



# CALL FOR ARTISTS: MANTUA GREENWAY ARTS PROJECT

Mt. Vernon Manor CDC and the Friends of the Mantua Greenway seek a qualified team of artists to engage in a public art project along the future Mantua Greenway site in West Philadelphia's Mantua neighborhood. The project will comprise the design, creation, and installation of three community-supported, semi-permanent elements that will inspire curiosity and foster engagement with the Mantua Greenway project during its construction phases while also enhancing the character of the completed project. The artist team's honorarium for the project will be \$10,000. The deadline to submit applications is Wednesday, October 10, 2018.

## **PROJECT BACKGROUND**

The Mantua Greenway is a resident-driven bike and walking trail in West Philadelphia that is revitalizing a mile-long stretch of Mantua Avenue and North 40th Street. Inspired by the efforts of Ms. Bessie Washington, who created a memorial garden along Mantua Avenue at 35th Street to honor her parents, the vision for a greater Greenway project emerged during the creation of Mount Vernon Manor's We Are Mantua! Neighborhood Transformation Plan in 2012. At that time, community members, collaborating as the Friends of the Mantua Greenway (FMG), began to identify actions to beautify the blighted avenue that delineates Mantua's northern boundary. Since then, FMG has worked with partner organizations and neighbors to organize clean-ups, collaborate with key partners and supporters, and secured funding to advance the project.

The vision for the Mantua Greenway is to create a safe and beautiful corridor that reflects the vibrant history and culture of Mantua and the people who live there. The proposed greenway will follow Mantua Avenue and Parrish Street from the Spring Garden Bridge at 31st Street to the 40th Street Bridge, and potentially continue along 40th Street to Fairmount Park. The Mantua Greenway will link to the existing West Bank Greenway at 34th Street and Mantua Ave., and will provide residents and those living outside the community with improved access to the Schuylkill River Trail, Fairmount Park, the Art Museum, and the Zoo.

The work of creating concept plans, final designs, and construction documents for the Mantua Greenway is currently underway. This collaborative process involves numerous project partners, including local leadership and guidance from Mt. Vernon Manor CDC, Friends of the Mantua Greenway, Local Initiative Support Corporation, Philadelphia City Planning Commission, Philadelphia Commerce Department, and the Philadelphia Water Department.

## PROJECT DESCRIPTION

The Mantua Greenway Arts Project aims to advance the ongoing beautification of Mantua Avenue and North 40<sup>th</sup> Street, inspire curiosity about the Greenway vision and motivate engagement with it, and contribute striking visual elements to the completed trail and its surroundings. Thematically, the project will draw on and celebrate the vibrant history and culture of the Mantua neighborhood and its residents. The selected artists will work as a team to collaborate with partner organizations and community members to envision the precise form and content of the project elements. There are no limits to the membership or composition of the artist team.

Functionally, the project elements will serve as panels that identify and celebrate the Greenway for users, visitors, and neighbors. These panels will be installed at key locations along the Greenway trail on Mantua Avenue, which will be identified by the artist in consultation with project partners and community stakeholders. The elements should be flexibly designed and built in such a way as to enhance the visual character of their installation sites before physical renovations begin, during construction of the Greenway trail, and once the relevant project areas are completed. Example images and renderings of current and future Greenway sites are included below.

For more information about the Mantua Greenway project, visit [www.mantuagreenway.org](http://www.mantuagreenway.org). For more information about Mt. Vernon Manor CDC, please visit [www.mvmcdc.org](http://www.mvmcdc.org).

## TIMELINE + BUDGET

Monday, September 24, 2018	Open Call Issued
Wednesday, October 10, 2018	Applications Due
Wednesday, October 24, 2018	First Round Decision Notice
Week of Monday, October 29, 2018	Artist Interviews
Friday, November 9, 2018	Final Decision Notice
Monday, November 19, 2018	Work Begins on Project
December, 2018	Community Engagement Period
January – May, 2019	Panel Design, Construction, Installation
Friday, May 31, 2019	Deadline for Project Completion and Unveiling

The selected artist team will receive an honorarium to support their work, independent of project costs, of **\$10,000**. Project costs will be fully supported by Mt. Vernon Manor CDC, up to a threshold level to be discussed among the artist team and MVM.

The Mantua Greenway and Arts projects are generously supported by the William Penn Foundation, the Local Initiatives Support Corporation, the Pennsylvania Department of Community and Economic Development and Department of Conservation and Natural Resources, and the City of Philadelphia Commerce Department.

## ELIGIBILITY + SELECTION CRITERIA

Philadelphia artists of all backgrounds are invited to respond to this open call. All applicants will be evaluated and selected based on the following criteria:

- Prior experience and demonstrated skill in the creation of unique works of public art across multiple media
- Creative incorporation of the historical, cultural, geographic, and visual context of the project site and its surroundings
- Practical understanding of civic improvement and community revitalization
- Ability and willingness to engage community members in a reciprocal design process
- Proven ability to execute projects in alignment with their stated vision, in a timely fashion, and with attention to budgetary and logistical constraints

## HOW TO RESPOND

Please submit a portfolio containing the following materials by email to [info@mvmcdc.org](mailto:info@mvmcdc.org) or by mail to Mt. Vernon Manor CDC, 631 N. 39<sup>th</sup> St., Philadelphia PA, 19104. All materials should be addressed to the attention of Danny Foster. Questions about the application process and the Arts Project will only be received by email – please no phone inquiries – and also can be addressed to Danny Foster at [info@mvmcdc.org](mailto:info@mvmcdc.org). The deadline for submitting questions is *Monday, October 1, 2018*. The deadline for submission of the full application, as noted above, is ***Wednesday, October 10, 2018***. Submitted materials should include:

1. A written or typed document that includes:
  - a. Artist Name
  - b. Address
  - c. Phone Number
  - d. Email Address
  - e. If Artist has reliable access to a car
  - f. Current résumé and/or brief personal and professional biography.
2. Answers to the following prompts, limited to one paragraph per response:
  - a. Please describe any previous experience working on multi-media public art installation projects, or other relevant experiences.
  - b. Do you have any experience as a resident of Mantua, working in the Mantua/Parkside area, or with area residents?
  - c. How would you develop an outreach and engagement strategy for neighborhood residents, with attention to geographic and generational divides?
  - d. Please describe an overview of project phasing.
3. A visual portfolio made up of 5-10 digital images of artwork, along with brief (1-2 sentence) narrative description of projects.

# EXAMPLE PHOTOS + RENDERINGS



