



REQUEST FOR QUALIFICATIONS FRANKLIN BOULEVARD URBAN PLEIN AIR PROJECT

Sacramento Metropolitan Arts Commission (SMAC) and the Art in Public Places Program (APP) invite Sacramento regional artists to submit qualifications for the Franklin Boulevard Urban Plein Air project. Up to 30 artists will be selected to paint up to 30, approximately 20"x24" murals on exterior walls along Franklin Boulevard in Sacramento, California.

Franklin Urban Plein Air is a unique collaboration between the North Franklin District Business Association, the Sacramento Metropolitan Arts Commission, and schools in the Sacramento Unified School District, to implement a temporary public art project at up to 30 locations along Franklin Boulevard aligned with a visual arts education curriculum at the schools exploring their urban Franklin Boulevard neighborhoods from the students' perspective.

In a one-week period during the fall of 2009, up to 30 artists (local and regional) will paint up to 30 murals on site along Franklin Boulevard between Broadway and Fruitridge Road. The mural project will kick off an artist residency program in 3 local schools, teaching 4th grade students visual arts skills while they look again at the businesses, organizations, natural vistas and homes that comprise their Franklin Boulevard community.

Meant to be visible from Franklin Boulevard, but viewed by pedestrians, the murals will be approximately 20"x24" in size and installed on walls of participating businesses. They will be painted by artists using a style called "Plein Air". "Plein Air" comes from the French term *en plein air*, meaning 'in the open air' and refers to a process in which the artist paints a subject, on location, which is within his or her immediate view. In the case of the **Franklin Urban Plein Air** project, each painter will choose a spot along the aforementioned section of Franklin Boulevard. This spot will be cleaned and primed by SMAC, prior to painting. The artist will paint the urban landscape in his or her view from this chosen spot.

The artists will be on site, painting during the day, over the week preceding an opening/Second Saturday artwalk in the fall of 2009. Although the paintings are meant to be temporary (installed for 6 months), they may last up to 10 years.

A map celebrating the project will be produced for distribution at SMAC, SMAC's website, Tangent Gallery, participating Franklin Boulevard businesses, and at the opening of the event.

An honorarium of \$500.00 will be awarded to each artist.

The selected artists will be required to attend planning and coordination meetings with the APP

staff and the Franklin Boulevard Business District.

Timeline

APPLICATION DEADLINE: **May 29, 2009**

Artist selection: **July, 2009**

Mural installation: **September/October**

Project Opening Date: **September/October**

Eligibility Requirements

Plein Air artists from Amador, Butte, El Dorado, Nevada, Placer, Sacramento, San Joaquin, Solano, Sutter, Yolo, and Yuba counties are encouraged to apply.

Application Process

Please send the following materials by post:

- A CD with images of applicant's plein air paintings (**power point presentation preferred**, jpg. images accepted - see digital format requirements below).
- An annotated image sheet with clear descriptions of each image including, location painted, date, medium, dimensions.
- A current résumé.

Digital Format — Up to ten (10) digital still images on a CD-R. Label the CD-R with the applicant's name, contact information and number of images.

File Format— Submit only "High" quality JPGs, formatted for Microsoft Windows - (do not use GIFs, TIFFs or other formats)

Image Size — Images should be approximately 1920 pixels on the longest side.

File Size — Files must be less than 5 MB

File Labeling — Files must be titled with a number indicating the viewing order, followed by the artist's last name. Use "0" in front of single digit numbers. Do not use more than 30 characters, and use only letters, numbers and underscores. Example: 01_Smith; 02_Smith. If using Mac OS 8 or 9 include a ".jpg" extension at the end of each image title. Example: 01_Smith.jpg

*Though not required, we prefer images in a power point presentation for clarity and ease in presentation. Do not include special transitions between images in power point presentation.

Please send the above materials to:

Sacramento Metropolitan Arts Commission

Attention: Art in Public Places Program: Franklin Urban Plein Air Project

2030 Del Paso Boulevard

Sacramento, CA 95815

Lorrie Kempf, Art in Public Places Program Assistant

lkempf@cityofsacramento.org or (916) 566-3977

Deadline: Please note that materials must be postmarked on or before **May 29, 2009**.