



Call for Entries

Deadline Thursday, December 1, 2016

The City of Napa, CA is seeking up to 15 artworks for the fifth Napa Art Walk, a two-year outdoor sculpture exhibit.

A) SUMMARY

- Sponsor: City of Napa
- Location: Downtown Napa, California
- Exhibition Timeframe: July, 2017 – April, 2019
- Theme of Exhibit: ***Shifting Perspective*** (see description below on page 2)
- Eligibility: This opportunity is open to established professional artists residing or working in AZ, CA, CO, NM, NV, OR, UT or WA; age 18 and older
- All submissions must be previously completed artworks. No artwork proposals for yet-to-be-created art will be accepted.
- Artist Honorarium: \$1,500 (\$750 at installation; \$750 at de-installation)
- Application Deadline: **Submit entries via CaFÉ by MIDNIGHT, Pacific Standard Time, Thursday December 1, 2016**

B) PROGRAM GOALS AND INFORMATION

In 2009, the City of Napa launched the first Napa Art Walk, a program designed to enhance the public environment and promote the understanding and enjoyment of public art by inviting artists to exhibit their art in downtown Napa on a temporary basis.

Napa Art Walk Goals:

- Create exciting, appealing and harmonious public environments by integrating outdoor art into public spaces;
- Showcase public art that celebrates Napa's historical, socio-cultural and aesthetic values;
- Preserve and enrich Napa's cultural environment;
- Enhance the character of Napa through visibility of community-valued artworks;
- Promote public participation and interaction with artists and artwork; and
- Stimulate the downtown economy through increased pedestrian activity and positioning Napa as an art destination.

The previous four Napa Art Walk exhibits have greatly exceeded these goals. They generated extensive regional and national media coverage and significant interest from tourists and the local community. They inspired guided tours and other programs created by local schools and tourism groups as well as several sales for the participating artists.

To enhance the usability of Napa Art Walk, the City partnered last year with Otocast, a mobile app program which provides information about each of these sculptures and the artists, ([Voices of Napa Art Walk Artists](#)). The Otocast app may be downloaded on any smart phone to find

“Napa, CA Napa Art Walk” and hear about the sculptures and surrounding points of interest in the current exhibit. Images of the artworks, a printable brochure and map, and links to the audio tours from current and past exhibitions may be found at [Napa Art Walk](#).

THEME: SHIFTING PERSPECTIVE

“Shifting Perspective” will be the theme of the fifth Napa Art Walk exhibit.

The City is seeking artworks that demonstrate the power of perspective: art that changes depending upon how, when and where it is viewed; the presentation of art in an atypical environment, scale or context; art that forces one to pause, reflect or take note. A shift in perspective can engender mindfulness and creativity in all things. Some things that are hidden in one view become visible in another, or arrangements of things may be easier to recognize from one perspective than another. The aim of this exhibit is to personalize the phrase, “When you change the way you look at things, the way things look starts to change.”

The art should compel its audience to view reality from an alternative perspective, to address it in a way that is not part of one’s everyday process or experience. The art should trigger a conscious (or unconscious) effort to see, hear or experience something as if following a new roadmap to processing and understanding. Objects that one would seldom notice acquire significance, become worthy of contemplation and attention. In other words, the artworks cause the viewer to reconsider something. And sometimes, that change in perspective is the catalyst that makes certain situations manageable and engenders hope in the world we all inhabit, the space we all collectively own. It shows us that with a flexible perspective comes a flexible mind.

Artists shall provide a short written statement (up to 150 words) as part of their submittal explaining how their sculpture addresses and illustrates the theme.

EXHIBITION LENGTH & AWARDS PROGRAM

Artworks will remain on view for a period of approximately two years (July 2017 – April 2019), during which community members and visitors may vote online to select one artwork for the “People’s Choice Award”. This award is announced in spring prior to close of the exhibit. The winner of the People’s Choice Award will receive a Proclamation from the Napa City Council and gifts from some of local merchants and hospitality partners. Past prizes have included overnight getaways, dinner for two at an acclaimed restaurant in Napa, spa treatments, and gift certificates.

ADVERTISING AND PUBLIC RELATIONS

Printed and downloadable brochures with a map of artwork locations will enable self-guided viewing of the exhibition, and volunteer docents will lead Napa Art Walk tours. Exhibition hours are daily between sunrise and sunset, although many artworks will be visible in areas illuminated at night.

The following will be also provided to increase public awareness of this exhibition:

- Grand Opening reception / Meet and Greet with the Artists
- Media releases
- Printed and downloadable brochures
- Napa Art Walk Website
- The “DoNapa” website, social media and blog postings (www.donapa.com)
- Features on the City of Napa (www.cityofnapa.org), Arts Council Napa Valley (www.artscouncilnapavalley.org) and DoNapa web sites
- Calendar listings
- Docent-led tours
- Inclusion in media and school tours

- Artwork plaques
- People’s Choice Promotion
- Instagram Photo Contest using #napaartwalk

This year, we are introducing a new opportunity to have one-on-one conversations with the artists during their time in Napa – much like the popular “Inside the Actors Studio” format. These will be voluntary and at the convenience of the artist. In coordination with Arts Council Napa Valley, we will organize small-group gatherings for individuals to meet the artists, ask questions, and hear about their work and interests. These events will be held in the homes and/or offices of local artists and art supporters, and will be organized upon selection of the sculptures and as installation schedules are finalized.

THE NAPA ART WALK ROUTE

Up to 15 locations situated along primary pedestrian corridors in downtown Napa will be finalized for the placement of the selected artworks. All art sites are within walking distance of one another. They are located along main pedestrian walkways, bridges, the riverfront, and plazas. Several of the locations include on-site lighting, while others are illuminated by nearby streetlights and building lighting. There are also several artwork sites on or near popular visitor destinations including the Oxbow Public Market, Napa Mill and Napa River Inn.

SITE SPECIFICATIONS

Generally, Napa Art Walk sculptures are mounted to concrete pads and secured by bolts or brackets. There are a variety of pad sizes used in the current exhibition:

Large Square:	12” high x 60” long x 60” wide
Medium Square:	12” high x 48” long x 48” wide
Large Rectangular:	12” high x 96” long x 36” wide
Medium Rectangular:	12” high x 65” long x 36” wide
Round:	16” high x 30” diameter

Each submitted artwork should indicate a proposed size and dimension for a pad from the list above, as well as the method for securing the sculpture. Ideally, there should be no more than 4 bolts necessary to secure the art, and bolt locations should fit within the perimeter of each pad, as shown on the diagram below. To the extent feasible, each template should contain holes for 4 bolts fashioned in a square or diamond pattern.

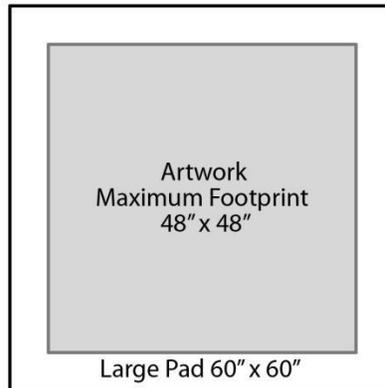
The City reserves the right to change an entry’s pad size specification if another is more appropriate.

If the installation template as noted and/or plan is not provided, the submittal will be disqualified.

The City will determine the location of each artwork based on its size and dimension for the designated space, as well as setting and other factors. No location changes will be permitted once the final sites have been selected.

The footprint of the artwork must be smaller than the length and width of the pad so that there is at least a 6” wide border of clear space at the edges of the pad. For instance, on a large pad (60” x 60”), the artwork’s footprint must be no larger than 48” long x 48” wide. On a medium pad (48” x 48”), the artwork’s footprint must be no larger than 36” long x 36” wide. (See illustration below.) Any projections beyond the perimeter width of the concrete pad must occur at heights no lower than 7 feet from the ground to avoid pedestrian conflicts.

All artworks must securely attach to the concrete pads. All sculptures must be designed with tabs or other devices that can be utilized to secure the artwork to the concrete.



Artists will be responsible for bringing all hardware necessary to secure the piece to the concrete pad, including bolts, brackets, etc. as well as a hammer drill equipped with bits to accommodate the piece if utilizes atypical size brackets or bolts. The artist will be responsible for any necessary hardware purchases prior to the scheduled installation.

Artworks must weigh no more than 2000 pounds. If necessary, City staff will provide a crane to position a sculpture.

Upon installation of the artwork, the artist or artist representative must remove and store or dispose of all packing and crating materials.

A plaque with the artist name, studio location/home, sculpture information, and map number will be provided and installed by the City upon installation of the art work.

ARTWORK SALES

All artwork may be listed for sale during the exhibition with permission from the artist. The City emphasizes the availability of sculptures for sale as part of its ongoing outreach and publicity, and will collect a 10% commission on all sales resulting from the exhibit. This commission will be used to advance the Napa Art Walk program in the future. Sold artworks must remain on site for the duration of the exhibition. Several pieces in past Napa Art Walk exhibits have been purchased by private parties.

ARTIST HONORARIUM

Each selected artist will receive an Artist Honorarium of \$1,500 to assist with transportation, travel and other expenses; \$750 will be paid upon artwork installation in 2017, and \$750 will be paid upon artwork de-installation in 2019, at the end of the exhibition.

C) AREA DESCRIPTION

The City of Napa is in the heart of Napa Valley, a world-class winegrowing region and travel destination. Located along the banks of the Napa River, Downtown Napa has emerged from its origins as a civic district to a vibrant hub of beautiful hotels, charming inns, exceptional culinary establishments and wine-tasting rooms, enhanced by the arts, entertainment and culture.

Downtown Napa boasts over 80 restaurants, 35 wine tasting rooms and pubs, and over 20 exciting live performance venues. Napa is a popular year-round destination for visitors from the region and all over the world. Over three million visitors travel to Napa Valley every year, with nearly two-thirds staying in Downtown Napa's 23 luxury hotels and B&B Inns. Much of First Street is currently under construction as part of a major retail shopping center renovation called

“First Street Napa”, which will include The Archer Hotel, Charlie Palmer Steakhouse Restaurant, a mix of retail shops and cafes, and inviting outdoor spaces for relaxation and enjoyment. First Street Napa’s grand opening is anticipated in May 2017, coinciding with the kick-off to this Napa Art Walk exhibit.

Since 2010, Napa has launched several new arts programs including: Art on First, a temporary art installation series on First Street in storefront windows; Napa Valley Arts in April, bringing the arts and special events together throughout Napa Valley each April; and of course, the immensely popular Napa Art Walk. The Napa City Council also instituted a Public Art Ordinance, with a 1 percent public art fee required on new development, and appointed a Public Art Steering Committee. The first City of Napa Public Art Master Plan was approved in June 2014, and the first Public Art Steering Committee art project, “First Street Art Benches” was completed in 2015, with nine custom-designed benches created by Berkeley, CA artist Eric Powell. The City is presently nearing final design for the renovation of Dwight Murray Plaza, one of the most visible and popular plazas located on First Street. Public art is expected to be a major component of the plaza; professional artists are now preparing their submittals for final selection later this fall.

D) SUBMISSION REQUIREMENTS & SELECTION INFO

ARTIST ELIGIBILITY

Applicants must be established professional artists currently living or working in Arizona, California, Colorado, Nevada, New Mexico, Oregon, Utah or Washington. They must be at least 18 years of age. Napa Art Walk jurors, City employees and their immediate family members are ineligible.

ARTIST RESPONSIBILITIES

Artists will be responsible to deliver the selected artwork to the site and install the artwork in late May to early June 2017, by appointment, to be coordinated with the City of Napa. Although the artist will be the primary installer and will direct the installation, the City of Napa will provide staff for installation assistance and equipment (if needed) in accordance with the artist’s Art Installation Plan. **Artists must provide any and all hardware that is required for the installation, including bolts, brackets, hammer drills, cleaning brushes, etc.** Artists will be responsible to pick up their artwork within 30 days of the exhibition’s closing date, to be coordinated with the City. Although the artist is the primary de-installer during de-installation, the City of Napa will provide staff assistance and equipment to de-install artworks if required.

Selected artists must enter into an agreement with the City of Napa (see attached “Sample Agreement”). Artists are encouraged to carry insurance to cover potential damage to their artwork. As an alternative, artworks may be insured by the City of Napa up to the stated estimated insurance value, with a maximum of \$75,000 per artwork, while artworks are exhibited or stored by the City of Napa. Please note, the City’s policy has a \$5,000 deductible, so any damage to artworks below this dollar level is the artists’ responsibility to repair at the artists’ cost. The Artist shall provide an appraisal affirming that the insured value has been appropriately determined. The City’s insurance coverage excludes damage resulting from shipping the artwork, faulty construction, construction or materials that are inappropriate for long-term outdoor display, installation or removal of the artwork.

Artworks must be structurally safe for the general public, including children. Artworks must be extremely durable in outdoor conditions and maintenance-free for the period of the exhibition. If, however, occasional cleaning or other maintenance is necessary, the artist must agree to keep the artwork in good aesthetic and operating condition by performing regular maintenance. Beyond regularly scheduled maintenance by the artist, the City may contact the artist to inform him or her that the artwork is in need of maintenance. In that case, the artist -- or his or her designated representative -- must tend to the artwork within two weeks of receiving notice. If the artist does not respond to the City’s request within the specified time frame, the City may take actions as

appropriate and necessary to clean, repair or remove the artwork in order to prevent damage from occurring. If damage to an artwork causes a public safety concern or is a continuing attractive public nuisance that results in undue maintenance calls, the City reserves the right to remove the artwork from Napa Art Walk. The artist will be notified in advance if this type of action becomes necessary.

SELECTION CRITERIA

Only completed artworks are eligible. Conceptual artwork proposals will not be considered. All artworks must be ready for exhibition at installation. Any artwork that cannot be installed by the installation deadline will be disqualified and the artist will forfeit the honorarium.

Artworks will be selected on the basis of the following criteria:

- **Artistic merit**, including artwork concept, design and craftsmanship as well as the artist's experience;
- **Artistic context**, including the interpretation of the theme and how effectively the work contributes to the overall exhibition's variety of media and artistic approaches;
- **Maintainability**, including the artwork's durability and safety in the public realm, structural and surface soundness, materials, resistance to vandalism and weathering, and limited or lack of maintenance requirements;
- **Location context**, including artwork's appropriateness within the public realm and its ability to be accommodated on one of the sites;
- **Responsiveness to the program theme**; and
- **Responsiveness to size and weight criteria** as specified above.

SELECTION PROCESS

Artist submissions will be accepted online via CaFÉ (www.callforentry.org) – see "Submission Instructions" below. The submittals will be screened for responsiveness to the Selection Criteria, and submittals that do not respond to the criteria will be eliminated for consideration by the jury. The City may require follow-up information from the artist regarding the submittal before a final selection can be made.

A jury of three art professionals will review the submissions and make recommendations for selected artworks to the City Manager, who will approve selections. The 2017-2019 Napa Art Walk jurors are:

Mechele Manno, Vice Chair, Arts Council Napa Valley & Associate Dean, Napa Valley College

Mechele Manno's professional career spans over 15 years on both the east and west coasts working extensively in art education and art administration. Her expertise is in contemporary art, digital media, multimedia installation, and video and performance art. Manno has been a consultant on numerous scholarship review committees responsible for recruitment and recommendation of grant recipients for colleges and non-profit organizations. Her experience also includes serving on jury panels, curating exhibitions and working with various contemporary art venues such as: Museum of Contemporary Art (MOCA) in Los Angeles and Yerba Buena Center for the Arts in San Francisco.

Ann Trinca, Gallery Director, Berkeley Art Center & Artist

Ann Trinca has been in the Arts Administration field for over fifteen years after earning her MAA from Golden Gate University in 2000. She has worked with some of the most progressive institutions in the Bay Area including Yerba Buena Center for the Arts in San Francisco, di Rosa in Napa, and Bedford Gallery in Walnut Creek. She has also owned and operated two contemporary galleries in the Napa Valley and has a successful fine art photography practice.

Tom Walker, Vice Chair, City of Napa Public Art Steering Committee & Artist

Tom Walker taught welding and metal sculpture at Otis College of Art & Design in Los Angeles for 10 years and has been creating public art and fine and functional art for more than 20 years. After moving to Northern California two years ago, he now serves on the City of Napa Public Art Steering Committee.

E) SUBMISSION INSTRUCTIONS

ONLINE SUBMISSION

All submissions must be made online at: **Call For Entry.Org** www.callforentry.org

- Create an account (if you do not already have one)
- Log in
- Click on “Apply to Calls”
- Find “2017-19 Napa Art Walk”

SUBMISSION REQUIREMENTS

Incomplete Submissions will not be considered. Complete Submissions must include the following:

1) Images

Artists may submit up to 3 artworks, with 3 views each, for a total of 9 images maximum. Images should accurately represent the work size, including height, span, and ground clearance, and must include at least one image per submission with an adult person next to the artwork for scale.

The City reserves the right to use images of selected artworks and/or the exhibition for publicity. Please specify image credits as necessary.

2) Image list & Description

- Artists will provide an image list including the following for each artwork:
 - title
 - date of completion
 - medium (please be specific)
 - dimensions (height x width x depth)
 - weight
 - fair-market (retail) value
 - Insured value (with appraisal documentation if available)
- The Artist must install the artwork with the dimensions as submitted in the entry. There will be no departure from the size as submitted by the Artist. For example, if an Artist has created duplicate works in more than one size, only the submitted version shall be installed if selected.
- For each artwork submitted, please provide a short description (up to 5 sentences) of the piece and any aspects of the work that may not be obvious in the images, or any other relevant information. This information is useful for the jury panel, and may also be used in the audio tour recording and brochure description.

3) Statement Regarding Theme

Artists must provide a short written statement (150-word maximum) describing how each entry relates to the theme “Shifting Perspective” as described above. Artists may include various photos of the artworks to illustrate the association with the theme as well as part of the written statement.

4) Art Installation Plan

- An installation plan for each entry must be submitted.
- Please specify the appropriate pad size, as outlined on page 3, "Pad Specifications".
- Installation plan should specify the weight of each artwork and clearly illustrate the method of installation, including identifying the points of attachment to the pad.
- Please provide detailed information about the type of the hardware to be used for the attachment and clarify how such hardware will be made secure from vandalism.
- Larger works of art that require engineering components in the footing or base should be clearly noted. Include engineered drawings if available.

5) Artist Resume

Like the descriptions and theme statements, information on the artist resume may be used in Napa Art Walk collateral, our Otocast tour narratives, and on the website. Artists may be asked to record their own information for the project, which adds value and personal interest for our audience.

F) PROJECT TIMELINE (some dates subject to revision)

Submission Deadline:	Thursday, December 1, 2016, MIDNIGHT, PST
Jury Meeting Date:	December, 2016
Selected Artist Notification:	January, 2017
Agreement Executed:	February–March 2017
Artwork Delivery and Installation:	May and early June, 2017, by appointment
Exhibition Opening Date:	June, 2017: Date to be announced
Announcement of People's Choice Award:	February–March 2019
Exhibition Closing Date:	April 30, 2019
Artwork Pick Up:	April 2019, by appointment

G) CONTACT INFORMATION

For more information about Napa Art Walk and images of artwork sites (subject to change):
www.NapaArtWalk.org

For questions about the Call for Entries, please contact:

Kristina Young
Napa Art Walk Curator
NapaArtWalk@gmail.com
707-337-6515

Robin Klingbeil
City of Napa, Economic Development Division
rklingbe@cityofnapa.org
707-257-9502