Demarest Place Walkway Mural Project

CALL FOR ARTISTS
NNJCF’s ARTSBERGEN ANNOUNCES A CALL FOR ARTISTS

Artists Wanted for Creative Hackensack’s
Demarest Place Walkway Mural

Submission Deadline: Friday, July 6, 2018

The Hackensack Creative Arts Team (CAT) and The Hackensack Main Street Alliance are seeking an artist or artist team to design and paint a mural at 135 Main Street on the corner of Demarest Place in Hackensack, NJ.

INTRODUCTION/BACKGROUND

The Hackensack Creative Arts Team (CAT) is a group of artists, merchants, organizational leaders and public officials working to implement a creative placemaking plan for the City of Hackensack. Creative placemaking is the integration of arts and culture into a neighborhood, town, or region to build community and livability and boost local economy. The CAT works to identify projects that will move forward the Creative Vision Statement it drafted with the input of various members and sectors of the community.

Demarest Place is a unique pedestrian walkway, crossing Main Street, between the Atlantic Street bus stop and the Hackensack Performing Arts Center (HACPAC). This year the CAT is focusing on activating the site through the arts via a large-scale mural. Alexander Anderson Real Estate Group has granted permission to use the north side wall of its building at 135 Main Street, on the corner of Demarest.

This art application is a recommendation based on the outcomes of the Hackensack Strategy Lab, a joint initiative of the National Consortium for Creative Placemaking and the Northern New Jersey Community Foundation’s ArtsBergen Initiative, held at Demarest Place on October 17, 2017. Fifty members of Hackensack and surrounding communities collaborated to brainstorm ideas of art, physical elements (lighting, seating, etc.) and cultural programming to create an enlivened and beautified public walkway that would serve as an attractive gateway to Main Street from the bus terminal and the HACPAC.
MURAL PROJECT’S GOALS
- To make Demarest Place more vibrant and attractive to both pedestrians walking from the bus station to Main Street and theater goers traveling from the HACPAC to Main Street.

- To inform a future permanent design of the pedestrian walkway at Demarest Place.

- To beautify and characterize the community of Hackensack by incorporating public art into ordinary elements of the city.

- To engage and delight passersby, residents, theater-goers, transit riders, and visitors.

- To endorse arts and culture as a powerful tool to transform, connect, and serve the City of Hackensack.

- To provide art-based work opportunities for local artists that showcase their work via public outlets.

PROJECT LOCATION AND SCOPE OF WORK
The mural will be painted on the full north-side wall of the building at 135 Main Street on the corner of Demarest Place in Hackensack, NJ. The wall is approximately 1742 sq. ft. with the dimensions of 26’h x 67’w. The selected artist is responsible for the design, wall preparation, painting, and sealing of the mural. Use of a cherry picker lift will be provided.

THEME:
Please refer to the INTRODUCTION/BACKGROUND and MURAL PROJECT’S GOALS.
The CAT is seeking a fresh, evocative and unique interpretation of one of the following themes selected with input from the community:

2. The Lenni Lenape Indians, who Originally Occupied Hackensack.
3. Key Events in Hackensack's History.
4. A Contemporary Theme of the Artist’s Choice.

* BONUS: Incorporation of a ‘photo-op element’ where viewers of the mural can interact with the mural and take pictures is strongly encouraged.
DESIGN CRITERIA

- Artwork must be original.
- Designs can be exclusively imagery and/or include written messaging.
- No profanity | No copyrighted material/characters | No nudity | No depictions of vulgar or lewd symbols, acts, or hand gestures from any culture, both ancient and modern.

COMPENSATION

One artist or artist team will be selected. The selected artist or team will be paid $9,600 in total for the project, including supplies, planning meeting, design, wall preparation, painting, and sealing of the mural.

ESTIMATED TIMELINE (subject to change)

Applications Due: July 6, 2018
Artist Selections: Week of July 16, 2018
Artist Announced: Week of July 23, 2018
Painting Begins: Week of July 30, 2018
Project Completion: By beginning of September 2018

TO APPLY

ArtsBergen is collecting submissions of interested applicants. Applicants must be at least 18 years of age. Artists will be selected by a selection committee based on:

- Artistic excellence and quality, skill and technique level, and the ability to communicate an evocative and unique concept.
- Creativity of design and fresh interpretation of theme.
- Prior experience completing outdoor mural projects.
- Presentation of application.

Applicants should complete an application form (online or handwritten and uploaded) and upload the following items by FRIDAY, JULY 6, 2018 at:

or send by mail to: The Northern NJ Community Foundation, 1 University Plaza Drive, Suite 128, Hackensack, NJ 07601, Attn: ArtsBergen. Incomplete applications will not be reviewed. Artists will be notified only if his/her design is selected.

1. Complete the Online Application Form at: https://www.nnjcf.org/call-to-artists-demarest-place-walkway-mural-2018/

2. Upload B. Color Sketch of your proposed design using the template in this packet.

3. Upload C. 2 jpeg images from your portfolio.

4. Upload D. Resume/CV
CONTACT:
If you have any questions, please visit www.nnjcf.org/artsbergen or contact ArtsBergen at artsbergen@nnjcf.org.

Click here for more information about Creative Hackensack and the Hackensack Creative Arts Team: www.downtownhackensacknj.com/arts/creative-hackensack and https://www.facebook.com/CreativeHackensack.

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About Northern NJ Community Foundation’s ArtsBergen Initiative www.nnjcf.org/artsbergen/

ArtsBergen, an initiative of the Northern NJ Community Foundation, is an emerging arts alliance in Bergen County, New Jersey that supports and encourages creative placemaking, the practice of integrating arts and culture into a neighborhood, town, or region to build community and livability and boost local economy. The initiative’s mission is to energize and unify artists and arts organizations and connect the Bergen County community to the arts.

About Hackensack Main Street Alliance www.uppermain.org

Established in 2004, the Hackensack Main Alliance is a public private partnership between the business community and the City of Hackensack. The organization’s mission is to address the issues facing the business community with the goal of improving the local economy and the City’s overall business climate. Since its inception, the Upper Main Alliance has provided Main Street with aesthetic improvements, clean and green programs, merchant grants, and marketing.
Go to https://www.nnjcf.org/call-to-artists-demarest-place-walkway-mural-2018/ to complete and upload the following items:

- **A. Application Form**
  Complete the Online Application Form

- **B. Color Sketch Template**
  Upload Color Sketch of your design using the template below

- **C. 2 Portfolio Pieces as jpeg Files**
  *(not to exceed 2 mb each)*
  Upload 2 jpeg images from your portfolio.

- **D. Resume/CV**
  Upload D. Resume/CV

**DEADLINE: July 6, 2018**
A. DEMAREST PLACE WALKWAY MURAL APPLICATION FORM

**Artist Information**

First Name: 

Last Name: 

Street Address: 

City: 
State: 
Zip Code: 

Home Phone: 

Cell Phone: 

Email Address: 

Website: 

**Proposed Artwork**

Title of Artwork: 

Description of Artwork | Vision or Intent: 

What is your experience doing outdoor murals or public art projects?
# References

List two professional references with current contact information.

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B. COLOR RENDERING

Please use the template on the following page to create a color sketch of your design. The template is in proportion to the actual wall’s measurements of 26’x 67’. The gray lines indicate the diagonal gutter, a raised edge running horizontally across the wall, and a raised cement block.

You can print it out, hand render your proposed design, then scan and upload, or if you choose to generate a digital sketch, here is a link to the jpeg file: www.nnjcf.org/wp-content/uploads/2018/06/Demarest-Walkway-Mural-Sketch-Template.jpg (dimensions: 3” x 10.5”)

This rendering must be electronically submitted with your application.