

**DOWNTOWN COMMONS NORTHWEST WALL and
MAIN AVE. ELECTRICAL BOX WRAPS
TWIN FALLS, IDAHO**

Call for Artists

Deadline: April 27, 2018



INTRODUCTION

The Magic Valley Arts Council on behalf of the City of Twin Falls invites artists to apply for public art submission's that will be reproduced onto vinyl wraps that will go on the northwest wall of the Downtown Commons off Main Ave. in downtown Twin Falls, Idaho. The Urban Renewal Agency for the City of Twin Falls has just completed a major redesign project for Main Ave. in downtown Twin Falls. Part of this redesign project includes what is currently identified as the Downtown Commons, a public gathering park, located directly across from the new City Hall. The Urban Renewal Agency Arts Committee is looking to install public art on the northwest wall of this park. In addition, artwork will also be selected that will be used to cover five electrical boxes located along Main Ave. All selected artwork will be reproduced onto large stretched vinyl frames that will be adhered to the northwest wall or on vinyl wraps that are adhered to the electrical boxes.

ELIGIBILITY

The call is open to all two-dimensional artists residing in the State of Idaho creating original artwork suitable in scale for reproduction in a large format. There is no entry fee. Artists from all cultural, ethnic, and economic backgrounds are encouraged to apply.

BUDGET

Artwork selected per electrical box

- Full wrap pays \$500
- Half wrap pays up to \$250

Artwork selected for the northwest wall at Downtown Commons

- Large sectional (approx. 14' x 18' space at the left-hand end of public art space pays up to \$1,500
- Small sectionals (up to 5 spaces approx. 9'x13' each) pays up to \$750.

All final awards offered are up to selection committee's discretion.

ART OPPORTUNITY

Overview

The City of Twin Falls Urban Renewal Agency Arts Committee seeks an artist or artist(s) to submit artwork

- Artwork suitable for reproduction for five electrical box wraps
- Artwork suitable for reproduction on a large scale for the northwest wall of the Downtown Commons. This selection might be one large piece for the left-hand side of the wall and five selections to fit within the framing of the posts and beams that will remain as part of the structure.
- Artwork submitted must display compatibility with the site(s), appropriateness regarding the location, timelessness, and quality. The work must be original.
- Artwork can be submitted either as a photograph, drawing, painting or graphic design.

Art "Theme"

Ideally, the artwork selected will be reflective of the topography, landscape, geology and heritage of and/or celebration of our lifestyle in the Magic Valley. The goal of these public art projects is to provide a legacy in Twin Falls; add dimension, depth, and character to the community, inspire young minds, encourage and aid in business retention, reinforce a local identity for citizens to take pride in, and generally add to the beauty and quality of life enjoyed by all. In summary, the City of Twin Falls is promoting emplacement of either fun, bold, or iconic public art to engage our travelers and citizens.

The artwork must not be a likeness of any identifiable individual(s).

The artist will have the responsibility of providing to the City of Twin Falls a completed art piece capable of being reproduced in multiple large format(s).

COMMUNITY PROFILE

Twin Falls began as an agricultural center, springing up from the high desert of Southern Idaho. The town served the pioneering farmers who homesteaded the irrigated lands of the fertile Snake River Plain, which had once been populated by Native Americans. Twin Falls is still at the heart of one of the world's most productive farming regions, but it's also developing into a small urban center – the kind of place many people seek as a refuge from the faster pace and challenges of larger metropolitan areas.



Centrally located in South Central Idaho, Twin Falls is the perfect home-base for exploring the region. Parks, golf courses, river access and trails follow the Snake River as it winds through the region – the steep canyon walls framing the setting for fishing,

boating, rafting, and waterskiing. With a population of 50,000, small-town America lives on in Twin Falls with friendly faces at every turn.

Twin Falls has, as they say, “been discovered”. New job growth, building, and business retention is compounding at one of the highest rates in the state. During the last few decades, gradual diversification of the agriculture-based economy allowed the city to



continue to grow, and Twin Falls is now the home of one of the most state-of-the-art hospitals in the country, several internationally known manufacturing centers, a thriving community college, restaurants, and retail. In recent years, Twin Falls has become quite multicultural, thanks in large part to a refugee center operated by the College of Southern Idaho. Since 1993, significant numbers of people from Eastern Europe, Nepal, Africa, and elsewhere have moved to the Magic Valley. The city and surrounding

areas also have a sizeable Hispanic population.

Twin Falls boasts a thriving art community with a variety of performing arts series, jazz concerts, community and semi-professional theater groups, two dedicated art galleries, summer camps in the arts, and a yearly public art festival.

SHOSHONE FALLS

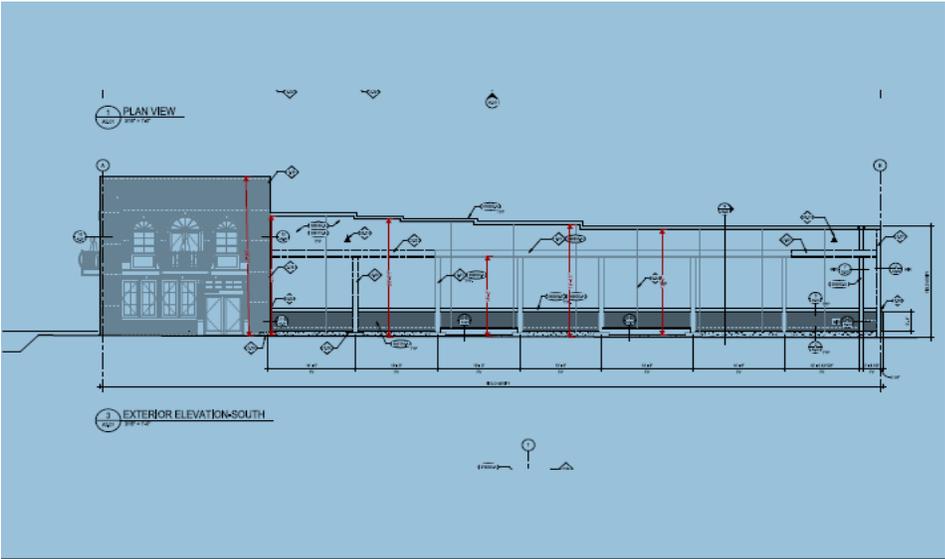
The scenic Snake River Canyon lies in the heart of the Magic Valley in South Central Idaho. This is an imperious and majestic bit of real estate, with dramatic rock formations towering nearly 500 feet above the verdant canyon floor, its rugged terrain dissected by the mighty Snake River. Shoshone Falls is among the most spectacular natural beauties along the Snake River. At 212 feet, the falls are higher than Niagara Falls and offer staggering beauty.

SPORTS AND ADVENTURE

Twin Falls and its surrounding areas offer some of the best outdoor opportunities in the state. Whether you'd like to crash through Class V rapids, fish in clear rivers and reservoirs, go mountain biking, or even jump off a bridge, Twin Falls provides unbelievable access to Southern Idaho getaways.

Architectural drawing of Northwest Wall of the Downtown Commons

Public Art space will be between columns as indicated in below drawing



ADJACENT WALL ARTIST RENDERING



Electrical Boxes



TIMELINE

Mar. 2, 2018

Call to Artists

April 27, 2018

Deadline for response to RFP (by 5 p.m.)

May 11, 2018

Selected artist notified by this date

Late Spring 2018

Anticipated Installation

TBD

Artist will be notified to be available in Twin Falls for community introduction of the artwork, including media interviews, public tours of the site and ribbon cutting ceremony.

APPLICATION DELIVERY

Application due by 5 p.m., MST, **April 27, 2018**

Mail to:

Magic Valley Arts Council
195 River Vista Place Suite 101
Twin Falls, Idaho 83301

Attn: Arts Committee

Digital Delivery: Jpeg format can be emailed to: carolyn@twinfallscenter.org

The application should be packaged in such a manner that the sealed envelope clearly reflects the project name(s) and the applicant's name and address. All materials submitted become the property of the City of Twin Falls and will not be returned unless a self-addressed and stamped envelope, with sufficient postage, is provided. The Magic Valley Arts Council and The City of Twin Falls will make every effort to protect submitted materials; however, it will not be responsible for any loss or damage.

APPLICATION CONTENT

Materials to be supplied by the Artist

- Photographs: Up to 5 photographs of your submission(s), PowerPoint, or jpeg digital format or links to html pages or vector file.
- Annotated photograph list (typed, one page maximum): The list must be provided with the artist's name, title, medium, date of work, dimensions, the corresponding photo number, and short description.
- Theme: Describe your overall idea and how it ties in with the area and style of the art to be produced.

SELECTION

A selection panel made up of the designated representatives of the City of Twin Falls and the project committee will review all artists' submissions. Selection criteria include: artistic quality and innovation, timelessness, compatibility with the site(s). The selection panel will select the artwork based on the criteria, and possible community feedback on the proposed project.

INQUIRIES

Contact:

Carolyn White

Magic Valley Arts Council

195 River Vista Place

Twin Falls, ID 83301

(208) 734-2787

carolyn@twinfallscenter.org