims from such loss, damage or injury.
- This project may be photographed and videotaped for marketing purposes. By participating in this project, you hereby consent to the use of your likeness or image in those photographs or video for future promotional consideration by LSRCC, SSA and supporting partners.
- Mistreatment of project staff or volunteers will not be tolerated. LSRCC, SSA reserve the right to remove any individual/company from the project and ban from future programs and productions.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website Address (if applicable)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

### ***Statement of Understanding:***

The applicant (undersigned) agrees to comply with the guidelines and procedures of the Lincoln Square Ravenswood Chamber of Commerce and SSA PaintWorks Program, and the outlined specifications as agreed to by the applicant, mural host, and SSA Commission. The applicant agrees that they have read the PaintWorks guidelines and agrees to be fully bound by the terms and conditions therein. THE APPLICANT RELEASES THE LINCOLN SQUARE SSA 21-2016 AND THE LINCOLN SQUARE RAVENSWOOD CHAMBER OF COMMERCE (TOGETHER WITH THEIR OFFICERS, DIRECTORS, AND AGENTS) FROM ALL CLAIMS AND CAUSES OF ACTION OF ANY KIND (KNOWN OR UNKNOWN) IN CONNECTION WITH THIS PUBLIC ART GRANT PROGRAM.

\_\_\_\_\_  
Applicant Signature

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

