



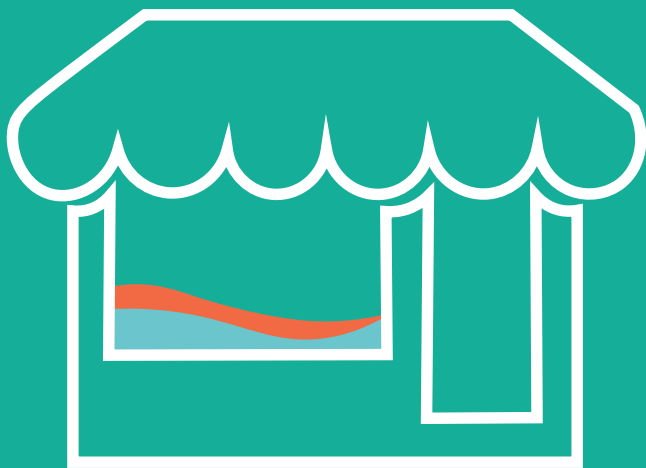
# DOWNTOWN REEMERGING

## CALL FOR ART

FROM VACANCY TO VIBRANCY:  
A DOWNTOWN WORCESTER DISPLAY



**Downtown  
Worcester**





**Downtown Worcester Business Improvement District (BID)**, in partnership with the Worcester Cultural Coalition and several Downtown Worcester property owners, is seeking proposals to create window displays in currently empty storefronts for the summer of 2021. Up to six proposals for highly visible storefront locations in Downtown Worcester will be selected. Artists should not apply for an individual location but instead will be matched with a location by the selection committee.

The purpose of this program is to activate currently vacant storefronts, enliven our streetscape, and support local artists. Collaboration and joint proposals from groups of artists, makers, students, and community members are encouraged.

## WORK MEDIA

There are no limits! Given the interior placement and access to power outlets, we are interested in all varieties of 2D and 3D concepts. All mediums will be considered, from sculpture, lighting design, hung paintings and graphics, set design concepts, repurposed materials, and vinyl. We are looking for installations that are colorful and turn heads. These should be visible during the day and have a lighting element on a timer to be displayed at night.

## PROJECT TIMELINE

- Call for Art opens: April 13th
- Information session: April 15th
- Applications due: May 17th
- Selected artists notified: May 24th
- Installation: June 11th-20th
- Removal: September 30th



This program is supported in part by a grant from the Worcester Arts Council, a local agency, which is supported by the Mass Cultural Council, a state agency.

## INSTALLATION & REMOVAL

Selected artists will have access to their assigned window display location beginning on June 11th and will need to have their artwork completely installed by the end of day on Sunday, June 20th. Installations will stay up between 3 and 4 months, and artists will be responsible for all installation and removal of their projects. If a vacant storefront becomes leased, artist(s) will be notified and a mutual removal date will be agreed upon.

Artists will have up to 5 feet from the window for their displays.

## SELECTION PROCESS

Submissions will be reviewed by an Artist Selection Committee that includes leaders of local arts organizations, property managers, and Downtown Worcester BID staff. Selected artists will be notified by phone or email.

## ELIGIBILITY

This call is open to Massachusetts artists and makers in any phase of their career, from emerging to established. Preference will be given to those who live or work in Worcester.

## FUNDING

Selected artists will be awarded between \$1,000 to \$2,000 for their installations. Funding will be made available within 7 business days of being notified of your selection. Please note that this program is meant for exhibits and not commission-based pieces.

Awarded artists are expected to use funding for any of the following:

- Artist fees
- Supplies
- Equipment rentals or other production-related costs

**FOLLOW US ON SOCIAL MEDIA**

@downtownworcesterbid



## EVALUATION CRITERIA

### Quality of Concept:

Provide a clear, well-conceived, original proposal that incorporates ideas relevant to the theme of "Downtown Reemerging." This theme is open to artistic interpretation, but proposals that best utilize the entire window space and have elements that can be displayed both during the day and at night will be recognized.

### Community Impact:

Your proposal should support the Downtown Worcester BID's mission to create a vibrant sense of community for everyone. We are hoping to engage artists from a range of different backgrounds and experiences.

### Feasibility:

Convey a clear plan for installation and fabrication of the artwork within the timeline. Previous experience is not a requirement, and we will be able to assist with and answer questions relating to your proposal.

## QUESTIONS

If you have questions about anything related to this call, please contact Andrew McShane at [andrew@downtownworchester.org](mailto:andrew@downtownworchester.org) or (508)622-3050 ext. 2

## INFORMATIONAL SESSION

A Zoom information session will be hosted on **Thursday, April 15th** from 7:00-8:00 PM. Please email [Andrew@downtownworchester.org](mailto:Andrew@downtownworchester.org) to register for this session.

## APPLICATION MATERIALS

For a proposal to be considered complete, artists and makers will need to provide the following information on a Google Submission form that can be found by clicking the link or scanning the QR code at the bottom of this section:

1. Design rendering (jpeg or png)
2. Brief written summary of the project (1-2 short paragraphs)
  - a. Logistical details of your installation should be included
3. Estimated project budget, submitted in the following format:
  - a. Artist fees
  - b. Supplies
  - c. Equipment rentals/other production-related costs

## APPLY HERE



All applications must be submitted through the link above no later than May 17th at 11:59 PM.

## POTENTIAL LOCATIONS

Please note that these are only pictures of potential locations and windows will not be finalized until after the application deadline.

### EXAMPLE 1

Address: 526 Main Street



### EXAMPLE 2

Address: 526 Main Street



### EXAMPLE 3

Address: 509 Main Street



### EXAMPLE 4

Address: 526 Main Street



### EXAMPLE 5

Address: 403 Main Street

