



NNJCF's ARTSBERGEN ANNOUNCES A CALL FOR ARTISTS

Visual Artist or Graphic Designer Wanted
Asphalt Art Decal Project in Walter Schirra Park, Oradell
Submission Deadline: Monday, June 14, 2021

INTRODUCTION

The Northern NJ Community Foundation's ArtsBergen initiative is a regional arts alliance working with various stakeholders: artists, arts organizations, businesses and municipal leaders to use the arts to shape the social, physical, cultural, and economic identity of communities. ArtsBergen uses creative placemaking, a community-led, arts-driven approach to increase vibrancy, spur economic development, and build capacity among residents to take ownership of their communities.

ArtsBergen is the only organization in Bergen County offering a range of services in creative placemaking, and has partnered with multiple municipalities facilitating creative teams, developing public art and creative placemaking plans, and directing and managing public art projects to preserve and express community culture.

Through a grant from the Bergen County Division of Historic and Cultural Affairs, ArtsBergen is partnering with the Borough of Oradell to transform the gazebo area of Schirra Park by utilizing a designed set of asphalt decals strategically positioned to create an engaging and visually-pleasing space.

PROJECT GOALS

- To make Schirra Park more vibrant and attractive to pedestrians via the arts.
- To engage and delight passersby, residents, and visitors by providing an interactive experience through the arts.
- To beautify and characterize the community of Oradell by incorporating public art into ordinary elements of the city.
- To endorse arts and culture as a powerful tool to transform, connect, and serve the Borough of Oradell.
- To provide art-based work opportunities for local artists to showcase their work via public outlets.

PROJECT LOCATION AND SCOPE OF WORK

Asphalt decals will be applied strategically to the ground with intention to create an interactive design using the sidewalks and gazebo in Schirra Park on the corner of Oradell Avenue and Kinderkamack Road, Oradell, NJ. Artist/Designer will visit the space and determine how to utilize it to create an engaging display, conceptualize a theme with input from the community, create all artwork and configure the needed sizes and shapes of the decals to make one cohesive design. Artist will also be responsible for the physical installation of the design.

COMPENSATION

One artist or artist team will be selected. The selected artist or team will be paid \$800 in total for the project. An additional supply budget for the decals is \$700. (Sample vendor for decals for reference: <https://www.signs.com/street-and-sidewalk-decals/>)

ESTIMATED TIMELINE

Applications Due:	June 14, 2021
Artist Selection:	Week of June 21, 2021
Design Process Begins:	Week of June 28, 2021
Installation:	Week of July 19, 2021

SELECTION CRITERIA

ArtsBergen is collecting submissions of interested applicants. Applicants must be at least 18 years of age. Artist will be selected based on:

- Artistic excellence and quality, skill and technique level, and the ability to design an evocative and unique interactive concept.
- Must have strong graphic design skills, a bold, clear design sensibility, and/or an ability to translate and manipulate artwork into computer generated images that can be printed onto the decal material.
- Presentation of application.
- Prior experience implementing large outdoor art installation projects a plus.

TO APPLY

Applicants should complete an application form and upload the following items by **MONDAY, JUNE 14, 2021** at: <https://wp.me/P8pbH9-4Pf>.

1. Complete the Application Form.
2. Upload 2 JPEG images from your portfolio that best illustrate your graphic design skills.
3. Upload Resume/CV.
4. Provide 2 References.

Incomplete applications will not be reviewed. Artists will be notified only if his/her design is selected.



CONTACT:

If you have any questions, please visit www.nnjcf.org/artsbergen or contact ArtsBergen at artsbergen@nnjcf.org.



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

ArtsBergen, an initiative of the Northern NJ Community Foundation, is a regional 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.