

## ASC PUBLIC ART PROGRAM

### Applying for a Commission—Helpful Tips!

#### START EARLY—DON'T WAIT UNTIL THE DEADLINE TO APPLY.

##### Letter of Interest or Video

- Express your interest in the project. What are your essential interests as an artist?
- Mention any relevant experience you have with public art or community projects, and draw connections with this particular project.
- Discuss your process for conceptual development, designing, and fabricating your work (in general).
- Is your work typically site-specific? Provide examples.
- Are you comfortable involving communities in your artistic process? Provide examples.
- Indicate ways a viewer may experience your work up close and from a distance.
- Close with why you think you would be the best artist for the commission.

##### CV's/Resume or Biography

- A resume includes all art-related work experience, starting with your most recent.
- A biography may only include the art-related work experience you want to highlight.

##### Portfolio Images

- Images should align with the type of project outlined in the RFQ/RFP.
- Image quality is extremely important. The images should be clear and focused. Don't submit composites (multiple perspectives or artworks on one image).

##### Image Annotations

- Include the title of the artwork, date and location, brief project description, medium and dimensions, budget, and commissioning agent or client.

##### References

- References for the finalists will be checked, please confirm contact information is accurate.

ASC administers the public art program for the City of Charlotte and Mecklenburg County.



# STUDIO ART VS. PUBLIC ART

## STUDIO ART

- Emphasis on personal vision
- Requires limited business interaction; often handled by art dealers
- Personal expression that *does not* take into account characteristics, interests and concerns of the audience
- Scale is a personal decision usually within parameters of gallery space
- Emphasis is on studio art skills
- Durability of art needs to be sufficient for indoor, gallery conditions

## PUBLIC ART

- Includes collaborative vision often involving architects, landscapers and community members
- Requires substantial interaction with public agencies, fabricators and consultants
- Personal expression that *does* take into account characteristics, interests, and concerns of the audience
- Scale is determined in relation to specific public space, is often larger, taking into account visibility from a distance
- Involves additional design and business skills working with professionals in related fields and with the community
- Necessitates careful attention to and knowledge of various materials and construction in order to address location, safety and high traffic conditions

