

Ogden City Arts

Request for Proposals

Spike 150 Commemorative Poster Contest

DEADLINE: March 1, 2019

Overview

On May 9-11, 2019, the City of Ogden will commemorate the 150th Anniversary of the completion of the nation's First Transcontinental Railroad. The City of Ogden invites artists and students to create and submit a commemorative poster design that represents the history and legacy of the nation's First Transcontinental Railroad and its impact on Ogden and Utah.

On May 10, 1869, two railroads, the Central Pacific and Union Pacific Railroads, joined in the desert of Promontory, Utah uniting East Coast with West Coast more than three thousand miles away. Similar to the first lunar landing one hundred years later, the completion of the railroad carried immense symbolism for the United States. However, it was more than an abstract symbol; it also physically transformed the nation and the State of Utah and in turn the City of Ogden.

Over 150 years later, the Transcontinental Railroad and the railroading industry continues to play an essential part in the shaping of Ogden's and Utah history. The railroad led to the socioeconomic diversity seen in Ogden from the 1870s up to today. Nine rails coming from all over the country to Ogden, exposed Ogden's people to various cultures, ideas and industries forever changing the cultural and economic landscape of Ogden's community and Utah.

Visionary artists are invited to be a part of the 150th anniversary by submitting a design for consideration.

The winning design may receive national exposure, including but not limited to: print ads, social media posts, website ads and web banners, etc.

The winning design and the 25 finalists' works of art will be placed on view during the month of May for the Celebratory event.

Artwork/Design Guidelines

Topics and subjects related to this event should include social and economic impacts that the transcontinental railroad had on Utah and/or Ogden. To guide artists, listed below are some words and ideas to aid in the brainstorming process:

Key Words to Guide Design

Culture, History, Movement, Connection, Innovation, Identity, Family, Resilience, Wild at Heart, Grit, Transportation, Technology, Industry, Pullman Porter, Traqueros, Railroadettes, Porters and Waiters Club, Jazz, soul train, Moonglow, Zepher, Train of Tomorrow, Hyperloop, boxcar, stockyards

Key Topics and Subjects to Guide Design

Immigration and ethnicity, Politics and Law, Labor and Business, Arts and Literature, Environment, impact on indigenous peoples, globalization, historical figures and stories (President Lincoln, Brigham Young, Lorin Farr, Union Pacific, Utah Central Railroad), Jobs on the Railroad (Porter, Trackworker, Tie Hacks, Brakemen, Conductors, Engineers, Dispatcher)

Design Requirements

When developing the artwork, please keep in mind that the poster design will be judged according to the following criteria:

1. Clarity and originality of message: Judging panel will be looking for innovative and creative designs that illustrates Utah and Ogden's Railroading tradition, as well as joyful, forward-thinking and inclusive values. Designs should communicate a message, provoke discussion, and show the human element of railroading. Designs using an image of a train or landscape should tell a story. The Panel is not just looking for train imagery.
2. Impact, memorability, and appeal to general audiences: Poster design must appeal to general audiences & corporate Sponsors (ALL age groups & gender). Poster must NOT include political or promotional messaging, nudity, weapons, offensive imagery, and derogatory text. Poster must NOT infringe on any copyrights or trademarks. We expect artists to exercise their best judgement in making creative decisions.
3. Unique, positive, and non-stereotypical representation of any ethnicity or culture.
Important: Artwork must be FREE of any generalizations about any ethnicity or culture. This includes but is not limited to: stereotypical imagery, icons specific to one country, and uninspired stock visuals.
4. Design (type, color, composition, craft): Keep in mind this is for the Heritage Festival as it celebrates 150th SPECIAL EDITION. Poster design must contain the festival name (Heritage Festival) and, in celebration of the 150th Anniversary, the number "150" may be featured prominently. Colorful designs are preferred.
5. Versatility for application on other media: Poster design must be functional because it will be used in advertisements, catalogue, website and other marketing materials.

Artwork Specifications

This call is for two-dimensional artwork only.

Artwork should be submitted in 16" x 20" size ready for display.

Designs that make it past the preliminary round of entries will be required to submit artwork in digital format. Format: JPEG, 300 DPI (RGB & CMYK), 4 MB

A 16 x 20 foam core or matt board will need to accompany artwork, but artwork should not be permanently attached to the mounting board. Attach artwork with binder clips or some other form of removable mounting that will not damage the artwork.

Acceptable categories:

- Paintings (oil, acrylics, watercolor, etc.)
- Drawings (pastels, colored pencil, pencil, charcoal, ink, markers)
- Collage (must be two-dimensional)
- Prints (lithographs, silkscreen, block prints)
- Mixed media (use of more than two mediums)
- Photography

Who can participate?

Competition and is open to all artists of any age.
There is no entry fee.

Award

- Top Award: A \$1,000.00 artist honorarium will be awarded for one piece of submitted artwork that is described in the design guidelines. The honorarium shall compensate the artist for the design and rights to the design/artwork; no compensation beyond the honorarium will be provided. Ogden City shall own the rights to the submitted designs/artwork and will use them for promotional exposure in all festival related marketing materials, printing on posters, merchandise items, and any other uses that Ogden City deems necessary.
- Up to 25 Finalists- will be placed on view during the month of May for the Celebratory event.

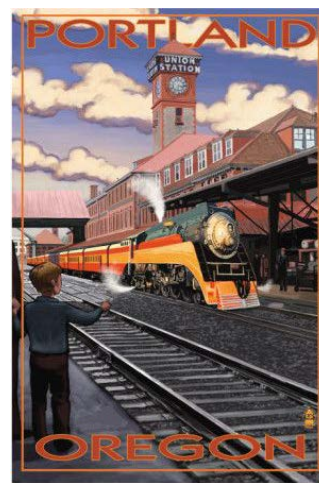
Artistic Style Examples



(below is an illustration of Ogden's Union Station)



People with Trains and Stations Examples



SUBMISSION OPTIONS, INSTRUCTIONS AND REQUIRED MATERIALS

How to Submit

Interested artists may submit applications in person or by mail by **4pm March 1, 2019**. The deadline **is not a postmark deadline**. Please do not include supplemental materials beyond the requirements listed below.

Submission materials will not be returned. The artwork will become property of Ogden City. The 25 finalist's submissions will also be on display at the Union Station for an undisclosed amount of time.

Artists will be required to submit the following:

- Completed Application for Proposal- Bio or Resume
- Artists' statement and concept of work
- Portfolio (optional)

Artwork / design provided with 16" x 20" mounting board

*Selected Finalists: When submitting digital work, please provide a high-resolution electronic copy via email or jump drive.

Selection Process

- A panel composed of Ogden city staff, members of the Spike 150 Steering Committee, Union Station Staff, and the Ogden City Arts Advisory Committee will review and score submitted designs.
- Submissions from artists based in Ogden will receive a 10% bonus on their score

Schedule

Date	Process
Feb 1,- March 1, 2019	Call for Submissions
March 1, 2019	Deadline for Proposal materials and application to be submitted
March 15, 2019	Winner and 25 finalists selected
March 25, 2019	Artist's notified
May 1- 31, 2019	Winner and 25 Finalist's Artwork on Display at Union Station

DEADLINE and CONTACT INFORMATION

Materials must be received by 4:00pm March 1, 2019. All supporting material must be included. Incomplete or late proposals will not be accepted. Ogden City Arts is not liable for lost or damaged materials.

Please deliver proposal materials to:

Ogden City Arts- Lorie Buckley
Spike 150 Poster Contest
2549 Washington Blvd., Suite 915
Ogden, UT 84401

*If delivering in person, leave the proposal at the information desk on the 2nd Floor.

Please contact Ogden Arts office with any questions or concerns:

Lorie Buckley 801-629-8718 or email: arts@ogdencity.com

GENERAL CONDITIONS

- 1) Ogden City may accept or reject any or all proposals, under any circumstances, for any reason, without explanation.
- 2) This RFP shall not obligate Ogden City in any manner and shall not impose any liability upon Ogden City. Ogden City shall at no time be liable to artist, or any other party, for costs incurred by artist.
- 3) Vendor (artist) must read and be thoroughly familiar with the terms, conditions and specifications of this RFP. Failure to do so shall not relieve artist from any of its obligations.
- 4) Ogden City may postpone the date and time announced for submission of proposals at any time prior to the submission date by giving written notice to potential artists.
- 5) Ogden City reserves the right to award a contract to the artist(s) it determines will provide the best long-term value for Ogden City.
- 6) Interest in Contract. No officer, employee or agent of the City who exercises any functions or responsibilities in connection with the review, approval or administration of this contract shall have any personal interest, direct or indirect, in this contract.
- 7) Right to Reject Proposals and Negotiate Contract Terms. The City reserves the right to reject any and all proposals or accept any proposal deemed to be in the best interest of the City.

Ogden City Arts -- Public Arts Projects

Application for Proposal Submission:

Spike 150 Commemorative Poster Contest

Date: _____

Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____