

Milwaukee Downtown, BID #21  
Downtown Placemaking Task Force  
Milwaukee County Parks

# **CALL FOR ARTISTS**

## **“ART IN THE PARK” SERIES AT RED ARROW PARK**

**A Paid Opportunity for Live Painting and Chalk Murals in Red Arrow Park**

Issued Date: Thursday, May 27, 2021  
Deadline: Friday, June 11, 2021

## **“ART IN THE PARK” SERIES AT RED ARROW PARK**

### **OVERVIEW**

Milwaukee Downtown, BID #21, in partnership with the Herzfeld Foundation, MGIC, and Milwaukee County Parks, is proud to offer a unique artist series, “Art in the Park,” at Red Arrow Park starting this July. To showcase Milwaukee’s diverse artists, Art in the Park provides a safe, outdoor opportunity for artists to paint on canvas or install a chalk mural in the heart of the city.

Delighting a wide range of park users, Art in the Park is one initiative to “Reimagine Red Arrow Park,” a public-private partnership led by Milwaukee Downtown, BID #21 to enhance downtown’s central public space in the upcoming years.

Artists will have the opportunity to paint the content of their choice, but it must be family-friendly.

### **PROGRAM DETAILS**

Up to 15 artists will be selected to participate in the Art in the Park series and commissioned to paint on canvas or chalk in Red Arrow Park at individual times between July – September 2021. A vinyl sidewalk decal will demarcate the location of the artist installation.

The artist will have one day to complete the canvas painting or chalk mural in the park, unless more time is required. An easel and canvas will be provided. The artist is expected to bring their own supplies, including paints, paintbrushes, etc. Water is provided in the County Parks bathroom inside Starbucks. The canvas provided is Museo Alu-Frame Claessens Belgian Linen Canvas (36” x 36”, 15/16” Depth) from Blick. The artist is welcomed to provide their own canvas.

Final canvas paintings will be collected by Milwaukee Downtown, BID #21, and may be showcased in an exhibition or auctioned off to fundraise for other community initiatives, including, but limited to Key to Change, a homeless outreach program administered by the organization.

### **APPLICATION REQUIREMENTS**

Interested artists should submit a 100-word description and relevant past work and/or a portfolio by June 11, 2021, for consideration by the Downtown Placemaking Task Force, Milwaukee Downtown, BID #21 representatives, and other Red Arrow Park stakeholders.

The 100-word description should explain the proposed canvas painting or chalk mural and include relevant past work and/or a portfolio. The proposed canvas painting must be family-friendly.

### **APPLICATION REQUIREMENTS**

- Proposal Statement: 100-word description of your artistic concept for the live canvas painting or chalk mural installation
- Past work and/or portfolio: Relevant past work, including photos of past canvas paintings or murals, are encouraged
- References: While references are not required at this time, please have two references prepared if requested

## **IMPORTANT DATES**

### **Questions**

All questions related to this Call for Artists can be directed via email to Gabriel Yeager with Milwaukee Downtown, BID #21 at gyeager@Milwaukeedowntown.com by Tuesday, June 8, 2021.

### **Deadline**

Electronic submissions are due no later than 5 PM on Friday, June 11, 2021. Submissions should be emailed as one compressed PDF to gyeager@milwaukeedowntown. The email subject should state: "Art in the Park – [INSERT YOUR NAME HERE]"

### **Final Artwork**

If selected by the Downtown Placemaking Task Force and other park stakeholders, the artist will be notified by mid-June by Gabriel Yeager and scheduled for a live painting in Red Arrow Park between July – September 2021.

## **PROJECT TIMELINE**

- May 27, 2021: Call for Artists made publicly available
- June 8, 2021: All questions regarding this Call for Artists due via email
- June 11, 2021, at 5 PM: Deadline for interested artists to submit
- Mid-June 2021: Artist selection by Downtown Placemaking Task Force
- July – September 2021: Artists commissioned to paint on canvas or install chalk murals in the park

## **REVIEW CRITERIA**

The Downtown Placemaking Task Force, Milwaukee Downtown, BID #21 representatives, and Red Arrow Park stakeholders will review based on the following criteria:

- Milwaukee or Wisconsin-based artist
- Proven ability to execute high-quality murals and/or canvas paintings
- Indicated willingness to paint on canvas outside, in varying summer and fall climates
- Canvas painting content proposed is family-friendly

## **PAYMENT**

Artist Commission: \$500 per live canvas painting or chalk mural.

Up to 15 artists will be commissioned and paid \$500 to paint a 36" x 36" canvas or install a chalk mural in Red Arrow Park on their assigned day between July – September 2021. The canvas will be collected by Milwaukee Downtown, BID #21 after completion. The canvas may be showcased or auctioned to raise funds for community initiatives, including, but not limited to, Key to Change, a homeless outreach program administered by the organization.

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### **COVID-19 SAFETY CLAUSE**

All selected artists will be required to sign a form acknowledging COVID-19 safety protocols implemented to ensure the safest environment for the “Art in the Park” series to take place. Artists *may be required* to wear a mask, depending on health guidelines at the time of the program.

Event staff will ensure pedestrian traffic flows on the sidewalks, including on-site social distancing signage and friendly reminders to keep a safe space between you and other pedestrians with assistance from Public Service Ambassadors.

The series will comply with the City of Milwaukee’s Health Department and Milwaukee County Parks guidelines and recommendations at the time of the program, tentatively scheduled to begin in July 2021. Artists should anticipate changes to the program, including possible cancellation due to COVID-19 restrictions at no liability to Milwaukee Downtown, BID #21, its partners and/or agents. Entertainment and schedules are subject to change.