

association for
PUBLIC
ART

ART on the
PARKWAY





ART on the PARKWAY

Since 1872 the Association for Public Art – the nation’s first private, nonprofit civic organization – has created a “museum without walls” by integrating public art and urban design.

We commission, preserve, interpret, and promote public art in Philadelphia.

Our commissioning work includes permanent as well as temporary public artworks by internationally recognized artists as well as local Philadelphia creatives.





ART on the PARKWAY

Art on the Parkway is a juried open call organized by the Association for Public Art in partnership with the Parkway Council and Philadelphia Parks & Recreation.

It invites artists, designers, and other creatives to propose a temporary public art installation in Maja Park on Philadelphia's Benjamin Franklin Parkway that will be commissioned for summer 2025 to coincide with The Oval annual summer festival.

Proposals are asked to explore the ways in which art can engage with audiences and respond to the site.

2024 was the first year of the juried open call and our inaugural commissioned project was The Weight of Our Living by Rachel Hsu.





The Parkway Council and Philadelphia Parks & Recreation host The Oval Summer Festival at Eakins Oval and surrounding areas on the Parkway. The festival brings 10,000+ daily pedestrians to the Parkway with 65,000+ registered participants in The Oval programs. Art on the Parkway will be featured and included as part of the 2025 festivities and events.

GENERAL APPLICATION TIPS

- ❑ Confirm your Eligibility. You do not have to be a member of aPA to apply.
- ❑ Understand the *complete* project timeline. Can you complete your project in the time allotted for installation and fabrication?
- ❑ Preview the application on Jotform to be sure you understand everything that must be completed and uploaded.
- ❑ Gather and prepare required materials for submission early. Write your Project Proposal in advance and cut & paste it into the Jotform application.
- ❑ Submit your application early if possible. aPA staff will review applications as they are received. If there are any problems we can contact you and you will have time to resubmit.

SELECTION CRITERIA

- ❑ Jurors will be reviewing your proposal holistically based on the Selection Criteria.
 - ❑ *Artistic Excellence—design ability and skill, integrity, and originality of ideas*
 - ❑ *Relationship of the proposal to the site and its surroundings*
 - ❑ *Ability to realize projects of similar scope & technical feasibility of proposal*

MAJA PARK

- ❑ Understand the Site. Consider the history of Maja Park and the larger context of the Parkway. Do your research. Specific links are available on the aPA website.
- ❑ How will your project be situated on the site? Consider the natural landscape as well as the overall size of Maja Park.
- ❑ Consider the multiple uses of Maja Park: live music performances, free play, exercising, dog walking, relaxing, etc.
- ❑ Importantly, any commissioned project must be able to withstand the elements (sun exposure, hot temperatures, wind, and rain) as well as the public for four (4) months.



*The Parkway Council runs Music in Maja Park in the Spring & Fall.
Other events may happen on the paved courtyard throughout the year as well.*

PROJECT PROPOSAL & PROGRAMMING

- ❑ Write your Project Proposal in advance and cut & paste it into the Jotform application. Be sure it is 300 words or less.
- ❑ Have someone proofread and give you feedback on your Project Proposal if possible. Use clear & direct language.
- ❑ The Project Proposal should explain how the work “explores the ways in which art can engage with audiences and/or respond to the site.”
- ❑ We also want to hear applicants ideas or plans for public programming as part of your proposed artwork. Programming should encourage engagement from the community and various types of audiences. (There is a separate prompt in the application for this narrative - 150 words or less.)
- ❑ Our 2024 commissioned work included a poetry workshop that was tied to some of the ideas the artist was exploring in her work. Other examples might include active or passive engagement.

PROJECT BUDGET

- ❑ Take the time to get quotes from vendors and/or research costs for specific supplies when possible.
- ❑ You do not need to have an amount in every budget category listed on the Jotform application. If you do not have an expense in a category, put \$0.
- ❑ Please include any brief comments on particular expenses if needed for clarification.
- ❑ You are free to use in-kind support as part of your project and this need not be accounted for within the \$15,000 project budget. Please add a comment to your budget explaining any in-kind support.
- ❑ Jurors will not preference projects that are under the \$15,000 award.

IMAGES & RENDERINGS

- ❑ Each image should be 1200 pixels at its longest dimension. One image per “page”. To submit multiple images/pages, combine them into a singular PDF document that is under 10 megabytes. The PDF document may need to be compressed or reduced before submission.
- ❑ Proposal renderings or sketches should be easy for the jurors to read and understand and can include basic notes and dimensions. They can be digitally created or created by hand and digitally scanned or photographed prior to submission.
- ❑ When selecting previous artworks to include in your application, consider quality over quantity. Submit your strongest artwork and/or work that directly relates to your *Art on the Parkway* Proposal.
- ❑ Caption and/or credits for all images and renderings should be in a clear legible font - artist, title, date, materials, and location if relevant. Always include a photo or image credit even if it is in your name (as the artist).

←←← Each image should be 1200 pixels at its longest dimension →→→



Each image should be saved at 72 dpi as a PDF. One image per page.

To submit multiple images/pages, combine them into a singular PDF document.



Rachel Hsu

The Weight of Our Living, 2024, Detail

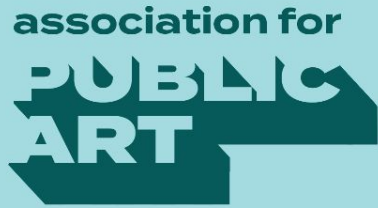
Stones, concrete, Corten steel, planting material, pine bench

Maja Park, Philadelphia, PA

Photo: Constance Mensh for the Association for Public Art

RÉSUMÉ/CV

- ❑ Résumés should ideally be no more than 2 pages. Curate your most relevant experience.
- ❑ Include information that highlights your experience as an artist or experiences that demonstrate your ability to carry out your Project Proposal.
- ❑ Artists who are selected as finalists will need to provide contact information for three (3) references who are familiar with your work.
- ❑ If you are applying as a Team Applicant, résumés are required for all members of the team.



ART on the PARKWAY

Reviewed the Art on the Parkway FAQs and STILL HAVE QUESTIONS?

Email - opencall@associationforpublicart.org

Interested in learning more and supporting the Association for Public Art?

Visit - www.associationforpublicart.org/support