

PUBLIC ART CALL FOR PROPOSALS – EAST FALLS ECO ART PROJECT

Request for Proposals: The East Falls Development Corporation is seeking artist proposals for fish-themed eco-art to be installed in the East Falls Riverfront Business District. We are partnering with the Manayunk Development Corporation and the Schuylkill Center for Environmental Education as part of the 'Destination Schuylkill River' initiative seeking to bring heightened awareness to and appreciation of the Schuylkill River through public eco-themed art. Each location is developing its own unique approach to the initiative and for East Falls, we have chosen FISH as a theme.

Background: East Falls is a riverfront neighborhood, unique in that the Riverfront Business District overlooks the Schuylkill River. Visually, the neighborhood is identified with the Schuylkill River, framed by the Twin Bridges to the east and the Falls Bridge to the west. Along the banks of the river beneath the Twin Bridges is an educational installation called "The Five Fishes" illustrating the prevalent fish species historically inhabiting the Schuylkill River: Yellow Perch, Channel Catfish, Small-Mouth Bass, Common Carp and American Shad. East Falls has taken on 'The Five Fishes' as a distinct and unifying theme for the neighborhood. Supporting this identity is the Catfish weather vane atop the public library and the fish-themed East Falls license plate proudly affixed to cars throughout the neighborhood. Residents have grown to recognize and love the Fish-theme as an identifier for the neighborhood and we seek to strengthen this connection through this public art project.

Concept: Commission Eleven (11) unique pieces of FISH-themed art which will be positioned throughout the East Falls business district. One additional piece will be created through a community-process. Each piece should be designed to be either displayed in a store-front window, attached to the exterior of a building, installed on the sidewalk, hung from a telephone pole or light post, etc.

What makes the art ECO? We request that each piece be made of reused, recycled or natural materials or be otherwise environmentally sound. If lighting is incorporated, we request the use of solar powered LEDs.

Chosen works will be revealed complete or in-progress at the Arts by the River and Eco-Fair on Saturday, October 2, 2010. Installation of the work will occur on a later date.

- Temporary Presentation of art will be at Arts by the River and Eco-Fair:
Sat. Oct. 2, 10 am – 5 pm.
Inn Yard Park – 4220 Ridge Ave

- Permanent installation of Art in Riverfront Business District after Arts by the River and Eco Fair. Locations will be selected based on the work and availability of space.

Preview Installation: Arts by the River and Eco Fair (Sat. Oct. 2) will be a heavily promoted event, that is cross promoted by POST, the Philadelphia Open Studio Tours. During the event, the Artwork will be displayed and the artists' recognized. The art will then be installed in the Riverfront Business District with artist credit; Artist name and background information to accompany installation, offering continued exposure. This event will also be promoted.

Specifications for Eco-Art:

- The art must be made of eco-materials or be otherwise environmentally themed – reused, recycled or natural materials are encouraged.
- We are looking for artwork that could be displayed in one of the following: storefront windows of vacant or occupied commercial spaces, on a building front (above signage) or in a storefront. A free-standing outdoor piece will be considered if the location is feasible.
- Work dimensions – must be appropriate for East Falls Riverfront Business District.
- We encourage artists to consider illuminating the sculpture with low power LEDs that would be solar powered. However, it is not required that the sculptures be lit or powered
- We will be selecting 11 artists who will be given a stipend of \$1000 each upon completion. The stipend includes the artist's fee and materials, transportation, and installation.
- During creation, the artist does not hold EFDC responsible for any damages. Pieces become the property of the EFDC upon installation. Artists will be asked to sign a waiver.

Submission Requirements:

- Deadline: by Sept. 1st. Please submit plan for the piece of art via email, CD or DVD, or actual drawings/models. Artists will be selected by SEPT. 15th.
- Please note whether the work can be completed and temporarily installed by Sat. Oct. 2. If it cannot, the EFDC would install images of the planned art at the Arts by the River and Eco Fair event. Also, consider whether you can be at the event to promote the work you will be completing.
- Final installation deadline: Dec. 31, 2010.
- Submit to the East Falls Development Corporation at info@eastfalls-pa.com, or 3654 Midvale Avenue, Philadelphia, 19129.

Further questions? Please contact us at 215.848-8084 and visit our website: www.eastfalls-pa.com