

DATE: February 14, 2024

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: **Center for the Performing Arts Call for Artists and Jury Process**

PURPOSE

Discuss augmenting future Center for the Performing Arts Call for Artists and jury process.

BACKGROUND

Annually, the City issues a Call for Artists to invite artists and artist teams to display at the Center for the Performing Arts (CPA).

As described in the most recent Call for Artists to Exhibit in the CPA (Attachment 1), applications are submitted online via CaFÉ at www.callforentry.org, an online application system for calls for entry. Current eligibility requirements as defined by the Visual Arts Committee include professional artists or artist teams over the age of 18 residing in the local 11 San Francisco Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma. Applicants are asked to include the following information in their applications:

1. Artist resumé.
2. Five to 10 images of current work to be exhibited.
3. Annotated image descriptions (title, date of artwork piece, dimensions, and type of media).

Once the application period closes, the Visual Arts Committee (VAC) members blind-jury the applications and score each application out of seven points.

ANALYSIS

In order to create transparency for artists as well as the VAC, the Call for Artists should clearly delineate the evaluation criteria, including eligibility and ineligibility used in the process of jurying art. The VAC can establish the parameters around the geography of artists, any priority or preference for artists that have exhibited in prior years, grouping artists for an exhibit, or any other criteria.

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Attachment: 1. Call for Artists to Exhibit Art in the Center for the Performing Arts (2024)



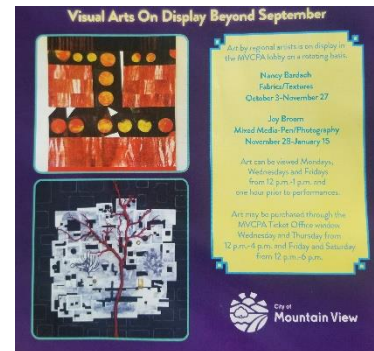
CALL FOR ARTISTS

Exhibit Art in the Lobby of the Mountain View Center for the Performing Arts (2024)

Applications will be accepted from:
12:00 noon (PST), Monday, November 6, 2023
 through
12:00 noon (PST), Friday, December 8, 2023

The City of Mountain View's Visual Arts Committee is inviting artists and artist teams working in a variety of media to exhibit art in the lobby of the Mountain View Center for the Performing Arts (500 Castro Street, Mountain View, California, 94041) for the 2024 season.

The rotating exhibits are approximately six to eight weeks in length and are viewed by thousands of people visiting downtown Mountain View and attending shows at the Mountain View Center for the Performing Arts (MVCPA).



Images related to Art Exhibitions at the Center for the Performing Arts

APPLICATION

Applications will be accepted from **Monday, November 6, 2023, at 12:00 noon to Friday, December 8, 2023, by 12:00 noon (Pacific Time)**. **APPLY EARLY**. Applications will not be accepted after the December 8, 12:00 noon deadline.

ELIGIBILITY

The call is open to all professional artists/artist teams over the age of 18 residing in the local 11 San Francisco Bay Area Counties (Alameda, Contra Costa, Marin, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma).

APPLICATION REQUIREMENTS

All applications must be submitted online via CaFÉ at www.callforentry.org, an online application system for calls for entry. There is no charge for artists to apply or use CaFÉ. Applications that are mailed, faxed, or hand-delivered will not be considered as this is an online system.

All applications should include the following:

- Artist Resumé.
- Five to 10 images of current work. All images must be of art that would be exhibited for six to eight weeks during the 2024 season (see below for exhibit installation requirements).
- Annotated image descriptions. Please include the following information: title, date of art piece, dimensions, and type of media.

All applicants should allow adequate time to submit their applications. To get additional assistance using CaFÉ, please contact WESTAF by calling 303-629-1166 or via email at cafe@westaf.org.

EXHIBIT INSTALLATION REQUIREMENTS

All applications should review the following installation requirements prior to submitting an application.

- Only artwork that is framed, properly wired, and ready for installation will be accepted. All artwork must be able to be hung on the MVCPA's system.
- Art is hung only along walls. The walls are curved, comprised of panels that are roughly 96" wide with discernable grout line between panels. Works are hung from a picture rail mounted 8' from the floor.
- Maximum dimensions per piece:
 - Width: 60"—Due to curvature of the exhibit walls, single pieces should be less than 5' in width.
 - Height: 84"
 - Depth: 6"
- Typical weight per artwork piece: Up to 20 pounds. The system can handle a few pieces of up to a maximum of 75 pounds per exhibition. Load on the hanging system must be taken into account should an exhibit contain more than two to four heavy pieces. Excess weight

may damage the hanging system. System failure will damage artwork. Mountain View Center for the Performing Arts makes the final determination of appropriate load distribution and whether or not art will be hung.

- Art can also be hung in the Mountain View City Hall Community Development Department Lobby. The maximum available usable space for installations:
 - Wall: 8' wide by 5' high.
 - Alcove: 5' wide by 2' high.

SELECTION TIMELINE

The Visual Arts Committee anticipates making artists selection at their February 2024 meeting. Artists will be notified soon thereafter and, if selected, the artist will work with the City on contract and insurance requirements and exhibit timelines. *The artist chosen to display their art in the first six- to eight-week slot will be required to do so in May 2024.*

CONTACT INFORMATION

All questions or requests for additional information regarding this Call for Artists should be emailed to vac@mountainview.gov. Any questions regarding the CaFÉ website should be directed to WESTAF at 303-629-1166 or www.callforentry.org.

SUBMISSION REQUIREMENTS

All applications must be submitted online via CaFÉ at www.callforentry.org, an online application system for calls for entry. There is no charge for artists to apply or use CaFÉ. Applications that are mailed, faxed, or hand-delivered will not be considered as this is an online system.

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