



Artist Opportunity: Heart Art Cultural Activation

The Heart Art Cultural Activation campaign is a project designed to highlight the Noblesville Cultural Arts District by featuring works by local artists that express their love for this community. The City of Noblesville seeks artists to design and create works of art inspired by the following statement:

“Noblesville is a growing, thriving, diverse city connected by a shared love for the community. Noblesville’s historic downtown square has become a treasured icon to a city truly representing the heart of it all--- business, culture, and people all collaborating together. With growth and progression, the City has maintained a “small town” feel and this is attributed to the vision, creativity, innovation, and admiration for a place that has something special.”

This campaign coincides with the creation of a human-scale heart sculpture that will be moved to different locations around downtown Noblesville throughout the course of the campaign, while other works of art created through this project will be displayed in windows and other prominent locations around Noblesville. A \$200 commission will be given to the first 10 artists who qualify for this opportunity.

This campaign will be repeated at different times of the year during different community events. Artwork created for this campaign will be for sale – items that do not sell will remain a part of the Heart Art collection to be displayed again in the future.

DEADLINE FOR SUBMISSION:

- Artists who are interested in participating must respond to Rachael O’Dell at rodell@nickelplatearts.org ASAP – only the first 10 qualified artists will be authorized for the \$200 commission. Rachael will send you a confirmation email within 48 hours.
- At least two photographs of the finished artwork – one showing the front, and one showing the back, including any hanging fixtures – along with a brief description of the piece and it’s connection to the theme must be emailed to Rachael O’Dell by 5 p.m. on Wednesday, Nov 7th for approval. The Nickel Plate Arts staff will then review the artwork: if approved, the artist will receive a check upon delivery.
- Artwork must be delivered no later than Friday, Nov 9th at noon

ELIGIBILITY:

To be eligible to submit for this all-ages opportunity, artists must:

- Be able to meet all of the project requirements (see below)
- Have a strong, demonstrable connection to Noblesville: artists must either live here, work here, or have grown up in Noblesville



- Be willing to meet all contractual obligations and adhere to a strict budget and timeline

THIS PROJECT WILL REQUIRE:

- Creating a work of art that can be hung in windows of area businesses and/or in outdoor locations around downtown Noblesville
- Providing a short description of the piece and the inspiration behind it and/or the symbolism within it which may be displayed with the piece
- Efficiency and timeliness: this piece of Art must be delivered no later than noon on Nov 2nd, 2018, to give our team sufficient time to hang your piece prior to the start of First Friday events.
- The pieces must be 9 x 12 or larger. 3-d and mixed-media pieces are welcome. All artwork must be approved by Nov 7th in order to be included in the campaign and to qualify for the \$200 commission
- The piece must include sturdy, safe, and easy-to-use fittings for hanging the artwork. Any artist who anticipates problems with this requirement must contact Rachael O'Dell immediately
- The pieces will remain in the Heart Art collection until and unless they are purchased by a patron. All pieces will be displayed with a label including price & instructions on how to purchase them. When not on display, pieces will remain in storage at either Nickel Plate Arts or City Hall

PROJECT BUDGET:

This project will carry a commission fee of \$200 per work of art. This fee is to cover all of the artists' compensation and anticipated expenses, including (but not limited to) design fees and labor. Payment will be made in one installment upon delivery of artwork to Nickel Plate Arts. Any qualified artists whose artwork is not approved by Nov 7th will not receive the \$200 commission.

All artwork included in the Heart Art campaign may be for sale. Nickel Plate Arts' standard 20% commission policy applies on all sales.

RESOURCES:

A brief description of the "Heart of it All" campaign is attached.

For more inspiration about Noblesville's history & heritage, check out David Heighway's posts on the Hamilton East Public Library website:

<https://hepl.lib.in.us/tag/david-heighway/>

SELECTION PROCESS

Nickel Plate Arts has submitted this callout directly to qualified Noblesville artists and has distributed the call-out generally throughout the community. The first 10 artists who confirm



that they can create a piece of art that meets all of the requirements herein will be qualified for the \$200 commission, to be paid upon delivery of their approved artwork. Artwork will be approved by Nickel Plate Arts staff: qualified artists must send a brief description and at least 2 photographs of their artwork to Nickel Plate Arts staff by 5 p.m. on Nov 7th. The photographs must accurately depict the work's appearance and also illustrate the hasps or other fixtures included for hanging the piece. Approval will be based on the artwork's aesthetics, quality of execution, ability to be displayed easily, and connection to the Heart Art theme (details below). Nickel Plate Arts reserves the right to reject any artwork for any reason. We encourage artists to submit their photographs early so that any problems can be addressed before the Nov 7th deadline.

Note: While this is the intended selection process, in the event of an insufficient number of qualified applicants, Nickel Plate Arts reserves the right to invite an artist to propose, or to directly select an artist and also reserves the right to cancel the opportunity entirely at any point and for any reason.

SELECTION CRITERIA:

Any artist who currently lives or works in Noblesville or who grew up in Noblesville is eligible for this opportunity.

Nickel Plate Arts staff will consider the following when reviewing artwork for approval:

- Aesthetics: Is the artwork pleasing and/or engaging?
- Quality of Workmanship: Has the artwork been executed professionally? Does it appear finished and ready to hang?
- Ease of Display: Is the item relatively easy to move, hang, or sit on a pedestal?
- Connection to Theme: Does the artwork clearly connect to the Heart Art theme described above? Does the description of the artwork adequately explain the artists' inspiration and connection to the theme?
- Project Requirements: Has the artist met all requirements described in this call-out?

PROJECT TIMELINE:

This timeline represents the project as it now appears. Changes may be necessary as the project progresses:

- Opportunity Released: Oct 17th
- Deadline for Artist Commitment: ASAP – opportunity is first come, first served
- Artwork due: no later than Friday, Nov 9th at noon
- Installation of artwork: Nov 9th-15th
- Promotion of campaign: Nov 15th – Dec 20th

HOW TO APPLY:



Artists must submit the following information to rodell@nickelplatearts.org to qualify (please note: submission materials will not be returned to applicants).

1. **Applicant information:** Please include the following information in an email to Rachael:
 - a. **Artist name**
 - b. **Mailing address, including city, state and zipcode**
 - c. **Phone number:**
 - d. **Email address:**
 - e. **Website (if applicable)**
2. **Connection to Noblesville:** Please provide 1-2 sentences about your personal connection to Noblesville.

DELIVERY OF SUBMISSIONS:

The photographs and description described above must be emailed to Rachael at rodell@nickelplatearts.org by 5 pm on Wednesday, Nov 7th for approval. Once approved, artwork must be delivered to Nickel Plate Arts by 12 p.m. on Friday, Nov 9th.

QUESTIONS? CONTACT:

Aili McGill, Executive Director, Nickel Plate Arts: amcgill@nickelplatearts.org or 317-452-3690
Or Rachael O'Dell, Artist Liaison & Exhibit Coordinator: rodell@nickelplatearts.org