



**Revised Call for Artists
for Northside Transit Center
Public Art Project**

(The original call for submissions has been withdrawn and replaced with this revised call as of Feb. 18, 2020)



Background

The Southwest Ohio Regional Transit Authority (SORTA) is a nonprofit, tax-supported independent political subdivision of the State of Ohio, which operates Metro transit service in Hamilton County, with limited express service in Butler, Clermont and Warren counties. SORTA provides about 14 million rides per year in Greater Cincinnati.

The purpose of this Call for Artists is to invite artists who live or work in the Cincinnati, OH neighborhood of Northside to create art to be incorporated onto pylons at Metro's Northside Transit Center (NTC), located at 4041 Spring Grove Avenue in Northside. Groundbreaking for this transit facility took place in October of 2019 and the grand opening is anticipated in late summer 2020. The submission deadline is midnight on March 27, 2020. Individual artists and artist teams comprised of two people who have a history of creating art together may apply. The call is open to both experienced public artists and artists who are new to the field of public art.

Honorarium and Recognition

Each artist/artist team whose work is selected for the project will receive a **\$1,000 honoraria** as well as recognition in Metro's social media, on its website and at the grand opening event. In addition, all selected submissions and brief biographical sketches of the artist(s) will be featured in a commemorative printed piece distributed at the grand opening event. Artist/artist team names will also be included on their artwork.

The Art Project

The art project's objectives are to:

- Enhance the overall aesthetics of the Northside Transit Center
- Recognize the Northside arts community
- Increase community connection and involvement with Metro

About the Northside Transit Center and the Art Component

The NTC is a long-anticipated transit amenity for Northside. When completed, it will offer the community:

- Eight boarding bays with shelters and benches
- One sheltered stop on Spring Grove
- Designated Park & Ride spaces for commuters
- Wayfinding maps, real-time bus arrival screens and ticket vending machines
- Enhanced street-scaping and lighting
- Resurfacing NBA's parking lot and adding sidewalks, landscaping and lighting
- Served by Routes 15X, 16, 17, 19, 20, 23, 27 and 51

The NTC was designed by MSA Architects (MSA), the firm that designed Metro's Government Square and Uptown Transit District transit facilities. The Northside Business Association (NBA) has been a supporting partner.

Key architectural features of the NTC are two anchoring towers or pylons located at the Blue Rock Rd. entrance/exit to the north of the facility and the Spring Grove entrance/exit to the southeast of the facility (see Exhibit A attached for a visual representation.)

- Pylons are 28 feet tall, constructed of aluminum and other materials, and have four distinct sides.
- The lower portions of the pylons, which measure approximately 3 feet wide by 7 feet high, will be set aside for the display of the artworks selected through this call.
- Work by up to eight artists/artist teams will be selected for the project.
- The artworks will be adhered to aluminum panels through a special process similar to powder-coating that is very durable and resistant to the normal variations in temperature, precipitation and stresses found in an outdoor installation.
- Through this sophisticated technique, the “printed” art on the aluminum panels will look as if it were “printed on paper.”
- The installation is intended to be permanent, but Metro may elect to replace the art every year or two.

Design Criteria

- All submissions must be images of original two-dimensional artwork created by the applicant artists/artist teams and centered on the theme of “***What Northside means to me.***”
- Artworks should reflect the values, history and diversity of the Northside community and should be sensitive to the diverse makeup of Metro riders.
- Artists’ designs may be monochrome or full-color.
- Submissions may include typography and/or photographs.
- All submissions must be a minimum of 300 pixels per inch (ppi), the resolution required for acceptable resolution at the required finished size of 3 feet wide by 7 feet high.
- Submissions may not include work that is copyrighted or trademarked without express written permission of the holder of such copyright or trademark.
- Images must be submitted in JPEG or PDF format. The panel fabricator will create high-resolution, camera-ready artwork from submissions that are selected.
- The artist/team may be asked to work with representatives from SORTA, MSA or the fabricator to finalize the artwork for printing if necessary.

Selection Information

Artists’ submissions will be reviewed and artworks selected for the NTC project in a blind process by a committee consisting of representatives from SORTA, MSA, the Northside Business Association, the Northside Community Council, and others from the art community. All decisions of the committee are final. Selected artists/artist teams will enter into an agreement with SORTA. SORTA will have the right to use images of the selected artworks for publicity purposes; however, artists will retain copyright to their

work. The committee reserves the right to make no selection from submitted applications and to reopen the call or propose other means of selection.

The Artist Selection Committee will review submissions using the following criteria:

- Does the submission reflect the theme of the project?
- Does the artist show a strong, original, artistic vision?
- Will the submission enhance the overall appearance and experience of the NTC?

Eligibility Requirements

- **Reside or Employed in Northside** - Artist must live or work in Northside.
- The call is open to both individual artists and teams of two artists who have a history of creating work together. If submitting as a team, only one artist must live and/or work in Northside.
- **Students (or those enrolled in a degree program)** - eligible to submit.
- **Minor participation allowed** - There is no age restriction for submissions. However, if an artist/artist team is under the age of 18, a parent or guardian must sign the application.

Submission Requirements

All applicants shall include the following:

- **Qualifications** - Please provide a biography that includes background information such as description of type(s) of art created by the artist/artist team, related education, exhibitions, number of years working as a professional artist and related experience and interests that best highlight the strength of the applicant. Each team member should provide qualifications, and the roles of each team member in creating the art.
- **Statement of Interest** - Narrative describing the artist's interest in this project, how this project connects to the artist's past and future work and how the submission reflects the theme. Be sure to include title and description of work, the date created, medium, and role of each artist, if an artist team.
- Qualifications and statement of interest should be 500 words or less, single-spaced, with 1-inch margins, in Arial or other sans serif font not smaller than 11 points and submitted in PDF format.
- **Image of artwork** – must be in JPEG or PDF format. Submissions may be submitted in less than 300 ppi for ease of emailing, but final submissions must be submitted in a minimum resolution of 300 ppi. Include the name of the artist/artist team members in the filename. (For example: DoeJohnNTCArtEntry.jpg or SmithJane&DoeJohnNTCArtEntry.pdf)
- **Consistency with Submission Requirements:** Incomplete submissions, submissions of more than one image per artist/artist team, submissions received after the deadline, and submissions not using the stated submission approach will not be considered. Artists submitting as a team may not also submit individually.

How to Apply

All submissions must be submitted via Dropbox to:

<https://www.dropbox.com/request/B6mu43SfwwphintAQwtz>

To apply, visit <https://www.go-metro.com/northside-art-project> and include all of the required information.

Project Schedule

- **Deadline:** All submissions must be received by midnight on March 27, 2020 to be considered.
- **Notification of artists whose artwork is selected for inclusion in the NTC project:** by April 13, 2020.
- **Agreement entered into between selected artists and SORTA:** by April 15, 2020.
- **Awarding of honorarium: by May 15, 2020.**
- **NTC opening event:** Late summer 2020

For Technical Assistance

Contact Katelyn Younger, AIGA, SEGD
Graphic Designer/Associate for MSA Architects
kyounger@msaarch.com

Exhibit A

Areas shown as mosaic will be used for art project

