



Kimberley Driscoll
Mayor

Call to Artists and Craftspeople

ARTISTS' ROW

CITY OF SALEM "ARTS SPACE" INITIATIVE

Mayor Kimberley Driscoll is looking for artists and craftspeople to participate in Artists' Row at the Salem Marketplace located between New Derby Street and Front Street in downtown Salem. Artists' Row is a seasonal program designed to provide rent-free workspace for local artists or artist groups, and in exchange, the artists will be required to provide free workshops and/or performances for the community.

SUMMER SEASON

May 27, 2010 – November 1, 2010

DEADLINE FOR SUBMISSION

All applications must be received by **12:00pm (noon) Wednesday, April 7, 2010**, in the City of Salem Department of Planning and Community Development, City Hall Annex, 120 Washington Street, Salem, Massachusetts 01970.

SITE VISIT

A site visit is scheduled for **Thursday, March 25, 2010 from 5:00-5:30pm**. Those interested should arrive at the Salem Marketplace (24 New Derby Street) during that time to view the stalls.

PROGRAM DESIGN: ARTISTS' ROW

1. To give area artists/craftspeople an opportunity to work, exhibit, and sell their work. Performance artists are also encouraged to apply! No fee or commission is collected from the participants.
2. In exchange, artists/craftspeople participating in Artists Row must provide a minimum of twelve (12) free performances and/or workshops throughout the course of the 2010 season.
3. Selected artists/craftspeople will be required to participate in the planning of at least one art exhibit or performance in Salem's Old Town Hall during the 2010 season.
4. Artists Row will create a lively atmosphere for residents and tourists visiting downtown Salem throughout the season.

SELECTION PROCESS

- Artists Row is open to all artists, craftspeople, or arts organizations that provide an interesting variety of art types and crafts.
- All work must be created by artists, be original and handcrafted (sales representatives and agents are not eligible). Mass produced or manufactured works are not acceptable.
- The City will evaluate proposals and select artists for Artists Row.

ELIGIBILITY

Artists/craftspeople regardless of race, gender, belief, national origin, sexual orientation or physical disabilities.

CRITERIA

The City will make the final selection of artists or artist teams based on the following preferred criteria:

- Appropriateness for Artists Row setting and audience
- Locally-based artists and/or art organizations
- Variety of artistic disciplines and cultural traditions
- Ability to keep studio space open for the public more than the minimum designated days
- Creation of a lively atmosphere for residents and tourists visiting downtown Salem throughout the season

EXHIBIT/WORK SPACE

- Artists Row is located in downtown Salem between New Derby Street and Front Street, across from Old Town Hall and Derby Square. Retail shops, restaurants, office buildings, and tourist attractions surround Artists Row.
- There will be four (4) stalls available for lease through this program. Artists will be responsible for paying their own utilities (electricity and phone) should they choose to use utility services.
- Artists will be required to provide a \$500 deposit that will be refunded at the end of the season if the stall is in reasonable condition and the program requirements were met.
- There will be one (1) space per selected artist or arts organization.
- Artists accepted into the program will be required to sign a License Agreement with the City of Salem.

SET-UP/BREAK DOWN

- Artists and craftspeople are responsible for transporting artwork to and from the site, installation, and display.
- Artists must be open for the season starting Thursday, May 27, 2010 (Memorial Day Weekend) and closed by November 1, 2010.
- Studios must be open to the public **at least** Thursdays from 11:00am to 7pm, Fridays and Saturdays from 10:00am to 6:00pm, and Sundays from 12:00pm (noon) to 6:00pm. All art workshops and/or performance workshops and/or performances must be held during this time.
- At the end of the season, the selected artists have three (3) weeks (until November 22, 2010) to vacate the stalls. Selected artists are responsible for removal of all their work, equipment, and cleaning stalls for final inspection by program manager.

SALE OF WORK

- All prices for artwork must be visible to the public. Artist(s) retain 100% of sales. The artist is responsible for collecting sales tax.
- Each artist must secure his or her own insurance. The City of Salem is not responsible for damage to work caused by the elements, theft, and/or vandalism.

CHECKLIST

Applicants MUST attach the following items to the completed application:

- At least six (6) photographs or digital photos of representative work to be sold, including retail price. Each photo should include: name of artist and the number of each picture as it corresponds with the Photo Description List. Performance Artists should provide video footage and/or recordings of work.
- Enclosed Photo Description Sheet.
- Resume(s) or brief description of your art experiences.
- Summary regarding the type of work you are presenting, the number of artists in your group, and the proposed name of your art stall.
- Description of the various types of FREE community workshops, performance workshops, or performances you plan to provide in exchange for space in Artists Row.
- Plans for the art stall you are looking to occupy, including the equipment you will be bringing into the space and any improvements you will be making to the space.

DELIVER OR MAIL COMPLETED APPLICATIONS TO:

DEPT OF PLANNING & COMMUNITY DEVELOPMENT
SALEM CITY HALL ANNEX
120 WASHINGTON STREET
SALEM, MASSACHUSETTS 01970



Kimberley Driscoll
Mayor

City of Salem, Massachusetts Artists' Row Program

2010 ARTISTS' ROW APPLICATION

PLEASE PRINT

APPLICANT INFORMATION

Name of Group/Artist: _____

Primary Contact Name: _____

Address: _____

Daytime Telephone: _____ Evening Telephone: _____ Cell: _____

Email Address: _____ Website: _____

PROPOSAL

Briefly describe your work (add additional page if necessary). In addition, provide a detailed description of your (minimum of 12) proposed community performances and/or workshop series.

CERTIFICATION

The undersigned represents and warrants that the information provided is true and complete and that the City of Salem may consider this application as continuing to be true and correct until a written notice of a change is given to the City by the undersigned. The undersigned authorizes the City to make all inquiries it deems necessary to verify the accuracy of the statements made herein. The undersigned understands that this application does not constitute an agreement or commitment on the part of either the applicant or the City of Salem to use a Marketplace Stall.

Name: _____ Title: _____

Signature: _____ Date: _____

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DEADLINE FOR SUBMISSION IS APRIL 7, 2010



Kimberley Driscoll
Mayor

City of Salem, Massachusetts Artists' Row Program

PHOTO DESCRIPTION SHEET

PHOTO #1 - Title:	
Medium:	
Techniques:	
Dimensions (Height x Width x Depth) in inches:	Retail Price: \$

PHOTO #2 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$

PHOTO #3 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$

PHOTO #4 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$

PHOTO #5 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$

PHOTO #6 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$

PHOTO #7 - Title:	
Medium:	
Techniques:	
Dimensions (HxWxD) in inches:	Retail Price: \$