

## Call for Artists

### Request for Proposals (RFP) for Art District Banner Designs

#### **Project Overview:**

The City of Franklin and the Public Art Advisory Commission are seeking artists to create banner artwork that will be displayed in the Cultural Art District located in Downtown Franklin. These banners will be part of an expanding collection of artwork featured in our "Walking Gallery" exhibited in downtown Franklin. The walking gallery currently includes South Main Street from Monroe Street to the bridge, East and West Court Street, North Main Street from Jefferson Street to Madison Street, and Jefferson Street from Walnut Street to Yandes Street. This year the amphitheater parking lot will be added as well as the block of West Madison from North Main Street to Jackson Street. The block of North Main Street from Madison Street to King Street will complete the northern boundaries of the cultural district banner program.

#### **Project Intent:**

This project intends to create an outdoor gallery of artwork displayed on light pole banners located throughout the developing art district. The artwork will help connect and engage visitors and the community with Franklin's growing art community.

#### **Evaluation Metrics and Criteria:**

- Banners will be 30 inches by 62 inches double-sided images with one banner displayed per light pole (Submitted artwork does not have to be 30 X 62 inches but must be correct dimensions or able to be cropped to correct dimensions. If artwork submitted is smaller than 30 x 62 inches it must be able to be reproduced at a high resolution when printed at 30 x 62.)
- As banners will be observed from a distance it is recommended that the designs be bold in color and layout
- The artwork must be original pieces of art and can be artwork previously created
- The artwork must be suitable and acceptable for public display for viewing by citizens of all ages
- The artist will be required to license the City of Franklin to produce and reproduce images of the artwork for promotional use, and to maintain archival documentation of the project
- Artists will submit 7 to 10 sample concepts to the commission. If selected, the artist will work with the commission to determine the final concept of the banners. The commission will select the location and number of banners from each selected artist.

#### **Project Awards:**

- The commission will select artists based on the criteria listed below. The commission will select the location for each piece.
- Selected artists will receive compensation for their artwork, \$100 per piece, up to 10 pieces.

- Artists will be able to share information on their art, and process, and where individuals can inquire about their work through project-funded handouts and digital media
- Artists may be allowed to share their original banner artwork in a group art show hosted by the City in which their works can be viewed and purchased, if they choose to do so, with all profits going to the artist
- Our partners and the Arts Commission will jointly promote the work through both traditional and social media channels. Artists are encouraged to promote their work through their own promotional and social media outlets.

### **Application Submission Procedure:**

The following materials shall be submitted for a completed application:

1. Completed and Signed Application Form (See Attached)
2. Proposed Artwork Concepts (or previously finished artwork that fits the parameters of the project)
3. Letter of interest, no more than 1 page in length, which explains interest and plans for the project

Materials must be received by the City of Franklin Public Arts Advisory Commission by 4 PM on November 14 to be considered for the 2025 banners. Submissions received after this date shall be considered for the 2026 banners. Materials may be emailed, hand-delivered, or mailed. Incomplete applications may not be accepted.

Mailing address: City of Franklin  
70 East Monroe Street  
Franklin, IN 46131  
Attention: Dana Monson, Public Art Advisory Commission

Email: [dmonson@franklin.in.gov](mailto:dmonson@franklin.in.gov)

### **Artist Selection Process:**

Artists' applications will be evaluated on the following criteria:

- Artistic merit as evidenced by the submitted representation of work
- Appropriateness of design concepts on the project intent
- Ability of the artist to complete work within the timeline stated
- Selected artists will be notified by December 12.
- The submissions will be judged by a subcommittee of the Public Art Advisory Committee through a blind review of each submission.

All questions regarding the proposal shall be directed to:

Dana Monson, Community Development Specialist

City of Franklin

317-736-3631

[dmonson@franklin.in.gov](mailto:dmonson@franklin.in.gov)

Application Form

Banner Design

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (day) \_\_\_\_\_ Evening \_\_\_\_\_

Email \_\_\_\_\_

**Certification**

I certify that as of the date of this application, I am 18 years of age or older, as are any members of my team (if applicable). I certify that all examples of artwork submitted with this application are products of my hand as represented. Full copyright to the artwork will be retained by the artist at all times. The artist will be required to license the City of Franklin to produce and reproduce images of the artwork for promotional use, and to maintain archival documentation of the project.

I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that the City of Franklin is not liable for damage to the work submitted.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Send to:

City of Franklin  
Public Art Advisory Commission  
Attn: Dana Monson  
70 East Monroe Street  
Franklin, In. 46131  
317-736-3631  
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