



WEST FARGO COLOR FEST CALL FOR ARTISTS

Overview

The City of West Fargo is seeking artists to submit street artwork designs to be painted in three intersections located in The Yards on Sheyenne in the City's downtown district on north Sheyenne Street.

This project, known as **COLOR FEST**, will give members of the public an opportunity to assist in the selected artists in painting the selected murals in the physical street intersections. The paintings will be temporary as sections of the street are scheduled to be demolished during the 2021 construction season.

Selected artists will receive a \$400 honorarium for the right to use their design, as well as their labor in painting the designs. Artists will also be expected to assist event participants in the painting of the designs during the day. Artist name and title of artwork will appear on both the streetscape as well as in all promotional material for the event.

COLOR FEST is intended promote public art in West Fargo while highlighting local artists through the opportunity to present their artwork publicly.



Selection Process

The West Fargo Public Art Advisory Committee will review and select the applications and high resolution images for consideration and provide a recommendation to the West Fargo City Commission. Once the City Commission approves the designs, three selected artists will each receive a \$400 honorarium for their design after completing the artwork the day of the event and signing an art release/waiver. Location, layout, and length of artwork installation will be determined by the City of West Fargo. Dimensions are included in the "Guidelines for Art" section of this document. Art supplies and materials will also be supplied by the City of West Fargo.

The City of West Fargo has the right to decline all submissions and retract this call for entries for any reason at any time.

How to Submit

Submit a high-resolution (300 dpi) jpg, pdf, or ai file of your artwork design. Your artwork should be able to be painted onto a rigid, concrete surface as well as able to be split into sections so that members of the public can "paint by numbers." In addition to the image, please submit a description of the artwork as well as an estimate of paint and materials needed for your design, including types of paint, color of paint, and types of brushes or other materials.

All application materials must be received via email to Malachi.Petersen@westfargond.gov by 11:59 p.m. March 18, 2021.

For general questions please contact Malachi Petersen, City Planner, at the above email address or by phone at (701)433-5324.

Guidelines for Art

- The art should be high quality, engaging, and positive.
- The design submitted should not promote or advertise a particular community group or business.
- The design submitted should not have any arrows or signs that could be confused for official traffic directions.
- Art submitted should be able to translate well to a concrete surface. Please note that the total area of intersection to work with will be approximately 3,780 square feet or about 60ft long and 30ft wide (dimensions will change based upon the intersection being painted).
- Art submitted should be able to be easily outlined and sectioned off on the day of the event so that the artists and city staff can assign groups of participants to paint individual sections of the design.
- Artist should be available April 17 from 8 a.m. – 5 p.m. to do the outline of the art design as well as to help in the painting of the design (Please note that there is a rain date of April 24).

Location

Selected artists will paint their designs with the help of event participants in three intersections located on north Sheyenne Street at The Yards on Sheyenne.

