



Northampton Mayor's Youth Commission

BenchWalk 2015!

The Summer Restival



Mayor's Youth Commission

CITY OF NORTHAMPTON

MASSACHUSETTS

City Hall

2nd Floor Hearing Room

212 Main Street, Northampton

Chairs: Mariel Lutz and Jonathan Goldman

City Liaison: City Council President Bill Dwight

Mission Statement

As a celebration of art and public space, the Northampton Mayor's Youth Commission is heading a collaborative art project with the support of local businesses to sponsor artists and local schools to paint the benches of downtown Northampton.

Project Summary

BenchWalk is an opportunity to celebrate the visual arts and the downtown area of Northampton. There will be a total of 15 benches painted.

Artists will submit proposals for bench designs. A jury will select the designs to be used for the benches. The artists will be paid a \$200-\$450 stipend for their work and will be supplied with the necessary paints and materials.

The artists will have a time period in late May to paint the benches on-site in downtown Northampton. After the painting of the benches, there will be an unveiling ceremony, during which the benches will be presented and people will have an opportunity to admire the artwork.

The unveiling ceremony will happen on the same evening as Arts Night Out, in order to create an even larger celebration of Northampton's arts. There will be a brief speech from Mayor Narkewicz and the Mayor's Youth Commission, followed by a ribbon cutting at the bench in front of City Hall. People will receive maps detailing the locations of all the benches, the respective artists, and the different sponsors for BenchWalk. People will then have the opportunity to see the benches and meet the artists and view their other works. Following the event, there will be a reception for all donors and artists.

How to Submit

The final application must be emailed to nohobenchwalk@gmail.com or it can be completed online by going to www.northamptonma.gov/benchwalk.

Your submission must include:

1. Photographs of **7-10 pieces of your past work**, (or a link to an online portfolio/website)
2. A **written explanation**, no longer than 200 words that discusses your ideas for a bench design.
3. A completed **personal information** form.

All materials must be submitted by Friday, May 22nd for consideration by the artists' review board. Please submit your proposal by emailing it to nohobenchwalk@gmail.com, or uploading it to the BenchWalk website by going to www.northampton.gov/BenchWalk. If pictures of your work will not send via email, or will not upload to the BenchWalk website, please send them to the Bench Walk dropbox account at <https://www.dropbox.com/sh/z83xbpv8emedwyj/AADmUhlq7K53061CA9Tz9u9va?dl=0>.

For more information, visit www.northamptonma.gov/benchwalk, or email nohobenchwalk@gmail.com

Please, be cognisant that the benches have slats and there will be some constraints on the drying times due to the types of paints being used. There will be more specifics provided to the selected artists.

Artists' Design Review

A review board consisting of three people will assess each artist's submitted works and design proposal. The board will consist of one Northampton Arts Council member, one Youth Commission member, and one local artist.

The review board will assess each artist's submissions based on the following criteria:

1. Creativity
2. Concept
3. Visual Aesthetic

The review board will select the best designs and three alternative designs. Afterwards, all artists will be notified of the board's final decision via email and mail. If one of the selected artists is no

longer able to paint their bench, then one of the three alternative artists will be selected to fill the vacancy.

Guidelines for Benches

1. No obscene images or profanity.
2. No copyrighted images or advertising; all work must be your own original design.
3. Only two-dimensional designs permitted. Nothing may protrude from the bench.

Selection of Benches

To insure fairness, each artist will be randomly assigned to a bench located in the Downtown Northampton area. No one may choose their own bench, and no changes or swaps are permitted.

Payment Plan

All artists who paint a bench will be paid a \$200-\$450 stipend, depending on the amount of money raised. Awards will be given in the form of a check.

BenchWalk 2015 will be funded by local businesses, organizations, and residents. These local establishments will have the opportunity to give donations directly to the Mayor's Youth Commission, or donate through UniPay on our website. Businesses and organizations will not be able to influence artists' bench designs.

Materials

All paint being used for this project will be donated. Artists must get their paint from Mayor's Youth Commission. Each artist will receive a quart of red, blue, yellow, black, and white paint.

Additionally, artists will also be provided with brushes, mixing cups, stirring rods, and tape. These will also be given to the artists when they receive the paints.

At the night of the unveiling, artists can bring a small table and chair so they can hand out business cards, pamphlets for upcoming exhibitions, a short biography, display their other works or other items. However, artists are not required to bring additional materials during the unveiling event.