



Florence Night Out Crosswalk: Request for Proposals

INTRODUCTION

[Florence Night Out](#) (FNO) is a free street festival in downtown Florence that celebrates community through creativity. Since 2013 the event has steadily grown in size. Last year, over five thousand people strolled along Main and Maple Streets taking in art, music, dance, film, and theatre performances along the way.

Due to recent developments in the COVID -19 epidemic, it is not responsible or feasible to think we could go forward with this year's event as planned. In light of that, we are planning to go ahead with this centerpiece installation to give hope and inspiration to all artists in and around our Village. With all that, the RFP has been extended to appeal to qualified applicants. We are expecting this project to be completed using best practices for safety and social distancing.

PROJECT NARRATIVE & GOALS

This year, FNO is excited to debut an artist-designed crosswalk as part of the event. We are seeking proposals that fill pedestrians and motorists with joy and celebrate the vibrancy of our creative community. While there is no specific theme for the project, designs with a strong graphic quality that will be compelling to both vehicular and foot traffic are desired.

This opportunity is open to all artists over the age of eighteen, regardless of race, gender, sexual preference, religion, national origin or disability. Each artist may submit up to 3 designs. Designs should have high visibility and be recognized as a crosswalk.

Please note that the final design will need to be executed within a single 6 hour window, overnight, during the first week of June. The final scheduling is weather dependent and in collaboration with the Department of Public Works (DPW). By submitting a proposal, the Artist agrees to these conditions. With the assistance of the DPW, we will be able to close one lane of traffic at a time. Painting should take place in two steps, first one side of the street and then the other.

The Artist also agrees to be available for press opportunities, including a socially-distant ribbon cutting on June 6, 2020. The selected artist's proposal will be included in press releases, on social media, and the FNO website.

DETAILS

- Crosswalk designs may be comprised of up to 6 colors including white. They must also keep and incorporate the existing white horizontal bands (rungs) which measure 24" x 16', and alternate between open space and bands. Artists should plan to repaint those bands (rungs) as part of the project.
- All artists are challenged to create a simple, aesthetically pleasing design that can easily be painted in 6 hours.
- It will be painted with commercial paint provided by FNO and Northampton DPW.

- Content for crosswalk designs must be appropriate for the general public and cannot include: profanity, nudity, gang symbols, political content, advertisements of any kind, nor anything that may be deemed inappropriate or offensive.
- Due to weathering and traffic flow, the artwork will be considered temporary and may be removed or replaced at the discretion of the Florence Civic and Business Association.

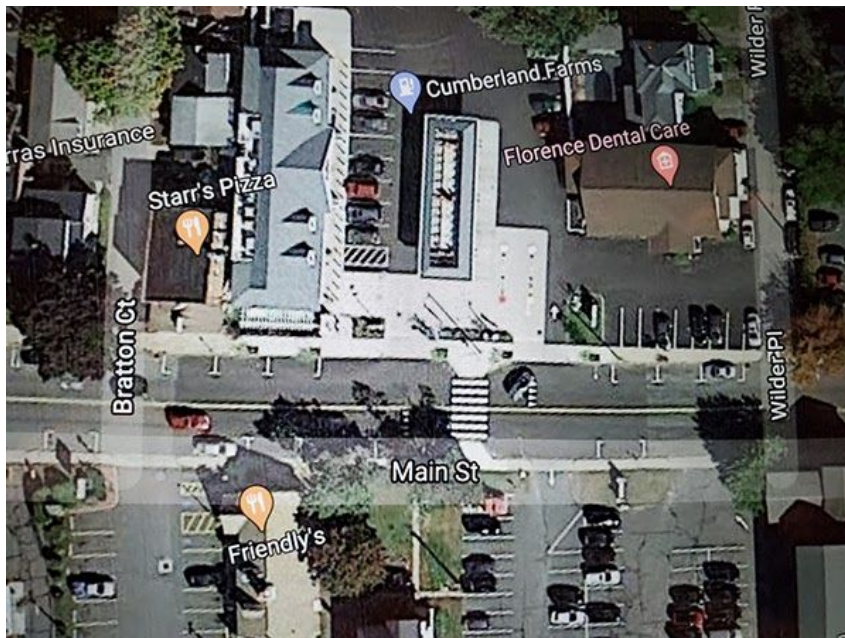
The finished piece will be revealed at FNO on June 6th. A ribbon cutting is planned as part of the event.

LOCATION & DIMENSIONS

The crosswalk is located on Main Street in between Cumberland Farms and 40 Main Street/Brick Mill Square.

It measures 16' wide x 24' 4".

We encourage all applicants to visit the location so as to more deeply understand the environment in which the finished work will be situated.



BUDGET

Florence Night Out has allocated a stipend of \$1,000 for the design and execution of the crosswalk. The Artist is responsible for all stencils, rollers, or other supplies needed as well as any subcontracted or volunteer labor that may be required to complete the project in the allotted time frame. FNO and the Northampton DPW will procure the paint in consultation with the Artist and cover its cost.

QUALIFICATIONS & ELIGIBILITY

This project is open to established professional artists from Florence, MA. The artist must have the ability to propose, develop, and execute the finished design within the stated time constraints. Florence Night Out will assist with making connections between the Artist, DPW, and city departments as needed.

It is not essential for the artist to have completed an identical project in the past, however FNO is looking for portfolio projects of similar scale that demonstrate a collaboration with municipal/private/arts entities.

APPROACH

Artists will submit a proposal that provides the Selection Committee with an overview of the project's concept, a detailed description of the process and labor required to complete the design, and artist's qualifications.

Proposals will then be reviewed by the Selection Committee, and 3 finalists will be chosen. Finalists will be interviewed by the Committee and may be asked to submit more detailed project plans if necessary. It is from these plans that the Committee will make its final selection.

RESOURCES

The existing crosswalk is located on Main Street in between Cumberland Farms and 40 Main Street/Brick Mill Square. It measures 16' wide x 24' 4".

Please refer to the photos above in the Location section.

A few similar projects for inspiration:

<https://www.recorder.com/Greenfield-ready-for-9th-Bee-Fest-this-weekend-17973907>

<https://thesunpost.com/2017/11/30/venezuelan-artist-colors-and-makes-dance-pedestrian-crossings-of-coral-gables/>

https://www.boredpanda.com/madrids-crosswalks-turned-into-colorful-works-of-art-by-bulgarian-artist/?utm_source=google&utm_medium=organic&utm_campaign=organic

<https://seattle.curbed.com/2017/4/20/15376932/seventh-westlake-crosswalk-design-dsa>

DEADLINES & SCHEDULE

The following schedule is subject to change. Please contact us so that we can notify you of any schedule updates. Answers will be provided to everyone who has submitted a letter of intent or question.

March 1, 2020	- Publish RFP
May 1, 2020	- Proposals due (deadline extended)
May 3, 2020	- Selection Committee review of proposals
May 10, 2020	- Finalists selected and notified
May 17, 2020	- Final Decision by Selection Committee
May 22, 2020	- Artist notified / Public announcement
June 6, 2020	- Crosswalk Painting

CRITERIA

The following criteria, listed in order of priority, will be used in evaluating proposals:

1. Artistic merit
2. Feasibility
3. Technical Competence/Qualifications and Support Materials

PROPOSAL FORMAT & SUBMISSION

The application deadline for proposals is **Friday, May 1, 2020 at Midnight** (EDT).

Please submit your proposal via google forms here:

<https://docs.google.com/forms/d/e/1FAIpQLSfGyCcW2CJ6-pUQKtgnzPJO85vrfon6zR73cMyx5khPyp62CA/viewform?vc=0&c=0&w=1>

You will need to log into or create a google account in order to complete the form. You will be asked to provide the following details:

1. Artist/Team Contact Information

If submitting as a team, enter the designated team leader's contact information at the top of the form. Include a list of the people involved in your project and their roles.

2. Project Title and Summary

Provide a title for the proposal and summarize your project in approximately 300 words.

3. Concept Description & Methodology

Explain how your work will integrate into the site and any conceptual information you feel is relevant. Describe your painting methodology, including how the design will be laid out and any additional assistants/team members who will be part of the process.

4. Drawings/Renderings

Please upload four to six drawings in jpeg, png, or PDF format. Detail how the design will fit the crosswalk area. Please do not include multiple designs on one form. Please submit a separate form for each distinct design.

5. Qualifications

Describe examples of your work that illustrate both your creativity and your ability to complete a project of this scope. If submitting as a team, include a description of how the team works together. Upload resumes for all team members. Please submit in PDF format.

6. Images

Submit up to 8 images of recent work that best illustrate your technical and creative capacity. In a separate document, provide a checklist for the images; list materials used, location, and date of the work shown. Please submit in jpeg, png, or PDF format.

Please submit your proposal via google forms before **Midnight (Eastern Time) May 1, 2020.**

<https://docs.google.com/forms/d/e/1FAIpQLSfGyCcW2CJ6-pUQKtgnzPJO85vrfon6zR73cMyx5khPyp62CA/viewform?vc=0&c=0&w=1>

You will need to log into or create a google account in order to complete the form.

CONTACT INFORMATION

If you have questions, please feel free to reach out to the FNO Selection Committee at florecenightout@gmail.com and use the subject CROSSWALK DESIGN. Please do not submit project proposals via email.

ABOUT FLORENCE NIGHT OUT

Learn more at: <https://florecenightout.org/>