



May 4, 2022

OFFICE OF  
**ADVANCED PLANNING  
AND SUSTAINABILITY**

A Division of Develop Louisville

## **Call for Artists: Crosswalk Art**

Submission Deadline: May 16, 2022

Proposals should be submitted by email to: [Jessica.Kincaid@louisvilleky.gov](mailto:Jessica.Kincaid@louisvilleky.gov) by Monday, May 16, 2022 at 12:00PM (EST).

### **Project Overview:**

CycLOUvia is Louisville's open streets event that repurposes public spaces by temporarily replacing traditional vehicular traffic with pedestrian traffic. Streets become paved parks where people of all ages, abilities, and socio-economic backgrounds can come to improve their mental, physical, and emotional health.

CycLOUvia on Main Street will take place on the approximately 2-mile stretch of Main Street between Wenzel and 10<sup>th</sup>, which will be closed to vehicle traffic from 2:00 – 6:00 PM on Sunday, June 5<sup>th</sup>.

In conjunction with CycLOUvia on Main Street., Louisville Metro's Office of Advanced Planning and Sustainability (APS) will be piloting the forthcoming [Community Crosswalk Program](#) and is requesting designs from artists to design and install **chalk** murals in four selected intersections along the CycLOUvia Main Street route, during the event hours. This request is open to artists and artist teams with demonstrated experience. The overall appearance should bring instant awareness to the crosswalk. Louisville Metro Government will coordinate street closure.

The available intersections are:

- North side of 4<sup>th</sup> / Main St.
- South side of 5<sup>th</sup> / Main St.
- North side of Preston / Main St.
- North **AND/OR** South side of Campbell / Main St.

Selected artists will be commissioned to design and produce chalk artwork on-site during the CycLOUvia event hours (June 5<sup>th</sup>, 2-6PM). Submitted designs will also be considered for the inaugural painted design at the official launch of the [Community Crosswalk Program](#).

### **Artist Eligibility**

Applicants not meeting the following eligibility guidelines will be withdrawn from consideration:

- Submittal of a completed application
- The proposed concept/design does not meet design requirements.
- Preference will be given to Louisville artists.

### **Design requirements:**

- No words, logos, commercial speech or advertising allowed.
- The applicant is advised that the visual images are not intended to create a forum for public expression. The city right-of-way is a closed public forum. The City maintains its rights over what is depicted in the City's right-of-way.
- Applicant must agree to use temporary, water-soluble chalk for installation.
- Artwork design must have high-visibility and be recognizable as a crosswalk.
- Artwork design may not mimic traffic control signage or devices such as street, traffic, or directional signage. Yellow, orange, and white colors shall be minimized to avoid looking like traffic control devices.
- Crosswalks are demarcated by white parallel lines called 'longitudinal lines' that connect across the street and must remain intact in the artist's design. Some crosswalks also contain 'transverse lines' within the longitudinal lines that must also remain intact. The two-dimensional artwork must conform to the existing crosswalk dimensions and must be rendered in the existing negative space between crosswalk longitudinal and transverse lines.

## **Budget**

The selected artists will be paid \$750.00 for the project design and installation, upon completion of the project. All materials should be supplied by the artist. The installation of the project must not affect the connecting sidewalks or traffic control devices. The applicant must be available to install the artwork on Sunday, June 5, 2022, between 2-6PM.

## **To Apply**

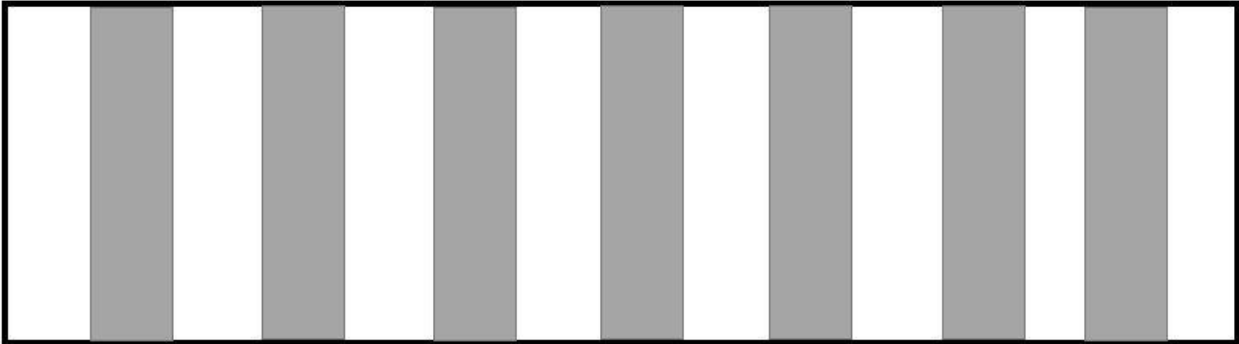
Submit the following application materials via email to [jessica.kincaid@louisvilleky.gov](mailto:jessica.kincaid@louisvilleky.gov) by 12:00PM (EST) on May 16, 2022:

1. Artist statement: Briefly describe your experience, philosophy, and approach to artmaking. In your statement, please address the following questions (300 words or less)
  - a. What is your connection to Louisville?
  - b. What is your proposed concept for the 4<sup>th</sup> street crosswalk project?
  - c. Have you worked on a community paint event before?
2. Sample images of previous work or link website/online portfolio
3. Acknowledgement of availability to install the artwork on Sunday, June 5, 2022 from 2-6PM. (Additional time may be able to be arranged if concerned about completing the project during the event)
4. Concept/Design Image: Please provide a concept image of your proposed artwork using the template attached. The image submitted will be used to determine that design requirements have been met and will be the basis of evaluation by the selection committee.
5. Indicate an intersection preference, if applicable.

Submissions will be reviewed and evaluated by the Commission on Public Art. Final selection will be announced by May 20, 2022.

**Concept Design Template**

- North side of 4<sup>th</sup>/Main St



- South side of 5<sup>th</sup>/Main St
- North side of Preston/Main St
- North **AND/OR** South side of Campbell/Main St

