

**LOWER
EAST
SIDE**

Open Call for Muralists: Public Art for the New Essex Market

Release: 1.18.19 Submission Deadline: 2.18.19

Who We Are

The Lower East Side Partnership is a local, community-based not-for-profit economic and community development organization. Our programs, services and initiatives are designed to support local merchants, therefore improving quality of life for residents throughout our community. We also partner with the New York City Economic Development Corporation (NYC EDC) to provide promotional support for merchants and shoppers at the historic Essex Street Market, which is located without our district area.

Background

In 2019 the historic Essex Street Market will move from its current location at 120 Essex Street to a new building on the south side of Delancey and Essex Streets. This new facility will be 3x the size and include a mezzanine level with public seating and a demonstration/teaching kitchen. Though in a new space, Essex Market will continue to function as a public market that serves the local community with fresh, affordable and quality food items.

Project Summary

Above the entryway to the new market's demonstration and teaching kitchen is a large wall measuring 32' wide by 22" tall, which is the canvas for this public art installation (see reference images in attached Exhibit 1). This location is visible from the market's public seating area, as well as from the street through the building's floor-to-ceiling glass windows. We are most interested in designs that add visual impact and draw attention to this highly visible area of the market. Applicants are asked to familiarize themselves with the legacy and sentiment of Essex Street Market, and to create artwork inspired by those takeaways.

Compensation

At the end of the submission period we will select three finalists to be awarded \$200 each. Finalists will be asked to create a formal design for submission to our panel of community stakeholders, who will then select one artist to create and install the public art project.

The Lower East Side Partnership will compensate the final selected artist in the amount of \$10,000. This compensation will cover all costs associated with project including, but not limited to:

- Artist fees, including assistants and/or team members;
- Tools and supplies (scaffolding and/or scissor lift);
- Materials and paint;
- Insurance; and,
- Fabrication and installation.

Compensation will be made in two equal payments. 50% at the time contract is signed and balance 30 days after all contractual deliverables are received.

Artist Eligibility

This project is open to all artists, artist groups and collectives nationally. Previous experience with public commissions of art and murals is preferred. Some preference will be given to artists living, working, studying, and/or with a special connection to the Lower East Side. Given the unique nature of this public project and the number of stakeholders involved, artists must be amenable to making design changes should their submission be selected for final installation.

Project Description

Murals must be appropriate for public display and strong enough visually to attract an audience from the streets bordering the south side of the new market. Designs must take into account the concrete drywall surface of the designated wall and cover the entire surface.

As this mural installation site is highly visible from the street, artists are encouraged to walk Broome Street and Norfolk Street to gain an exterior view. Artists are also encouraged to visit the current Essex Street Market at 120 Essex Street. More information about hours of operation and vendor directory can be found at essexstreetmarket.com.

Artists may wish to consider incorporating a reflection of the market's sense of community and historical significance, as well as reference to food items and/or vendors represented at the market into their designs. Also included in Exhibit 2 is the new market's logo and brand kit colors for your review.

Submission Requirements

1. Proposals must be submitted to the Lower East Side Partnership no later than 11:59PM ET on February 18, 2019.
2. Submissions must be one continuous PDF document submitted via email to: info@esmva.org.
3. Submissions must include:
 1. Artist name, mailing address, website and/or links to relevant social media accounts, email and telephone number;
 2. Brief artist statement and description of artwork (maximum 150 words);
 3. Digital rendering of your proposed artwork;
 4. At least 3 but no more than 5 examples of previous work, including information about the location, size, budget, materials used, and time to complete, OR one page that includes visual inspiration gathered during research, specifically from existing public art installations; and,
 5. Proposed budget including line items for: artist fee, tools and supplies, materials and paint, insurance costs, and fabrication/installation.

Project Timeline**

Brief Published	January 18, 2019
Deadline for Submissions	February 18, 2019
Finalists Selected & Notified	February 20, 2019
Deadline for Finalists' Designs	February 27, 2019
Final Artist Selected	March 1, 2019
Artist to View Mural Location	March 4 - March 8, 2019
Mural Installation	March 11 - March 25, 2019

*** dates are subject to change*

Exhibit 1: Sample Photos



Exhibit 2: Brand Samples

LOGO

**ESSEX
MARKET**

LEAF



BRAND COLORS (SIZED BY USAGE)



Spinach

Pantone PMS 7737
CMYK 72 / 22 / 100 / 6
RGB 84 / 145 / 63

Grey (40% Black)

Pantone PMS 422
CMYK 00 / 00 / 00 / 40
RGB 153 / 153 / 153

Black (98%)

Pantone PMS Black 6
CMYK 00 / 00 / 00 / 98
RGB 20 / 20 / 21

Tomato

Pantone PMS 2347
CMYK 0 / 100 / 84 / 7
RGB 225 / 6 / 0

Pineapple

Pantone PMS 7404
CMYK 0 / 19 / 98 / 0
RGB 255 / 205 / 15