



CALL FOR ARTISTS

2021 CRE8IV: transformational ART

CRE8IV: transformational ART, as part of the Rockford Area Convention & Visitors Bureau (RACVB) works to encourage and enhance cultural life and public art in the Rockford, Illinois region through facilitation, recognition, and financial support of public art. The organization's Forest City Beautiful initiative is looking to produce 5-7 (or more) murals throughout the Rockford region. The RACVB is soliciting artists with mural experience to produce large-scale works of art on exterior walls.

LOCATION

The murals will be placed throughout downtown Rockford, Loves Park, Pecatonica and Rockton, IL. Each location will be selected based on its high visibility, overall wall condition and overall pedestrian traffic within the neighborhood.

PROJECT SCOPE AND REQUIREMENTS

PUBLIC ART MURALS

The targeted locations are within an urban downtown area within Rockford, Loves Park, Pecatonica or Rockton. Sizes range from 20'X30' to 50'X100'

- Artists will be commissioned to exhibit original pieces or art.
- Works are required to be created with the best quality paints to help with longevity and overall look of piece.
- Murals that are vulgar, politically polarized, contain profanity or otherwise offensive language or symbols will not be considered.
- Content must be appropriate for all ages. The review committee reserves the right to inspect all pieces and instruct the removal of elements not approved in original sketch.
- Artists are strongly encouraged to incorporate themes that welcome diversity and acceptance including that of minority and LGBTQ communities.
- We recognize the sizes are vastly different and would commission at different costs. We are looking to get a sense of your projects of various sizes and will assign a wall provide dimensions prior to creating anything specific for this project.

PUBLICITY

Artist hereby grants RACVB a royalty free, worldwide, non-exclusive, non-transferable license to use images of the Artwork, for non-commercial purposes, to market, promote and advertise the exhibition of the Artwork.

Upon the installation of the Artwork, RACVB shall provide Artist with high-resolution digital images of the Artwork. RACVB hereby grants Artist a royalty free, worldwide, non-exclusive, non-transferable license to use the images of the Artwork provided by RACVB to Artist to market, promote and advertise the Artwork.

RACVB shall promote and publicize the exhibition of the Artwork, which shall include: (i) hosting a news conference to celebrate the installation of the Artwork, (ii) producing and distributing handouts/brochures with information about and images of the Artwork; (iii) contacting local and regional newspapers and media companies about the Artwork; (iv) inclusion in RACVB promotional materials including on www.gorockford.com and across its social media platforms.



EXHIBITION

The intent is to leave murals as a permanent piece of art for the foreseeable future. However, the building owner has the right to paint or change their wall as they see fit. There is no guarantee of longevity of the display.

COMMISSION

Artists are required to submit a proposal along with all requirements for the project. This should be an itemized list that includes, lift needs, hotel accommodations, artist fee and paint stipend. The wall will be prepped and primed to the color of your choice prior to arrival.

We anticipate having your wall prepped and primed to your preferred color and providing an appropriate lift. We will also provide 1 hotel room for throughout your stay (anticipated 7 nights, not applicable to local applicants). Your proposal should include a lump sum requirement for your original work, travel and paint/supplies. We will consider additional items, such as additional hotel rooms, but this must be included in your proposal.

If selected, the payment schedule is as follows: 25% will be paid upon signing contract
75% will be paid upon completion

SCHEDULE

Application Deadline: Midnight, April 10, 2021

Review and Selection: April 10 – 25, 2021
(Selected projects must be approved by Review Committee and City of Rockford)

Artist Notification: No later than April 30, 2021
(Dependent on approvals from City Council and Zoning Board)

Installation Dates: Anticipated early to mid-June 2021

The RACVB Arts Fund reserves the right to update or revise the schedule, as necessary. We do want all artists on site the same week. Sculptures will also be installed during this time.

SELECTION

A selection panel composed of community members and facilitated by the RACVB will choose the finalists. Artists will be contacted once the decision has been made in a timely fashion to allow for planning of installation of mural.

Selection criteria including but are not limited to:

- Creates a sense of joy for those viewing the piece
- Suitable for all audiences
- Represents diverse and inclusive content
- Artist reputation, resume, exhibition history
- Overall appeal and aesthetic quality
- Able to meet overall project budget requirements



APPLICATION

The Forest City Beautiful CRE8IV Mural Application (follows the Call for Art) including required supporting information must be received by Midnight, April 10, 2021.

Email to: Rockford Area Convention & Visitors Bureau – CRE8IV Murals
kpaul@gorockford.com
(Please indicate “2021 CRE8IV Mural Application – Submittal” in the subject line)

OR

Mail to: Rockford Area Convention & Visitors Bureau Charitable Foundation
Attention: CRE8IV Murals/Kristen Paul
102 N. Main Street
Rockford, IL 61101

For more information on CRE8IV and to view information on the City’s current murals, please visit www.gorockford.com/publicart.

If you have questions, please contact the Rockford Area Convention & Visitors Bureau at:

Phone: (815) 963-8111
Email: kpaul@gorockford.com

We look forward to your submittal!



2021 Mural Application Form

Name: _____

Address: _____

City, State, Zip: _____

Email: _____ Website: _____

Phone Contacts:

Work/Studio: _____ Home: _____ Cell: _____

Concept of Mural: _____

Why are you interested in participating in CRE8IV: _____

Equipment required for installation: _____

Artist Cost proposal (attach paper, if needed): _____

Proposals must include the following:

1. Completed application
2. Current resume (2-page maximum)
3. Artistic vision statement (limited to 250 words or less)
4. Concept for proposed project
5. Examples of past work
6. Project proposal, including all information noted in "Commission" section above
7. Price per square foot or price by wall size

Compile these requirements into an Adobe PDF or a Microsoft Word document with attached photos in a JPG or PDF format and email to kpaul@gorockford.com.

Incomplete submissions may not be accepted.

