



**2015-17 Napa ARTwalk
Call for Entries
Deadline 1/31/2015**

SUMMARY

The City of Napa is seeking up to fifteen artists to participate in a two-year, outdoor sculpture exhibit.

- Sponsor: City of Napa
- Location: Downtown Napa, California
- Exhibition Timeframe: June 2015 - May 2017
- Eligibility: Artists must reside or work in AZ, CA, CO, NV, NM, OR, or WA and be age 18 or older
- All submissions must be previously completed artworks. No artwork proposals will be accepted.
- No theme requirement
- Artist Honorarium: \$1,500
- Application Deadline: submitted via CaFÉ by 12 MIDNIGHT, January 31, 2015

A) PROGRAM INFORMATION

BACKGROUND AND GOALS

In October 2009, the Napa City Council approved the first Napa ARTwalk, a program designed to enhance the public environment and promote the understanding and enjoyment of public art by inviting artists to exhibit their art in downtown Napa on a temporary basis.

The program goals are to:

- Create exciting, appealing and harmonious public environments by integrating outdoor art into public spaces;
- Showcase public art that celebrates Napa's historical, socio-cultural and aesthetic values;
- Preserve and enrich Napa's cultural environment;
- Enhance the character of Napa through visibility of community-valued artworks;
- Promote public participation and interaction with artists and artwork; and
- Stimulate the downtown economy through increased pedestrian activity and positioning Napa as an art destination.

The first three Napa ARTwalk programs have exceeded these goals. They generated extensive regional and national media coverage and significant interest from tourists and the local community. They inspired guided tours and other programs created by local schools and tourism groups as well as several sales for the participating artists.

To enhance the usability of the ARTwalk, the City added a complimentary audio tour in 2010, activated by scanning individual QR codes, (then -- an exciting new Smart Phone technology). Currently the Napa ARTwalk holds the top Google position in a search for "QR code art walk." An added goal of the program is to utilize relevant and user-friendly technology, so the QR codes may be replaced with another application in its next iteration.

Images of the artworks and links to the audio tours from current and past exhibitions may be found at <http://www.napaartwalk.org>

EXHIBITION LENGTH & AWARDS PROGRAM

Artworks will remain on view for a period of approximately two years (June 2015 - May 2017), during which community members and visitors may vote to select one artwork for a "People's Choice Award," to be announced in Spring 2017.

The winner of the People's Choice Award will receive a prize, to be determined. Past prizes have included overnight getaways, dinner for two at an acclaimed restaurant in Napa, spa treatments, and gift certificates.

ADVERTISING AND PUBLIC RELATIONS

Printed and downloadable brochures with a map of artwork locations will enable self-guided viewing of the exhibition and volunteer docents will lead Napa ARTwalk tours. Exhibition hours are daily between sunrise and sunset, although many artworks will be visible in areas illuminated at night.

The following will be also provided to increase public awareness of this exhibition:

- Media releases
- Printed and downloadable brochures
- Napa ARTwalk Website
- DoNapa website, social media and blog postings
- Features on the City of Napa, Arts Council Napa Valley, and DoNapa.com Web sites
- Calendar listings
- Occasional volunteer-led docent tours and inclusion in media and school tours
- Artwork plaques
- People's Choice Contest

B) ARTWORK & SITE SPECIFICATIONS

ART SITES

Up to fifteen locations situated along two primary pedestrian corridors in downtown Napa will be finalized for the placement of the selected artworks. All art sites are within a short walking distance of one another. They are located along main pedestrian walkways, bridges, the riverfront, and plazas in downtown Napa. Eight of these sites are in close proximity to the Napa River, and the remaining seven are on major shopping and dining corridors. Surrounding streetlights and building lighting illuminate most of the art sites. There are also several artwork sites on private property a short distance from the Napa ARTwalk locations, which contribute to the overall experience.

The program sponsors will determine the location of each artwork based upon its size and dimension for the designated space. **No location changes will be permitted once the final sites have been selected.**

PAD SPECIFICATIONS

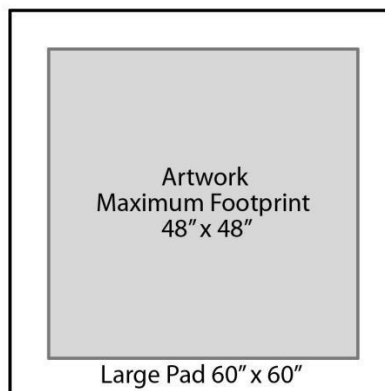
At each site, there will be a concrete pad onto which artworks will be secured. Most pads are placed directly on the sidewalk /ground, although there are three sculptures designed such that they are bolted directly onto the sidewalk. Pad sizes in the current exhibition are as follows:

<u>Size</u>		<u>Quantity</u>
Large Square	12" high x 60" long x 60" wide	4
Medium Square	12" high x 48" long x 48" wide	4
Large Rectangular	12" high x 96" long x 36" wide	1
Medium Rectangular	12" high x 65" long x 36" wide	1
Small Rectangular	12" high x 29" long x 17" wide	1
Round	16" high x 30" diameter	1

Each submitted artwork should indicate a proposed size and dimension for a pad from the list above. The program sponsor reserves the right to change an entry's pad size specification if another is more appropriate.

To accommodate an artist identification plaque, the footprint of the artwork must be smaller than the length and width of the pad so that there is at least a 6" wide border of clear space at the edges of the pad. For example:

- On a Large Square pad (60" x 60"), the artwork's footprint must be no larger than 48" long x 48" wide. (See illustration below.)
- Or on a Medium Square pad (48" x 48"), the artwork's footprint must be no larger than 36" long x 36" wide.



Any projections beyond the perimeter width of the concrete pad must occur at higher than 7 feet from the ground.

ARTWORK ATTACHMENT

All artworks must securely attach to the concrete pads. All sculptures must be designed with tabs or other devices that can be utilized to secure the artwork to the concrete pads. The artists will be responsible for bringing all hardware necessary to secure the piece to the concrete pad, including bolts, brackets, etc.

ARTWORK WEIGHT

Artworks must weigh no more than 2000 pounds.

ARTWORK SALES

All artwork may be available for sale during the exhibition. The program sponsor will collect a 10% commission on all sales resulting from the exhibit. This commission will be used to advance the Napa ARTwalk program in the future. Sold artworks must remain on site for the duration of the exhibition. Several pieces in past Napa ARTwalk exhibits have been purchased by private parties.

ARTIST HONORARIUM

Each selected artist will receive an Artist Honorarium of \$1,500 to assist with transportation, travel and other expenses; \$750 will be paid upon artwork delivery in 2015, and \$750 will be paid upon artwork pick-up in 2017, at the end of the exhibition.

C) AREA DESCRIPTION

The City of Napa is in the heart of Napa Valley, a world-class winegrowing region and travel destination. Located along the banks of the Napa River, Downtown Napa has emerged from its origins as a civic district to a vibrant hub of beautiful hotels, charming inns, exceptional culinary establishments and wine-tasting rooms, enhanced by the arts, entertainment and culture. Downtown Napa is continuing to experience and welcome a renaissance of new development and creative activity.

In the last five years, Napa has launched several new arts programs including: Art on First, a temporary art installation series on First Street in then-vacant storefront windows; Napa Valley Arts in April, bringing the arts and wine events together throughout Downtown and Napa Valley each April; and of course, the immensely popular Napa ARTwalk. In 2010, the Napa City Council instituted a Public Art Ordinance, with a 1 percent public art fee required on new development, and appointed a Public Art Steering Committee. The first City of Napa Public Art Master Plan was approved in June, 2014.

Downtown Napa also boasts over 25 Zagat-rated restaurants and acclaimed chefs and is home to several historic performance venues including The Napa Valley Opera House (a.k.a. City Winery), Uptown Theater, Jarvis Conservatory and Silo's Jazz Club in the Historic Napa Mill. The new Oxbow District and Napa's "West End" are emerging anchor districts with new hotels, wine shops and tasting rooms, a public market and unique retail shops. The newly rebuilt Veterans' Memorial Park, Napa Riverfront Green, the pedestrian promenade, Historic Napa Mill hotel and retail complex, and The Riverfront Napa mixed-use project offer exciting and vibrant enhancements along the river.

Much of First Street is currently under construction as part of a major retail shopping center renovation called "Napa Center", which will include a first-class hotel and a mix of retail

shops, restaurants and cafes, and inviting outdoor spaces for relaxation and enjoyment. Construction is scheduled to be completed in 2016.

With its fine restaurants, hotels and inns, wine tasting establishments, spa and health facilities, recreational opportunities and cultural/entertainment venues, downtown Napa is a popular year-round destination for visitors from the region and all over the world.

RECENT EARTHQUAKE

Portions of the City sustained extensive damage after the 6.0 earthquake that occurred on August 24, 2014. Several historic buildings located downtown were impacted and will be under reconstruction into 2015. All impacted properties, both public and private, are expected to be completed by the ARTwalk installation date in June 2015.

D) SUBMISSION REQUIREMENTS & SELECTION INFO

ARTIST ELIGIBILITY

Applicants must currently live or work in Arizona, California, Colorado, Nevada, New Mexico, Oregon or Washington. They must be at least 18 years of age. Napa ARTwalk jurors, program sponsors, and their immediate family members are ineligible.

ARTIST RESPONSIBILITIES

Artists will be responsible to deliver artwork to the site and install the artwork in May 2015, by appointment, to be coordinated with the City of Napa. Although the artist will be the primary installer and will direct the installation, the City of Napa will provide staff for installation assistance and equipment (if needed) in accordance with the artist's Art Installation Plan. Prior to installation of the artwork, the artist or artist representative must remove and store or dispose of all packing and crating materials. **Artists must provide any and all hardware that is required for the installation, including bolts, brackets, hammer drills, cleaning brushes, etc.**

Artists will be responsible to pick up their artwork within 30 days of the exhibition's closing date, to be coordinated with the sponsor. Although the artist is the primary de-installer during de-installation, the City of Napa will provide staff assistance and equipment to de-install artworks if required.

Selected artists must enter into an agreement with the City of Napa (see attached "Sample Agreement"). Artworks will be insured by the City of Napa up to the stated estimated insurance value, with a maximum of \$75,000 per artwork, while artworks are exhibited or stored by the City of Napa. The Artist shall provide an appraisal affirming that the insured value has been appropriately determined. This insurance coverage excludes damage resulting from shipping the artwork, faulty construction, construction or materials that are inappropriate for long-term outdoor display, installation or removal of the artwork.

Artworks must be structurally safe for the general public, including children. Artworks must be extremely durable in outdoor conditions and maintenance-free for the period of the exhibition. If, however, occasional cleaning or other maintenance is required, the artist must agree to keep the artwork in good aesthetic and operating condition by performing regular maintenance. Beyond regularly scheduled maintenance by the artist, the City may contact the

artist to inform him or her that the artwork is in need of maintenance. In that case, the artist -- or his or her designated representative -- must tend to the artwork within two weeks of receiving notice. If the artist does not respond to the City's request within the specified time frame, the City may take actions as appropriate and necessary to clean, repair or remove the artwork in order to prevent damage from occurring. If damage to an artwork causes a public safety concern or is a continuing attractive public nuisance that results in undue maintenance calls, the City reserves the right to remove the artwork from the Napa ARTwalk. The artist will be notified in advance if this type of action becomes necessary.

SELECTION CRITERIA

Only completed artworks are eligible. Conceptual artwork proposals will not be considered. All artworks must be ready for exhibition at installation. Any artwork that cannot be installed by the installation deadline will be disqualified and the artist will forfeit the honorarium.

Artworks will be selected on the basis of the following criteria:

- **Artistic merit**, including artwork concept, design and craftsmanship as well as the artist's experience;
- **Artistic context**, including how effectively the work contributes to the overall exhibition's variety of media and artistic approaches;
- **Maintainability**, including the artwork's durability and safety in the public realm, structural and surface soundness, materials, resistance to vandalism and weathering, and limited or lack of maintenance requirements;
- **Location context**, including artwork's appropriateness within the public realm and its ability to be accommodated on one of the sites; and
- **Responsiveness to size and weight criteria** as specified above.

SELECTION PROCESS

Artist submissions will be accepted online via CaFÉ (www.callforentry.org) – see “Submission Instructions” below. The submittals will be screened by the Program Sponsor for responsiveness to the Selection Criteria, and submittals that do not respond to the criteria will be eliminated for consideration by the jury.

A jury of three art professionals will review the submissions and make recommendations for selected artworks to the City Manager, who will approve selections. The 2015-17 Napa ARTwalk jurors are:

- Stephen Whisler, City of Napa Public Art Steering Committee Chair and Artist
- Chandra Cerrito, Chandra Cerrito Contemporary Owner and Public Art Consultant
- Amy Owen, di Rosa Curator

The Program Sponsor may require follow-up information from the artist regarding the submittal before a final selection can be made.

E) SUBMISSION INSTRUCTIONS

ONLINE SUBMISSION

All submissions must be made online at: **www.callforentry.org**

- Create an account (if you do not already have one)
- Log in
- Click on “Apply to Calls”

- Find “Napa ARTwalk 2015-17”
- There is a \$20 fee per submitting artist to be paid through CaFE

SUBMISSION REQUIREMENTS

Incomplete Submissions will not be considered. Complete Submissions must include the following:

1) Images

Artists may submit up to 3 artworks (with up to 3 views each) for a total of 9 images maximum. Images should accurately represent the work size, including height , span, and ground clearance, and **must include at least one image per submission with an adult person next to the artwork for scale.**

The sponsor reserves the right to use images of selected artworks and/or the exhibition for publicity.

2) Image list & Description

- Artists will provide an image list including the following for each submitted artwork:
 - title
 - date of completion
 - medium (please be specific)
 - dimensions (height x width x depth)
 - weight
 - fair-market (retail) value
- The Artist must install the artwork with the dimensions as submitted in the entry. There will be no departure from the size as submitted by the Artist. For example, if an Artist has created duplicate works in more than one size, only the submitted version shall be installed if selected.
- For each artwork submitted, please provide a short description (up to 5 sentences) of the piece and any aspects of the work that may not be obvious in the images, or any other relevant information. This information is useful for the juror panel, and may also be used in the audio tour recording and brochure description.

3) Art Installation Plan

- An installation plan for each entry must be submitted.
- Please specify the appropriate pad size, as outlined on page 3, “Pad Specifications”.
- Installation plan should specify the weight of each artwork and clearly illustrate the method of installation, including identifying the points of attachment to the pad.
- Please provide detailed information about the type of the hardware to be used for the attachment and clarify how such hardware will be made secure from vandalism.
- Larger works of art that require engineering components in the footing or base should be clearly noted. Include engineered drawings if available.

4) Artist Resume

5) Professional References

Please provide at least one professional reference, especially if the artist has worked with municipalities in a similar context.

F) PROJECT TIMELINE (subject to revision)

Submission Deadline	JAN 31, 2015, 12 MIDNIGHT
Jury Meeting Date	FEB 2015
Selected Artist Notification	FEB 2015
Artist/Sponsor Agreement is Signed	MAR, 2015
Artwork Delivery and Installation	MAY 4 – MAY 22, 2015, by appointment
Exhibition Opening Date	JUNE 1, 2015
Announcement of People’s Choice Award	SPRING 2017
Exhibition Closing Date	MAY 2017
Artwork Pick Up	MAY 2017, by appointment

G) CONTACT INFORMATION

For more information about Napa ARTwalk and images of artwork sites (subject to change):

www.napaartwalk.org

For questions about the Call for Entries, please contact:

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