



Ketchum Arts Commission CALL FOR ARTISTS & DESIGNERS CREATIVE CROSSWALKS 2024

INTRODUCTION

The City of Ketchum, Idaho invites professional artists and designers to apply for Ketchum’s “Creative Crosswalks Art Program.” Artists are asked to submit original artwork/designs to enhance city crosswalks, within pedestrian crossing requirements, that will be converted into reusable templates. Templates will be used indefinitely to refresh images when weather and street use erode paint surfaces. One artist will be selected for the project which will address two different intersections located at Spruce Avenue and East Avenue on Sun Valley Road (see the map below). Artwork will be selected by a jury composed of Ketchum Arts Commission members as well as city representatives. Selected artists will each receive a stipend of \$1,000.00. Artwork is scheduled for installation in the spring of 2024. The artist’s name and information will be featured on the City’s website under Ketchum Arts Commission Projects and Events.



CITY BACKGROUND/HISTORY

The City of Ketchum is located in the Wood River Valley in south-central Idaho and is adjacent to the Sun Valley Ski Resort. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries, and shopping. In 2018, Ketchum was awarded designation by the International Dark Sky Association as a Dark Sky Community and is included in the Nation's first International Dark Sky Reserve, one of only 20 in the world. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, the internationally recognized "Trailing of the Sheep" in October, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents.

ARTWORK DESIGN

Artwork submissions should be graphic in nature, and able to be converted into templates using one or two colors only. Possible themes may consider activities in the vicinity of the intersection, recreation, culture, flora, fauna, dark sky, or local history. Artists unable to visit the sites should view the surrounding area on Google Earth to assist with theme selection. The chosen artist's works will be recommended by the Ketchum Arts Commission to the Ketchum City Council for final approval. Upon approval by the Ketchum City Council, the artists will receive a design fee of \$1,000.00.

PROGRAM GOALS

- Enliven Ketchum's streetscape by creating a vibrant, pedestrian-friendly framework
- Creating original artwork that becomes part of the City's permanent collection and reflects the mission and goals of the KAC: the integration of arts and culture into the life of the community.
- Develop safe pedestrian crossings by drawing attention to crosswalks through artist-designed walkways.

ARTIST ELIGIBILITY

The call is open to all artists, regardless of location. Idaho artists are strongly encouraged to apply.

Proposals that do not contain all the required information will not be considered.

ARTWORK SPECIFICATIONS

- The designs must be original artwork of the selected artist or designer
- Artwork/designs should be graphic in nature for translation to plastic polyethylene templates. i.e. shading will not transfer to the templates.
- Artwork must use only 2 colors or less
- Use of hard, thick lines are preferred and display best
- Vector graphics from digital graphic software are preferred
- The design measurements should be 72" x 72" and will be repeated at each crosswalk in the intersection. Following are the approximate lengths of each crosswalk to provide an estimation of the number of repeats of each design.
 - Sun Valley Road/East Avenue
 - North/South approximately 40'
 - East/West approximately 80'
 - Sun Valley Road/Spruce Avenue
 - North/South approximately 40'
 - East/West approximately 35'
- Crosswalks are demarcated by white parallel lines called 'longitudinal lines' that connect the street corners and must remain intact in the artist's design. The two-dimensional

artwork must conform to the template dimensions.

- Designs should not include words, commercial speech, numbers, logos, brand imagery, or advertising.
- Visual images are not intended to create a forum for public expression.
- Artwork design must not mimic traffic control signage or devices such as street, traffic, or directional signage.
- Yellow, orange, and white colors should be minimized to avoid looking like traffic control devices.
- The Ketchum Arts Commission reserves the right to reject work that differs from the original submittal or does not meet requirements of quality, safety and design requirements.

SELECTION CRITERIA

All artwork/designs must meet the specified guidelines mentioned above, the standards and mission of the Ketchum Arts Commission, be in good taste, and be in furtherance of the mission of the KAC: to integrate arts and culture into the life of the community.

TIMELINE

Jan 23, 2024	Original call to artists released
March 18, 2024	Original application deadline
April 18, 2024	Call to artists extended
May 13, 2024	New application deadline
May 22, 2024	Notice of approval
May-June, 2024	Installation of artwork

SUBMITTAL INFORMATION

Artists may enter up to 5 artist-rendered templates for consideration. Artists' names should not appear on the images.

To apply, please submit:

- Resume
- Artist statement
- Images must be designed to fit within the 72" x 72" template that will be used to repeat the design in the crosswalk.
- A separate information sheet for each entry listing:
 - Artist's name
 - Artist bio
 - Title of work and a number corresponding to the image number All images need to be submitted via PDF
 - Include RGB or CMYK for accurate color reproduction

ADDITIONAL RESPONSIBILITIES

Selected artists will enter into a contract with the City of Ketchum and must sign an "Art in Public Places" Agreement with the City. Final designs become the property of the City of Ketchum.

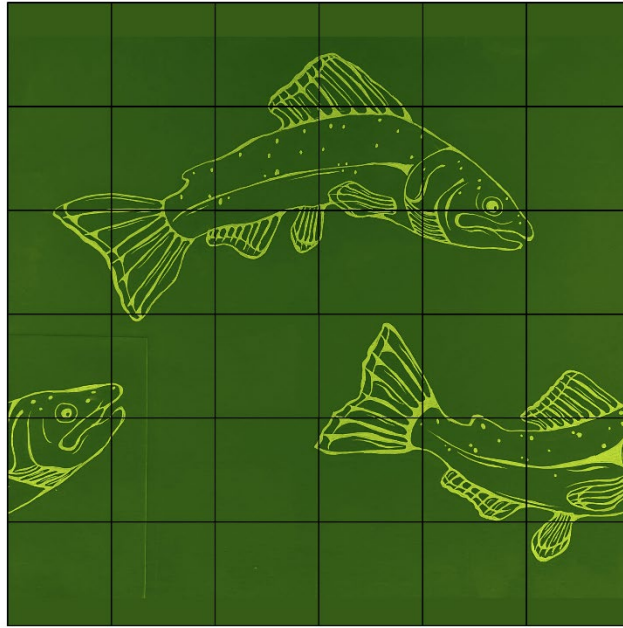
SUBMITTAL

E-mail: dhansen@ketchumidaho.org

Mail: **Daniel Hansen**
Community Engagement Manager
P.O. Box 2315
Ketchum, ID 83340

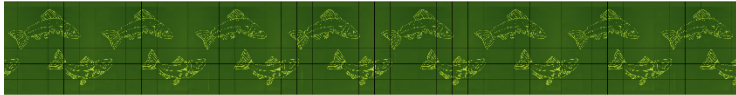
Examples:

Image #1

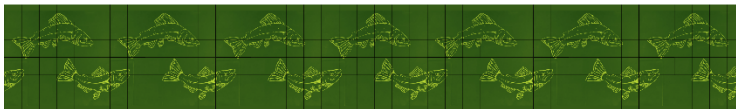


Dark Color: #365C17 Light Color: #A7CC4F

Example: Sun Valley Road/Leadville Avenue



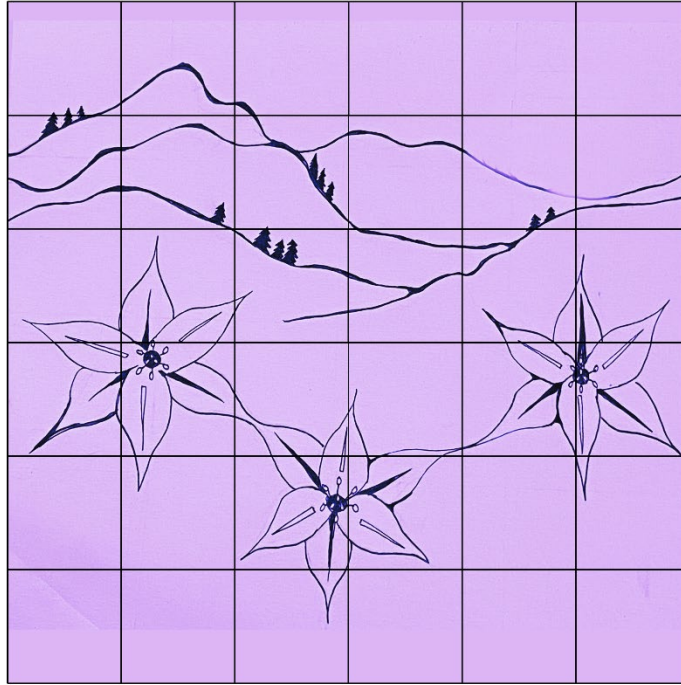
North/South approx 40'



East/West approx 35'

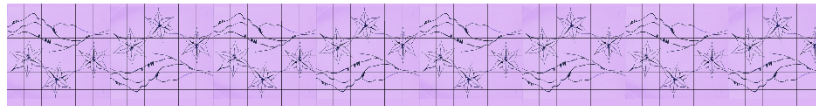
Each box represents 1 foot. The total design is 72
in by 72 in (6 feet by 6 feet).

Image #2

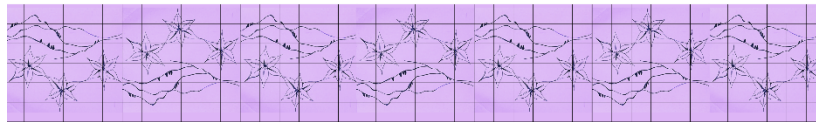


Purple Color: #DDB5F6 Black Color: #000000

Example: Sun Valley Road/Spruce Avenue



North/South approx 40'



East/West approx 35'

Each box represents 1 foot. The total design is 72
in by 72 in (6 feet by 6 feet).