



LiveDAYBREAK Community Art Advisory Committee Invisible Paint Street Mural Project in Daybreak

#### CALL FOR ARTISTS

Submission deadline is Saturday May 5, by 3:00 pm MST. Applications and finalized designs must be submitted to:

[arts@livedaybreak.com](mailto:arts@livedaybreak.com).

#### PROJECT BACKGROUND

Daybreak is a unique community that embraces the values of community, family, healthy living, and a commitment to the arts and diversity.

LiveDAYBREAK Community Council is a creation of the developer and has recently made a long-term commitment to public art in the Daybreak community. The LiveDAYBREAK Community Art Advisory Committee is an initiative of the LiveDAYBREAK Community Council tasked with implementing its goals in installing public art pieces throughout the Daybreak community.

The Invisible Paint Street Mural project is intended to create a unique temporary outdoor piece that will reflect the vision and feel of the community. The location that has been identified for the mural's placement is an outdoor public splash pad located adjacent to CupBop at 11259 Kestrel Rise Rd, South Jordan, UT 84009.

The project should feature an invisible paint street mural to be installed on the floor of the outdoor splash pad that is revealed when the installation becomes wet as community members utilize the splash pad for recreation. The artist must use Rainworks, a hydrophobic outdoor invisible paint product that dries clear so as to enhance the effect of the reveal when the paint becomes wet. The product must be applied to the splash pad through the use of stencils. Please see the websites listed on page 4 for additional information on the Rainworks paint.

For a tour of the selected location, please contact Karen Sewell at (801) 440-8193 or Anndalyn Hobbs at (805) 280-1998. Artists may explore the location on their own as well, as the site is a public space. Site photographs and dimensions are included on pages 5 and 6.

One key element of the project is to allow residents to actively engage with the art piece. This area is utilized by families within the Daybreak community and the piece will need to engage a wide range of the residential demographic.

LiveDAYBREAK invites all artists or artist-led teams to submit applications.

#### PROJECT GOALS

- To create a unique, exciting, outdoor piece of artwork in the form of a temporary water-activated invisible paint street mural to be displayed between May 28, 2018 and September 3, 2018 (Memorial Day through Labor Day) in a predominant location in Daybreak.
- To complete the installation of this project no later than May 26, 2018.
- To inspire and encourage community members to explore and engage with their environment.
- To help garnish support in the community for a comprehensive public art display program.

## BUDGET

The budget for this project is \$2,000.00 and is all inclusive of artist's fees and related expenses including but not limited to artwork design, installation supplies, fabrication of stencils, insurance, transportation, installation labor, and re-application/maintenance.

***LiveDAYBREAK will supply the Rainworks product for this project—artist does not need to supply this.***

Payment schedule will be as follows:

- 40% paid at contract signing
- 40% paid at initial installation
- 20% paid at 6-8 week maintenance/re-application

## ELIGIBILITY

Artists or artist-led teams currently residing in Utah are eligible to apply for this project. Those new to the public art process are also encouraged to apply.

## EXPECTATION OF WORK

Preparation and cleaning of the site will be completed by LiveDAYBREAK prior to art installation. Artists will be supplied with the Rainworks product for this project and *all excess product must be returned to LiveDAYBREAK*. Artists are responsible for the application of their completed work (including associated cost and transport) at the designated installation site on the specified day/time as determined by the LiveDAYBREAK Community Art Advisory Committee's 2D Project Team. Artists must remain on site during the installation of this project. The project must be designed and fabricated to withstand the Utah summer climate for an approximate 6-8 week period of time, with an expected re-application after 6-8 weeks. If necessary, the re-application will include an additional site-cleaning provided by LiveDAYBREAK. Artists must adhere strictly to the Rainworks product installation guidelines and must utilize stencils during product application. Artists should also consider other aspects of public safety and structural integrity in the design, material usage, fabrication, and maintenance of the work.

## SELECTION PROCESS

Projects will be reviewed by the LiveDAYBREAK Community Art Advisory Committee's 2D Project Team and the chosen artist/artist-led team will be selected by Wednesday May 10, 2018.

## SELECTION CRITERIA

The criteria on which the submissions will be selected include:

- Artwork that meets the project goals
- Designs that are finalized and not purely conceptual
- Artistic creativity and quality
- Experience with/willingness to use Rainworks product and adhere strictly to the product's installation guidelines
- Experience with/willingness to use stencils for application
- Successfully addressing public safety and maintenance issues
- The ability of the artist to complete and deliver the work by the designated deadlines
- Submission of a sketch, model, photograph or description of the finalized design for the project, and artist application in the requested format

PROJECT SCHEDULE

The ultimate goal is to have the project installed by the splash pad's opening on Memorial Day (May 28, 2018). **Application materials and finalized project/design materials must be delivered in electronic format to [arts@livedaybreak.com](mailto:arts@livedaybreak.com) by Saturday May 5, 2018 no later than 3:00 pm MST.** Late submissions will not be considered. Applications will not be returned. Selected artists will be notified via email by Thursday May 11, 2018. Installation of the project will take place on or before Saturday May 26, 2018.

ARTIST'S COMMISSIONED WORK AGREEMENT

LiveDAYBREAK will not pay costs incurred in responding to the request for proposal.

LiveDAYBREAK may cancel this process at any time prior to the execution of any agreement without liability.

LiveDAYBREAK reserves the right to discontinue negotiations with any initially selected Proposer at any time and for any reason, and to pursue negotiations with an alternative team.

APPLICATION REQUIREMENTS

Please carefully read and follow the submission requirements listed below. Incomplete or incorrect applications will not be considered. **Applications must be submitted to: [arts@livedaybreak.com](mailto:arts@livedaybreak.com) by Saturday May 5, 2018 no later than 3:00 pm MST.** Artists/teams wishing to submit more than one proposed design must submit a design concept and a cover letter for each design. Artist teams should submit one application and no more than 10 images total. All design/concept description materials should be labeled with the applicant's name and project title. Late applications will not be accepted or reviewed.

MURAL ARTIST APPLICATION

Name(s): \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip code: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## CONTACTS:

Questions regarding the project or this application process may be directed to the LiveDAYBREAK Community Art Advisory Committee's 2D Project Team:

- Karen Sewell (801) 440-8193  
[karen.e.sewell@gmail.com](mailto:karen.e.sewell@gmail.com)
- Anndalyn Hobbs (805) 280-1998  
[anndalynhobbs@gmail.com](mailto:anndalynhobbs@gmail.com)

**Applications must be submitted to [arts@livedaybreak.com](mailto:arts@livedaybreak.com)**

## A COMPLETE APPLICATION MUST INCLUDE THE FOLLOWING:

- Artist application
- Cover letter
- Resume (not to exceed 1 page)
- 5-10 Images of previous work
- A digitalized representation of the proposed mural
- Itemized budget, including time and materials
- Detailed maintenance plan (this should ensure that the project is visible for the initial 6-8 week timeframe, with an expected reapplication after 6-8 weeks)

**Applications must be submitted to [arts@livedaybreak.com](mailto:arts@livedaybreak.com) by Saturday May 5, 2018 no later than 3:00 pm MST.**

## REFERENCE WEBSITES:

- The LiveDAYBREAK Community Art Advisory Committee's inspiration for this project came from the *Rainworks* project featured in Seattle by artist Peregrine Church:  
[https://creators.vice.com/en\\_us/article/aen7ga/just-add-water-rain-activated-street-art-hits-seattle](https://creators.vice.com/en_us/article/aen7ga/just-add-water-rain-activated-street-art-hits-seattle)
- Rainworks website tutorial:  
<https://rain.works>

## LOCATION IMAGES & SITE DIMENSIONS:

The space intended for this project is 350 square feet overall and measures 12.5' x 28'. See photographs on pages 5 & 6.



