



CALL FOR TEMPORARY PUBLIC ART PROPOSALS

iSombra! The Celebration of Shade
Supported by the Bloomberg Philanthropies
Public Art Challenge Grant

DEADLINE FOR SUBMISSIONS

February 12, 2024 at 5:00 PM (MST)

ARTIST INFORMATION MEETINGS (virtual/optional)

January 9, 2024 at 9:00 AM (MST)

January 23, 2024 at 3:00 PM (MST)

WORK SESSIONS WITH PROJECT TEAM ARTISTS (virtual/optional)

January 17, 2024 from 1:00 – 5:00 PM (MST)

January 31, 2024 from 1:00 – 5:00 PM (MST)

PROJECT WEBSITE

www.phoenix.gov/arts/sombra



Call for Temporary Art Proposals: *iSombra! The Celebration of Shade*
Deadline to Apply: February 12, 2024 at 5:00 pm

ABOUT THE CITY OF PHOENIX DEPARTMENT OF ARTS AND CULTURE

The City of Phoenix Department of Arts and Culture

The Phoenix Department of Arts and Culture was established in 1985 to champion and sustain the City's arts and culture community to make Phoenix a great place to live, work, and visit.

Our Commitment

The Department of Arts and Culture believes in fair treatment, access, and opportunity for all individuals. Our equity strategy aims to identify and eliminate barriers that have prevented marginalized groups' full participation in the agency's programs and to strengthen equity, diversity, and inclusion in the arts and culture sector for Phoenix residents.

The City of Phoenix fully endorses and supports the concept of equal business and employment opportunities for all persons, regardless of race, color, age, sex, religion, national origin, genetic information, marital status, disability, sexual orientation, or gender identity or expression.

Land Acknowledgement:

The Department of Arts and Culture acknowledges that modern-day Phoenix is on the traditional lands of the Akimel O'odham (Pima) and the Tohono O'odham and before that their ancestors (Hohokam) as well as the Pee-Posh (Maricopa). We honor the elders of both past and present, as well as future generations that enable us to live here today. Further, we acknowledge the sovereignty of the [22 Tribal Nations](#) who continue to steward the lands that make up the state of Arizona.

INTRODUCTION

In October 2023, Bloomberg Philanthropies selected Phoenix as a winner of a \$1 million grant as part of its Public Art Challenge. This unique program supports temporary public art projects that address important local civic issues in cities nationwide. Phoenix's project, *jSombra! The Celebration of Shade* will commission artists to create shading and cooling installations in response to extreme urban heat.

The project is a collaboration between the Department of Arts and Culture, the Parks and Recreation Department, the Office of Innovation, the Office of Heat Response and Mitigation, and the Mayor's Office. The Project Team, led by the Department of Arts and Culture, also includes two Phoenix artists, [Maria Salenger](#) and [Fausto Fernandez](#), who will work closely with the selected artists to fully develop and implement their proposed ideas, including providing technical assistance, logistical support, and guidance on community outreach strategies. They will also be available to applicants while the Call is open, as noted in the How to Apply section.

The City of Phoenix is one of eight winners of the Public Art Challenge from more than 150 project proposals received from cities in 40 U.S. states. The project will be developed over the next two years and conclude at a free, one-day festival in September 2025. Visit publicartchallenge.bloomberg.org to learn more about the Bloomberg Philanthropies' Public

Art Challenge, and stay tuned for updates as Phoenix’s project comes to life at www.phoenix.gov/arts/sombra.

ABOUT THE PROGRAM

The City of Phoenix Department of Arts and Culture seeks to commission nine temporary art installations as part of *jSombra! The Celebration of Shade*. In 2025, the nine projects will be temporarily located in neighborhood parks throughout Phoenix; in September 2025, they will be reinstalled at Steele Indian School Park for a free, one-day festival celebrating the community’s resilience to heat and the critical importance of shade in Phoenix.

This opportunity is open to all artists and designers, at least 18 years of age, living in the United States regardless of race, ethnicity, or gender. No public art experience is required.

Artwork Goals

- **Each proposal must respond to the urban heat challenges** in Phoenix by providing communal cooling environments, promoting personal protection from the heat, or other creative tactics that advance Phoenix’s mission to become the leading heat-ready city.
- Proposals should also include **community engagement strategies** that spark new ideas for residents to protect themselves against extreme heat.
- Proposals that are considered **experimental or innovative** (in materials, process, or themes) are highly encouraged.

Urban Heat Inequities

Urban heat does not affect all people equally. Underserved communities, including the Edison-Eastlake neighborhood, are especially susceptible to extreme heat. The lack of trees, ground vegetation and shade, along with large amounts of asphalt, contribute to the heat-island effect resulting in increased temperatures. With this in mind, the park locations represent diverse neighborhoods in Phoenix where *jSombra! The Celebration of Shade* will be most effective and community engagement activities can easily occur. The locations, one in each City Council District, are also supported by the Office of Heat Response and Mitigation’s Heat Action Planning Guide and associated research.

When applying for this opportunity, each applicant must select a preferred neighborhood park in which they wish to install their project. Information about the parks is listed in the How to Apply section.

Program Schedule (subject to change)

December 27, 2023	Call to Artists released
January 9, 2024	Artist Information Meeting (virtual) 9:00 AM (MST)
January 17, 2024	1:00 – 5:00 pm (MST) Work Session with Project Team artists

January 23, 2024	Artist Information Meeting (virtual) 3:00 PM (MST)
January 31, 2024	1:00 – 5:00 pm (MST) Work Session with Project Team artists
February 12, 2024	Application Deadline 5:00 PM (MST)
February 2024	Selection panel review and recommendation of awardees
March 2024	Contract execution
April – August 2024	Project development and community outreach
September 2024	Final Designs Due/Arts & Culture Commission, Parks Board update
October – February 2025	Artwork fabrication
March – June 2025	Installation of projects*
April – August 2025	Celebratory events and/or participatory activities**
September 20, 2025	Closing festival and reinstallation of all projects

*Exact dates for installation to be determined depending on project design and site restrictions. Projects must be available to the public a minimum of one month.

**Exact dates for celebratory events and participatory activities to be determined based on the project design and pre-planned Parks and Recreation programming.

Contact information: For questions about the program, contact Carrie Brown, Deputy Director, Department of Arts and Culture, carrie.brown@phoenix.gov or 602-495-0197.

HOW TO APPLY

Eligibility: This opportunity is open to all artists and designers, at least 18 years of age, living in the United States regardless of race, ethnicity, or gender. No public art experience is required. Teams are eligible to apply but must designate a lead applicant for communication purposes. Artists applying as a member of a team are not eligible to also apply as an individual.

City of Phoenix employees, Parks Board members, and Arts and Culture Commissioners and their immediate family members, and selection panelists and selection panelists' immediate families, are excluded from participating in this opportunity. Applications from artists' representatives, managers, or galleries will not be accepted.

Submissions: Applications must be submitted online via the Department of Arts and Culture's Grants Portal, MARGO, at <https://phoenixarts.smartsimple.com>. Do not mail or email applications or original artwork. Applicants are strongly encouraged to retain a complete copy of their application for their records. Applicants can receive technical support by contacting Anel Arriola, Grants and Systems Manager, at anel.arriola@phoenix.gov or 602-534-5084.

Application Materials:

1. Narrative Questions (1,000-word-limit for all four questions)
 - a. Identify lead applicant and any partners to be involved, if applicable, and describe why you are interested in this opportunity.
 - b. Summary of your proposed idea, including materials to be used and preferred

- park location.
- c. Describe community engagement strategies for this project. Explain how the community will be invited to interact with or learn from your project.
 - d. Describe previous collaborations you've been involved in. Share an example of when you've received feedback from collaborators and/or community that resulted in adjusting a project design.
2. Artist/Team Bio (250-word-limit) – summarize your/your team’s artistic practice.
 3. Estimated Budget – the all-inclusive budget for each temporary installation is \$50,000 – \$75,000. This includes all costs related to the completion of the project, including but not limited to, research, travel expenses*, community engagement, design development, structural engineering, fabrication, and installation of the artwork at two locations. Applicants must include a budget request as part of the application process. *Travel expenses will be paid out of a separate budget but should be included in the Estimated Budget to provide a full picture of the project costs.
 4. Support Materials – digital images, videos, and/or website links that will help illustrate your proposed idea. Support materials could be images of your past work or renderings of your proposed idea. Submit no more than 5 files and include a detailed description of each file. *Note: renderings of your proposed idea are not required.*

Artist Information Meetings and Work Sessions with Project Team Artists

Two Artist Information Meetings will be held virtually before the submission deadline. These meetings will provide a detailed overview of the scope of work, program schedule, and application process. You do not need to register for these meetings.

Jan 9: <https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=m709e9c7bc655682c8a36b52df430fdf7>

Jan 23: <https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=m8b94b63ba57290370d5c1a17a15ddcc6>

In addition, two work sessions with Project Team artists, Maria Salenger and Fausto Fernandez, will be offered before the submission deadline. Interested applicants can register for a 20-minute session to discuss proposal ideas and glean insight about the Phoenix community.

Email Carrie Brown at carrie.brown@phoenix.gov to schedule your session within the allotted time noted in the Program Schedule.

Park Site Restrictions

Several of the park locations are watered with flood irrigation, meaning that the artwork will likely be under a few inches of water multiple times during the installation period. Typically, parks are watered with flood irrigation twice a month during the summer months. Some parks have a lot of infrastructure, like community centers, pools, and ramadas, while others have more open spaces. Each park is unique, and each project should respond to the site in which it is placed in some way. The Project Team will assist all selected artists in finalizing their conceptual ideas to meet the site restrictions. Projects cannot permanently alter or damage the park sites.

Park Locations

Cortez Park (District 1) - 3434 W. Dunlap Ave, Phoenix, AZ 85051
Sereno Park (District 2) - 5720 E. Sweetwater Ave, Scottsdale, AZ 85254
Sunnyslope Park (District 3) - 802 E. Vogel Ave, Phoenix, AZ 85020
Cielito Park (District 4) - 3402 W. Campbell Ave, Phoenix, AZ 85017
Maryvale Park (District 5) - 4420 N. 51st Ave, Phoenix, AZ 85031
Los Olivos Park (District 6) - 2802 E. Devonshire Ave, Phoenix, AZ 85016
Roesley Park (District 7) - 4205 S. 15th Ave, Phoenix, AZ 85041
Eastlake Park (District 8) - 1549 E. Jefferson St, Phoenix, AZ 85034
Steele Indian School Park (festival location) - 300 E. Indian School Rd, Phoenix, AZ85012

Interactive Google Map showing tentative artwork locations within each park:
https://www.google.com/maps/d/edit?mid=1Freid8Fw3eVuObJlO2vuVb5l_s9jA5c&usp=sharing

SELECTION PROCESS

The Project Team will review all submissions for completeness and develop a short list. A selection panel will then be convened to review the eligible submissions and recommend nine projects. Members of the selection panel may include art and design professionals, artists, subject matter experts (urban heat), educators, and community members. Non-voting advisors to the panel may include City staff and members of the Project Team. The selection panel's recommendation will go before the Parks Board for final approval. At least four projects will be awarded to Arizona-based artists or artist teams.

Evaluation Criteria

Responses to this Call for Temporary Art Proposals should be concise, well-organized and provide the requested information. Late applications, incomplete applications, or applications that fail to meet the eligibility requirements will not be considered.

During the evaluation process, applications will be scored using the following criteria:

- 1. Responsiveness to the Call** **15 pts**
Proposal responds to the urban heat challenges in Phoenix by providing communal cooling environments, promoting personal protection from the heat, or other creative tactics that advance Phoenix's mission to become the leading heat-ready city.
- 2. Artistic Merit** **10 pts**
Proposal shows experimentation or innovation with the use of materials, processes, and/or themes.
- 3. Feasibility and Potential for a Successful Outcome** **10 pts**
Proposal clearly describes how the project will come to fruition. Budget and support materials demonstrate knowledge of related costs and experience.

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| 4. Community Engagement | 10 pts |
| <i>Proposal demonstrates the applicant's experience with community engagement and meaningful strategies to implement throughout the project development.</i> | |
| 5. Collaboration | 5 pts |
| <i>Proposal demonstrates the applicant's experience with collaborate design processes.</i> | |
| Total | 50 pts |

Commitment to Transparency

The City of Phoenix Department of Arts and Culture is committed to transparency and best practices in the selection of artists for this opportunity. Any conflicts of interest that arise during the selection process will be addressed immediately. This policy is intended to create a level playing field for all applicants and to protect the integrity of the selection process. Additionally, the City reserves the right to disqualify incomplete or late applications or applications that do not meet the eligibility requirements.

SELECTED PROPOSALS

After applicants are selected, they will need to complete the following:

- Register as a City of Phoenix [vendor](#) or confirm previous registration
- Review and sign a contract (Payment schedule will be determined by the project's milestones)

Project Implementation

Once the nine projects are selected, the Project Team will work closely with each artist to fully develop their concepts and ensure a successful outcome, both from a constructability and community engagement perspective. Activities include:

April – August 2024	Site visits, concept development, and community engagement activities
September 2024	Deadline for final designs, including schedules and itemized budgets

Each temporary installation must be installed for at least one month and will have its own celebratory event and/or participatory activity.

Program Closing Event

All projects will be reinstalled at Steele Indian School Park in early September 2025 for the closing festival on September 20, 2025.

*******END*******