

Request for Qualifications Street Light Banner Artwork

Due: August 15, 2024

The SWBID invites artists to submit their qualifications and proposals for creating unique and colorful artistic designs for new street light banners in the Southwest neighborhood. These banners will be prominently displayed along major thoroughfares, including M Street SW and 4th Street SW, with potential expansion to additional streets.

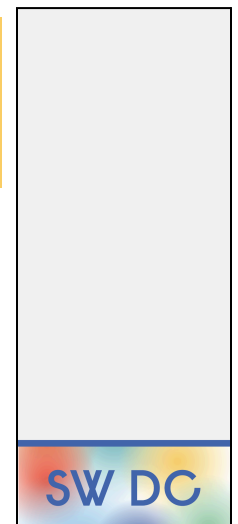
The goal is to strengthen the Southwest identity and add new artwork to the neighborhood, creating a more beautiful and vibrant community.

From the RFQ responses, the SWBID will select one artist to create a design set of 6 unique artistic banner designs.

Design Requirements

- Create a cohesive design set of at least six unique banner designs (each light pole will have two banner designs selected at random)
- Artwork should reflect the spirit and culture of Southwest DC and align with our [Public Art Framework](#).
- The artwork must be original designs suitable for public display and appropriate for neighbors of all ages.
- There are two banner sizes throughout the neighborhood; thus, artwork should be scalable with the following measurements:
 - 30" wide x 60" tall
 - 20" wide x 49.5" tall
- Incorporate SWBID branding
 - The bottom 10" of the banner will be reserved for SWBID branding, similar to the design below (SWBID will provide)
 - Use only SWBID branding colors in the artwork

<p>GRASS PMS: 2246U CMYK: 31, 0, 26, 0 RGB: 142 206 168 HEX: #8ECEA9</p>	<p>FOREST PMS: 357U CMYK: 75, 17, 74, 45 RGB: 1 79 42 HEX: #014F2A</p>	<p>SUNSHINE PMS: 2002U CMYK: 0, 2, 59, 0 RGB: 254 206 100 HEX: #FECE62</p>
<p>BLUE SKY PMS: 2142U CMYK: 46, 19, 0, 0 RGB: 136 199 235 HEX: #88C7EB</p>	<p>OCEAN PMS: 2125U CMYK: 78, 67, 0, 0 RGB: 70 103 169 HEX: #4667A9</p>	<p>POPPY PMS: Bright Red U CMYK: 0 82 76 0 RGB: 254 84 66 HEX: #FE5442</p>



(banner footer example)

How to Apply

To apply, please fill out the [google form](#) that includes:

- Artists' name(s) and contact information (phone, email, website, social media handles)
- Single PDF of the following
 - Letter of interest (2000 characters max)
 - Brief written description or sketch of the intended design (this does not have to be in color, be detailed, or final)*
 - Resume of lead artists and other participating members
 - A portfolio of similar work samples for the lead artist, including the role, budget, and clients. Please provide 4-6 related projects. If you are a new artist with less experience please indicate that in your letter of interest and provide any relevant work sample.

The selected artist will work with the SWBID to refine six final designs.

*Artists may submit up to 2 designs in the initial application

Timeline

- August 15 - Applications due
- August 23 - Winner announced
- September 18 - Selected artist to submit draft ideas to the SWBID
- September/October - Selected artist will work with SWBID to refine designs
- November - Banners installed

Budget

The SWBID has allocated \$3500 to the selected artist or designer for their work on the creation of 6 final designs.

Review Criteria

A review committee will select artists based on the criteria below:

- Intent: the letter of interest should be relevant and should clearly explain the interest in the project
- Artistic content: showcases high-quality artwork and designs, exhibits creativity in previous work
- Capacity: understanding of project goals and purpose, experience with related projects
- Connection to community: reflective of the neighborhood, willingness to work with community
- Priority will be given to DC-based artists

Terms and Conditions

Artists can submit up to two designs.

DDOT and SWBID have the right to work with the artist to make adjustments to the winning designs.

The SWBID will use photos of the work and graphic designs in marketing and promotional materials while giving credit to the artist.

For questions, please contact Jessie Himmelrich (jhimmelrich@swbid.org).