

**PROSPECTUS FOR
AMPLIFY - Spruill's Annual Outdoor Art Installation
REQUEST FOR PROPOSALS**

LOCATION/CONTEXT:

The side of the "Smoke House" on the Spruill Gallery grounds, located at 4681 Ashford Dunwoody Road, faces the intersection of Ashford Dunwoody Road and Meadow Lane in Dunwoody, GA, in the Perimeter area. Currently the home of the 2022 AMPLIFY winner *The Forest for the Trees*, by Alice Stone Collins.

Recent winners include Alea Hurst, *Together We Bloom*, 2021; Christopher Michaels, *Find Your Wings*, 2020. Historically, the competition boasts of presenting works by some of Atlanta's most renowned artists, including Sara Emerson (2010), Jason Kofke (2011) and Kojo Griffin (2004).

Spruill Gallery, housed within a historic Victorian-era home, presents contemporary art exhibitions and unique artists-made gifts. Located within the growing Perimeter area, we are pleased to call many major corporations such as UPS, Cox Enterprises, State Farm and Mercedes our neighbors. Gallery visitors find unexpected moments of creativity and reflection in this bustling neighborhood and residential community.

This year's panel of jurors seeks a vibrant art installation or mural appealing to neighborhood residents, visitors, and business owners. The project and unveiling coincide with Dunwoody's Arts and Culture Month and Spruill Center for the Arts' annual "Spirits for Spruill" event on October 14. Spruill Gallery will maintain the mural's surface for 11 months when a new art installation project occurs at the same location.

INTENT/THEME:

The design should activate the entire west-facing wall and represent an awareness of the feasibility of production and installation in application and material handling. Applicants may see further details on city-wide criteria for public art installations [HERE](#) and the complete Public Art Ordinance [HERE](#).

The Jury Panel seeks works with a clear aesthetic vision and idea, evidence of successful past projects, and suitability for the installation site. All mediums and concepts are welcome to submit for consideration. The artist(s) will retain the copyright of their image, granting Spruill Center for the Arts and Spruill Gallery permission to reproduce the image for promotion purposes, including all press, marketing, and social media. Ownership of the work will transfer to Spruill Center for the Arts upon all parties' signing of the contract.

SITE/SIZE:

The intersection of Ashford Dunwoody Road and Meadow Lane is located at 4681 Ashford Dunwoody Road; the wall identified for the art installation is located on the "Smoke House" on the Spruill Gallery grounds, facing west.

The designated wall measures approximately 14 feet wide and 6 feet tall- approximating 84 square feet of treated wall space. For proposals of installations that include the grounds surrounding the wall, the approximate depth is 9 feet. (See Appendix B for diagram and photographs). Guidelines require high-quality mural pigments

and materials intended for outdoor use and a final UV sealing varnish and anti-graffiti topcoat, where applicable, with an intended exposure period of approximately one year. All aesthetic styles are considered.

SELECTION COMMITTEE:

The Selection Committee will consist of 9 individuals comprised of members of the Dunwoody and Spruill Center for the Arts communities, including, but not limited to the Dunwoody Arts Commission, Discover Dunwoody, Spruill Center for the Arts staff, board, instructors, or students.

PROJECT FUNDS/BENEFITS:

\$5,000 award to the winning submission
Up to \$1,000 materials stipend for the installation

- As Dunwoody's Artist-in-Residence, the artist receives up to a week-long stay at the Residence Inn Hotel, located a few steps from the project location (only valid during installation dates).
- Limited edition prints of the installed project to be sold through the Spruill Gallery with 60% of net sales to revert to the winning artist. Details are found in the contract form upon acceptance of the award.
- Lecture/discussion of the artist's work to an audience of Spruill Center for the Arts staff, students, board of directors, Dunwoody government officials and the broader business and residential community.
- All entries submitted will be eligible for inclusion in an ongoing City of Dunwoody database of artists and art projects for future consideration of public art projects, both municipal and commercial.

ELIGIBILITY:

Open to individual artists/artist teams. Applicants must be at least 18 to be eligible for this opportunity.

PIGGYBACK CLAUSE:

The City of Dunwoody shall be permitted to purchase direct services from any participating vendor responding to this application. Please indicate acceptance or rejection of this option by checking the yes or no box.

Yes

No

PROJECT TIMELINE:

Submissions must be received by July 28, 2023.

3 (three) Finalists will be selected and notified by August 4, 2023.

Finalist proposals are due by August 18, 2023.

The panel will select a competition winner from the three finalists on September 8, 2023.

The competition winner will complete their on-site installation on October 4 - 13, 2023.

Spirits for Spruill project unveiling and celebration on October 14, 2023, from 4:00 p.m. – 7:00 p.m.

APPLICATION/SELECTION PROCESS:

DEADLINE:

All Application materials are due to Spruill Gallery by 5:00 pm EST, July 28, 2023, emailed to smorris@spruillarts.org

SUBMISSION MATERIALS:

All submissions must include the following:

- A letter of intent, not to exceed 500 words, which includes a description of your past work and this project's proposed theme and design. All submissions must include sketches of your proposed project.
- Up to 10 visual representations (digital) of your past, successful projects that demonstrate your skills and ability to create a mural or art installation successfully. Describe the media used and the application process.

Include an annotated image key to correspond with each image describing the pictured site and scale of the project.

- A current resume including artwork/art education or CV- a three-page maximum. Please include your contact information.
- This email submission process requires all application images and materials to be digitally submitted. Please use a standard "Word.docx" or PDF format for all written documents.
- Artists must submit all images, drawings, and diagrams in a standard JPEG format (no larger than 8" X 10" at 300 DPI). Individual emails should be at most 10 MB. If you send multiple emails to accommodate your submission, please label them in the subject area of your email with your last name and the sequence. (Example: Spruill AMPLIFY, Smith 1 of 3)
- Submissions must be received at the following email address by 5:00 pm EST on the due date: smorris@spruillarts.org

QUESTIONS/FOLLOW-UP:

Please send all inquiries directly to Shannon Morris, Gallery Director, by
Email: smorris@spruillarts.org.

APPENDIX A – Previous Art Installations



Forest for the Trees, Alice Stone Collins, 2022



Together We Bloom, Alea Hurst, 2021



Find Your Wings, Christopher Michaels, 2020



The Wave, Sara Emerson, 2010



Everything Will Be OK, Jason Kofke, 2009



Kojo Griffin, 2004

APPENDIX B – Site Diagram and Photographs



The designated wall on the "Smoke House" measures approximately 14 feet wide and 6 feet tall. This is approximately 84 square feet of wall to be treated. For proposals of installations that include the grounds surrounding the wall, the approximate depth is 9 feet.



