ARTSBERGEN ANNOUNCES A CALL FOR ARTISTS
Artists Needed for Outdoor Mural in Hackensack, NJ
Submission Deadline: Friday, June 19, 2015

ArtsBergen is announcing a Call for Artists: The Creative Team of the Hackensack Upper Main Street Alliance is seeking five artists and/or artist teams to work collaboratively on designing and painting a new mural on a wooden construction fence at 76 Main Street, Hackensack, NJ. This is a corner property with exposure on two sides and great visibility at the entrance to the business district.

INTRODUCTION/BACKGROUND
The Hackensack Creative Team is a group of 40 artists, merchants, organizational leaders and public officials working on 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 Creative Team has identified a number of projects that will move forward the Creative Vision Statement it has drafted with the input of various members and sectors of the community. This mural is one such project.

PROJECT GOAL
The project goal is to create a mural that will beautify the neighborhood and property site, engage passers-by, and act as a beacon of the City and the Upper Main Street Alliance’s endorsement of arts and culture as a powerful tool to transform, connect, and serve communities.

PROJECT LOCATION AND SCOPE OF WORK
The mural will be painted on 35 connected panels of OSB plywood surrounding the perimeter of a burnt down building at 76 Main Street in Hackensack. The mural will be up at the site temporarily (potentially 2 years), but the panels can be used again for other redevelopment sites. The location of the mural is a gateway into the downtown area and is on a busy street, travelled by motorists, cyclists and pedestrians.

A total of 5 artists will be selected. One will be selected to serve as the lead artist, who will oversee the collaboration and cohesion of the mural. Each artist/artist team will be assigned approximately 6-7 panels (each measuring 8 ft(h) x 4 ft(w)) to design and paint his/her vision.

The content of the mural will reflect the artistic and cultural history, present, and future of Hackensack. Content can include the depiction of significant past
events/artists, musicians, current arts assets/happenings, and/or an interpretation of the future “Creative Vision Statement” (see below). The incorporation of participatory elements that engage the public is encouraged. The design may be painted directly on the boards onsite, or on panels painted offsite that the artist would be responsible for mounting. The Upper Main Street Alliance has allocated a $1,000 budget for supplies and materials for the entire project in addition to $1000 per artist. Total project allocation is $6000. The estimated completion of the project is August 2015.

CREATIVE VISION STATEMENT
Hackensack in 2025: Even better through arts and culture | A community vision

Over the next decade, Hackensack will be more walkable, safer, healthier, greener, cleaner and more fun. Residents and visitors will have lots of choices of activities and find it easier to get around. Over time, Hackensack will feature new attractions and attributes that will target its diverse population and visitors.

Hackensack will continue to be unique and eclectic; a diverse, inclusive and affordable place where people are friendly and have a strong sense of pride in their community. Hackensack will do more to honor its diverse histories, from the time of the Lenni Lenape through the colonial period to today. But it will also be modern and futuristic.

It will be a more vibrant, engaging and human-scaled city that offers good experiences day and night for families, college students, families and young adults (or mature adults who are young at heart). Hackensack residents and visitors will have stronger connections to the Hackensack River.

TO APPLY
ArtsBergen is collecting submissions of interested applicants. Artists will be selected by a selection committee based on creativity, experience, and artistic excellence. Selected artists will start work immediately.

Applicants should complete an online entry form, and submit the following items below as attachments by FRIDAY, JUNE 19, 2015 by email to: artsbergen@nnjcf.org or by mail to: Northern NJ Community Foundation, 1 Grand Avenue, Suite 3, Englewood, NJ 07631, Attn: ArtsBergen.

1. Go to www.nnjcf.org/call-for-artists-entry-form and complete the online entry form.
2. Brief Statement of Interest to include your experience with public art and experience collaborating with other artists.
3. Portfolio of 5 images - please list them in the body of your email, including your full name (for example: 1. Last name_ First name - “Title 1”, 2. Last name_ First name - “Title 2”, etc.)
4. Optional: Sketch of your suggested subject matter (see Scope of Work above)
5. Optional: Resume/CV

COMPENSATION:
Each selected artist will receive recognition, design credit, and $1,000.

Contact: Any questions please contact ArtsBergen at artsbergen@nnjcf.org / 201-568-5608. Click here for more information about Creative Hackensack.
About Hackensack Upper Main Alliance
Established in 2004, the Upper 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 and events such as the Hackensack Street Festival.

About ArtsBergen, an initiative of the Northern NJ Community Foundation, is an emerging arts council in Bergen County, NJ. ArtsBergen’s mission is to energize and unify artists and arts organizations and connect the Bergen County community to the arts. ArtsBergen also supports and encourages creative placemaking, the practice of integrating of arts and culture into a neighborhood, town, or region, to build community and livability and boost local economy. For more information please visit www.nnjcf.org/what-we-do/artsbergen.