

**Grand Park + The Music Center**

**Call for Artists**

**A Cooler Grand Park**

**Applications due: 5:00 PM (PST) Friday, February 26, 2016**

**Finalist announced: Saturday, March 12, 2016**

**Artist Commission: \$15,000**

**Grand Park + The Music Center**  
**Call for Artists for a Cooler Grand Park**  
**Applications due: 5:00 PM (PST) Friday, February 26, 2016**  
**Finalist announced: Saturday, March 12, 2016**  
**Artist Commission: \$15,000**

**Overview:**

As winners of the Goldhirsh Foundation's My LA2050 Grants Challenge to make Los Angeles the best place to play, this summer Grand Park will pilot the installation of a permanent shade structure featuring the design of a local artist at the Park for Everyone in Downtown Los Angeles.

Grand Park's Olive Court, a highly trafficked central gathering space for park events & weekly food truck events (22K DTLA residents & employees a year). Visitors consistently request additional shade particularly for our most vulnerable visitors; children and elders. Adding shade areas will increase capacity and enhance the comfort of the 1M people who access Grand Park annually to play, enjoy quiet green spaces and attend free events in downtown LA.

The theme of the design should reflect the park itself and its role in civic life in Los Angeles County. Artists are encouraged to draw on their own experiences with and at Grand Park in developing their designs. The inaugural design will be featured in the space for 2 years. The selected artist will receive a commission of \$15,000. Prior public art experience is not a requirement.

**Background:**

A vibrant outdoor gathering place powered by The Music Center, Grand Park is a beautiful public park created by The County of Los Angeles for the entire community. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east, and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information about the park's design, development, and purpose, visit [grandparkla.org](http://grandparkla.org)

**Eligibility**

This call is open to emerging and established professional Los Angeles based visual artists who are legally authorized to work in the United States (per U.S. Department of Labor).

*We will have an informational session on **Wednesday, February 10, 2016**. Please check our website closer to the date for more information on time and location.*

**Selection Criteria & Process**

Evaluation and selection will be based on the following criteria:

- Design as evidenced by submitted digital image (80%):
  - Originality of concept
  - Use of space
  - Skill with which the artist composes stylistic elements
  - Mastery of techniques and materials
  - Relevance of concept to Grand Park's identity
  
- Professional Recognition (credentials) as evidenced by submitted statements and resume (15%):
  - Education and training as an artist
  - Awards, critical response, artist-in-residencies, or other activities demonstrating professional

- practice
- Minimum 3-5 years of experience working in the field
- Interview (between March 1-11, 2016) (5%):
  - The artist must be approachable and able to communicate vision, idea, and plan to the design committee, the press, and the public throughout the completion of the project

### **Submitting**

- All application materials must be submitted online via <https://form.jotform.com/60286458086161>
- Please see examples of shade sail for reference on how final product will be presented
- Applicant must provide a permanent mailing address, email and phone contact information
- Incomplete submittals will not be considered
- Grand Park + The Music Center reserve the right to request supporting documentation of any submittal materials for verification purposes
- Applicant will be working with the manufacturing company for delivery of concept

### **What to submit**

- Artist concept (Digital files, maximum 1024 KB, JPEG format )
- Professional resume (3 page maximum length - PDF Format)
- Artist statement (1 page maximum length - PDF Format)
- Project narrative (1 page maximum length - PDF Format)
- Link to Digital Portfolio
- List of three professional references and their contact information

### **Application Deadline**

**Applications due 5:00 PM (PST) Friday, February 26, 2016.** Be sure to allow yourself time to familiarize yourself with the application form prior to submittal process. Applications will not be accepted after the DEADLINE. Applications that are mailed, emailed, faxed, or hand-delivered will not be considered.

**Finalist will be announced Saturday, March 12, 2016.**

### **Contact Information**

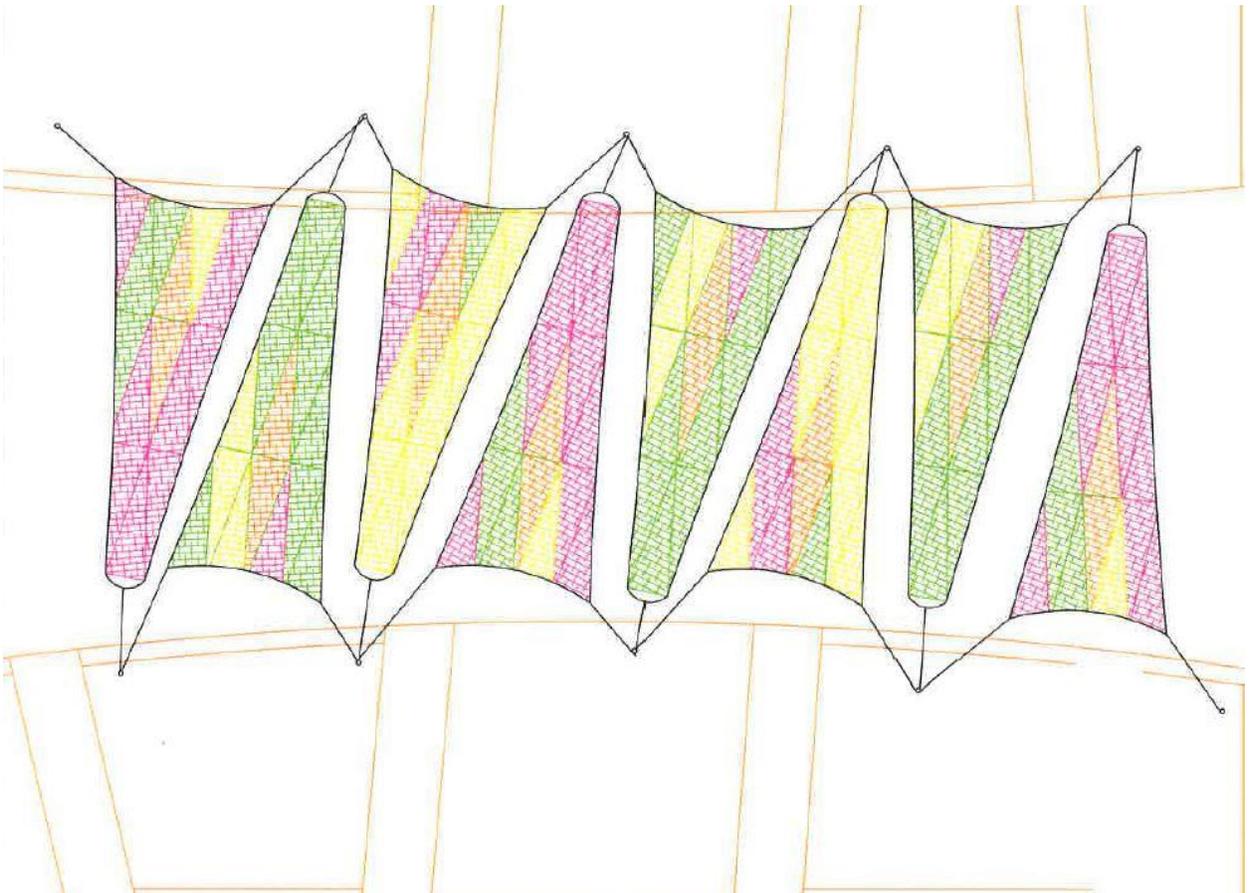
Applicant questions relative to this Call for Artist must be submitted by 5:00 PM (PST) Thursday, February 25, 2016.

Alejandra Cisneros

Senior Coordinator

[GrandParkInfo@MusicCenter.org](mailto:GrandParkInfo@MusicCenter.org)

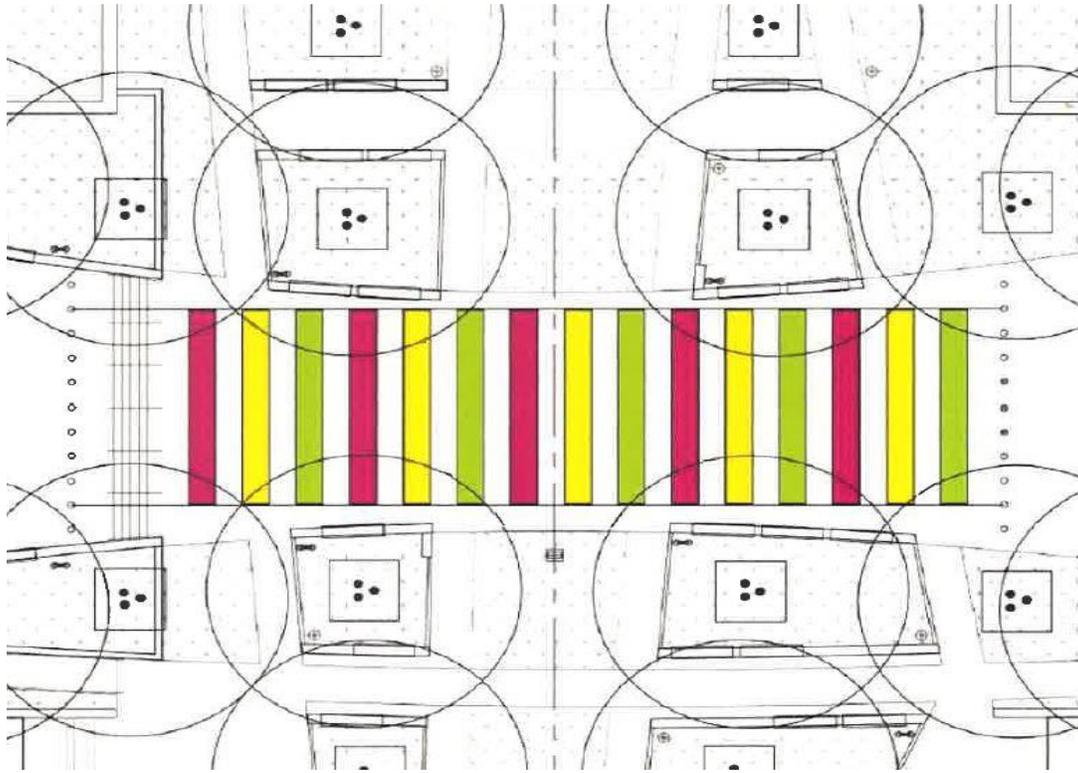
[GrandParkLA.org/callforartist](http://GrandParkLA.org/callforartist)



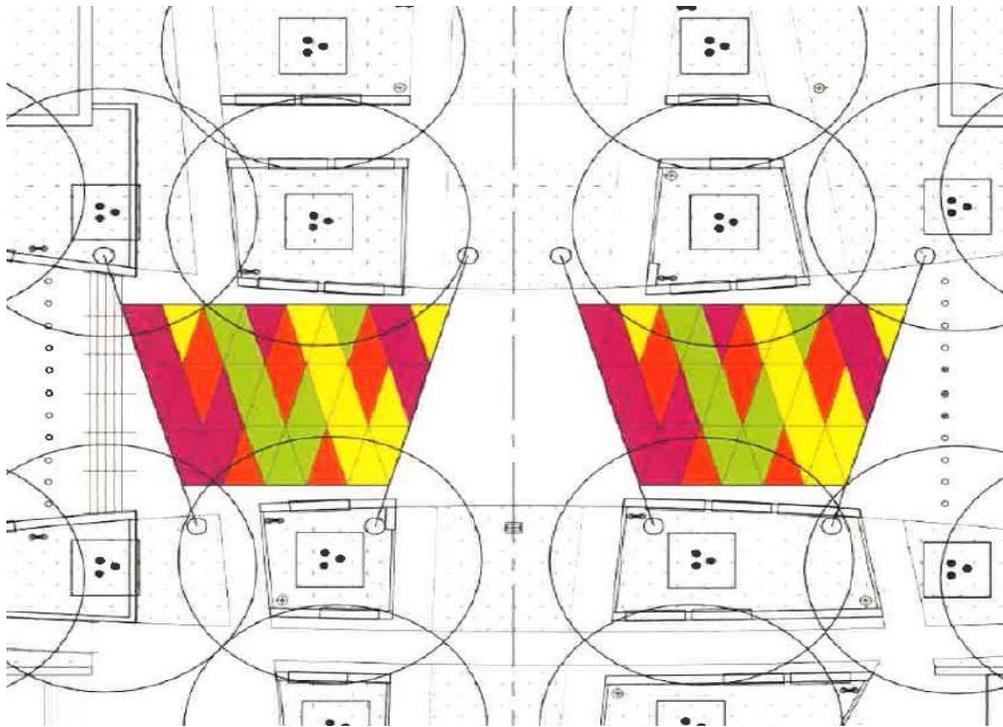
Example 1



Example 2



Example 3



Example 4



Example 5



Example 6

140'x 36'



Example 7