



# Total Solar Eclipse Call for Art

Niagara Falls, NY

## Request for Proposals

Issued: January 26<sup>th</sup>, 2024

Issued by: Niagara Falls National Heritage Area/Discover Niagara Shuttle

Deadline: February 16<sup>th</sup>, 2024



## Project Overview

---

The Niagara Falls National Heritage Area (NFNHA) is issuing this Request for Proposals (RFP) for the design and creation art that will be showcased on one Discover Niagara Shuttle vehicle and additional promotional materials during the Total Solar Eclipse event and programming from April 4-8, 2024. The theme is “Interconnectivity of Universe”, and artists are encouraged to be creative and inspiring while connecting to the incredible landscape of Niagara Falls, the Niagara River and Lake Ontario. Images should be eye-catching, engaging, colorful and should be reflective of the life sustaining force of the sun, interconnectivity of species and fragile balance of nature and human interaction. Submitted artwork can be new or existing. Please note that both sides of the Discover Niagara Shuttle vehicle will be wrapped presenting an artistic opportunity for creativity in expressing the theme. Each side can be different if so desired and presented as such by the artist.

### **Inspiring Quote:**

*“When you look at the stars and the galaxy, you feel you are not just from any particular piece of land, but from the solar system.”* Kalpana Chawla, NASA Astronaut

Thousands will see this piece of art as it will be part of the 2024 Discover Niagara Shuttle season. Within this space, there is an opportunity to contribute positively to the experience of the many people who utilize the Discover Niagara Shuttle and all who will be participating in the Total Solar Eclipse programming and festivities from April 4th- 8<sup>th</sup>. By creating a vibrant and inspiring artwork for our shuttle vehicle, we hope to generate feelings of pride, fun and an understanding of universal interconnectivity. Subsequently, the addition of this piece of work will join the Niagara Falls National Heritage Area’s vast portfolio of public art installations that spotlight local artists.



The Niagara Falls National Heritage Area preserves, protects, and promotes historic, natural, and cultural resources in an 11-mile expanse that stretches from Niagara Falls State Park in Niagara Falls, NY to Old Fort Niagara in Youngstown, NY. The NFNHA is one of 62 Congressionally designated National Heritage Areas within the National Park Service where natural, cultural and historic resources combine to form a nationally important landscape. The NFNHA tells these nationally-important stories that celebrate the diverse heritage of the Niagara region.



*Photograph courtesy of Alana Adetola Art Photography*

At the heart of all NFNHA projects is community engagement and collaboration. Over the course of over 30 public art projects over the past five years, the NFNHA has created an inclusive process that prioritizes the input and feedback of community members. The process employed by the NFNHA offers community input and feedback at each step of the project, from the creation of subject matter and themes, to the selection of the artist, to the proposed designs themselves.

Public art projects foster pride in communities, assist with neighborhood revitalization, and build appreciation for our community, culture, and heritage. The Niagara Falls National Heritage Area has fostered deep relationships within the community, and has proven experience implementing public art projects, including the murals at Main & Depot and along Main Street. The NFNHA will administer this project and work with the community to create a story that reflects the Niagara region.

## Art Specifics

---

The ability to create and submit high-quality digital files is required.

Artwork is to be designed for full-color digital image for printing on vinyl to be applied on a Discover Niagara Shuttle vehicle.

The selected artist can create the imagery in any medium, but the artwork must be submitted using these applications and file types:

Adobe CC or illustrator (ai|eps|pdf) CMYK

The artwork needs to be in a 5:4 width: height aspect ratio, allowing for some possible cropping on the edges due to vehicle specific allowances.



## Eligibility Criteria

---

Proposals will be reviewed by team members from the Niagara Falls National Heritage Area and Discover Niagara Shuttle team.

Applicants will be judged by the eligibility criteria listed below:

- Complete application submitted by the proposal deadline.
- The submitted application demonstrates evidence of professional competence.
- Eligible artists should have a record of successfully completed permanent and/or temporary public art commissions in public and/or private development.
- Creative approach to the proposed mural concept that is reflective of the theme and vision.
- Contracted artist is required to be flexible, accountable and work collaboratively with the NFNHA teams.

## Proposal Requirements

---

- 1.) Artist Statement, that outlines your interests, describes your art practice, provides a summary of your professional experience as an artist, and addresses how that experience may qualify you for public art commissions.



- 2.) Current Resume, including public art commission, exhibition, and publication history. Links to online portfolios are encouraged.
- 3.) Images of previous work, including most recent commissions and realized projects. Please submit only successfully completed projects or renderings for projects that are in process.
- 4.) Title and Description of Art Submitted,

## Deadline and Budget

---

Applications will be accepted between **January 26<sup>th</sup>, 2024** and **February 16<sup>h</sup>, 2024**. Beginning February 12, 2024 submissions will be reviewed by a selection committee from the Niagara Falls National Heritage Area. The winner will be notified of their submission status by February 23, 2024. \*NFNHA reserves the right to refuse any inappropriate content.

Upon selection, the winner will be paid a flat fee of \$1500 for their artistic contribution. Selected artist may be asked to provide revisions for reproduction. Other artist's work may be used on Niagara Falls National Heritage Area's and Discover Niagara Shuttle social media platforms. All copyrights reserved for Niagara Falls National Heritage Area.



## Proposal Submission

---

Applicants should submit their application materials to Sara Capen, NFNHA Executive Director, at [sara@discoverniagara.org](mailto:sara@discoverniagara.org) by the deadline of **February 16th<sup>th</sup>, 2024**. For additional information, please visit [discoverniagara.org](http://discoverniagara.org). The deadline for submissions is **February 16th, 2024**, by midnight.