



**September 2017**

**CHELSEA COMMUNITY GATEWAY SCULPTURE  
PROJECT GUIDELINES  
CALL FOR ARTISTS  
\$25,000 Project Budget**

**INTRODUCTION**

The Chelsea, Michigan Area Chamber of Commerce “Chamber” is accepting innovative entries for the design, fabrication, and installation of an iconic gateway sign. The sign will be installed at a high-volume entry point to the community.

The location of the sign is tentatively planned for M-52 corridor.

The funds for this project originated from a grant that was awarded by the Washtenaw County Convention and Visitors Bureau’s Community Tourism Action Plan “CTAP” program. This is a marketing and community development investment program benefiting Washtenaw County.

**SCOPE AND PROJECT DESCRIPTION**

The sign should have an immediate visual impact. It will be in the line of sight for motorists and passengers. The scale of the sign is targeted to be 20 ft. tall by 16 ft. wide. Final confirmation on any restrictions from MDOT will be obtained before design work has begun.

We are specifically seeking outdoor signage that incorporates the following criteria:

- Sculptural design inspired by Chelsea's natural beauty, city charm, and iconic landmarks. Chelsea is the gateway to the 25,000-acre Waterloo Recreation Area. Residents and visitors come to experience the beauty of Michigan in this protected area. Nature enthusiasts come to Chelsea to hike, ski or bike miles of trails, fish in beautiful lakes, or experience the migration of sandhill cranes.
- Easily identifiable from a distance (will not require close-up inspection)
- Includes the word(s) “Chelsea,” “Chelsea Welcomes You” or similar statement
- Design cannot be construed as traffic or wayfinding signals
- Integration of five 30-inch circular symbols / logos for the following organizations: Lions, Rotary, Kiwanis, ChelseaMich and the Library. These symbols will be provided to the Artist
- All materials, design and composition are welcome if they are fit for outdoor installation and have a long-life expectancy, i.e., 20 years + requiring minimal upkeep.

The photos below, are signs that have interesting and attractive characteristics and are included for reference only. We are not seeking likenesses nor do we want to hamper your design ideas.





## GOALS

This project has long been a vision of several members of the community, particularly Paul Schissler, Chelsea Rotary, who has worked behind the scenes for many years to bring this project to fruition. *“We want to create a unique inspiring sign that reflects the community character of Chelsea and a reflection of Chelsea’s dedication to the arts,”* Schissler said.

## BUDGET AND TIMELINE

Up to \$25,000 to execute the sculptural signage including: the cost of design, artist fee in the form of a stipend of up to \$7,000, materials, fabrication, installation, insurance, travel, shipping expenses and other project related costs.

The Chamber will issue payment to the Artist for materials and out-of-pocket project related expenses outlined in the budget proposal, upon execution of the contract with the Chamber. Artist fee (stipend), and any installation costs that were budgeted but not included in the initial payment, will be paid upon successful completion and inspection of the signage by the Artwork Jury Panel.

September 5, 2017	Distribution of Call to Artist Press Release / followed by Call to Artists Guidelines
October 1, 2017	Conference call for questions and points of clarification
<b>October 16, 2017</b>	<b>Applications Due</b>
Week of October 23, 2017	Panel review applications in preparation for clarification
Week of October 30, 2017	Conference call for Artist clarifications the need for in-person interviews to be determined
<b>November 5, 2017</b>	<b>Artist will be selected and notified</b>
<b>March 31, 2018</b>	<b>Sign completed / installed</b>

Award is anticipated to follow the timeline above, subject to quality and clarity of submissions. If an extension is required, all Artists will be promptly notified.

## **ELIGIBILITY**

The project is open to professional Artists (or artist team) at least 18 years of age who live in Michigan. Artists must demonstrate experience in creating signature artwork of a large scale.

The Artist must carry general liability insurance in an amount and terms customary for this type of project.

## **APPLICATION REQUIREMENTS**

All applications must be filled out and submitted using the Artist Registration and Submission Form via the instructions provided on the Chamber website. Required information is listed on the form and includes the following:

- resume
- images of artwork completed within the past five years highlighting previous accomplishment(s) with public art pieces of similar appropriate scale
- conceptual images of design (sketch or computer-generated)
- brief statement of the project which communicates scope and scale
- budget
- description and cost estimate of long-term maintenance needs (artist is not responsible for maintenance but must provide Selection Panel with information on necessary future maintenance)
- list of construction materials
- installation timeline and process
- 3 professional references

## **SELECTION INFORMATION**

### **Artwork Jury Process**

The Artwork Selection Panel “Panel”, may select an Artist from the initial applications or the

Panel may elect to interview a limited number of finalists. The Panel is not obligated to accept any bids if none satisfactorily meet all the criteria outlined in this Call to Artists.

The Chamber staff will oversee the process, ensuring that all submissions are maintained at a high level of confidentiality and will administer the Panel's decisions.

- Artwork Selection Panel will be comprised of 9-11 members, including Chelsea- Rotary, Lions and Kiwanis; Chelsea District Library, ChelseaMich, Chelsea Chamber of Commerce, City of Chelsea, an artist and graphic designer
- Confirmation of the following will be required prior to final award
  - budget including all expenditures regarding the execution of the project
  - installation process and timeline
  - any additional resources required outside the scope of the project
- The selected Artist will enter into a contract with the Chamber to execute the design as presented.

### **Criteria**

- Artistic merit and technical expertise
  - is the signage highly visible, visually interesting, memorable and provides a feeling of welcome to residents and visitors?
- Scope of Proposal
  - does the proposal show an understanding of the project objective?
  - appropriate scale
- Aesthetics:
  - does the signage meet the preferences stated in the Goals? i.e., Does it reflect the community character of Chelsea and reflects Chelsea's dedication to the arts?
  - is the signage unique, original and not infringing upon any copyright or the rights of any person or entity?
- Safety and durability of materials utilized
- Demonstrated ability to successfully executive public art projects in an outdoor environment
- Can the work be completed in the contracted time and on-budget?
  - Demonstrated ability to successfully execute a public art project on time and on budget

The Chamber reserves the right to withdraw from the project prior to such time as a contract is formally executed with the Artist. Contract provisions will apply subsequent to the agreement to such by both parties.

For more information, email the Chelsea Area Chamber of Commerce at [info@chelseamichamber.org](mailto:info@chelseamichamber.org). or call (734) 475-1145