

## **Open Call: DCLEATED**

### **Colossal Cleats x Purposeful Presence**

Deadline to apply: December 23, 2023

City Walls and Spacelab Detroit are excited to announce a unique art installation project for the upcoming 2024 NFL Draft happening in Detroit, DCLEATED.

The NFL Draft is a major event that attracts hundreds of thousands of fans from all over the world and will be in Detroit this coming April. It is also a highly televised event, with many further millions of viewers tuning in to watch the next generation of NFL stars make their way to the professional ranks.

For the upcoming event, City Walls is fabricating twenty colossal football cleats and are looking for talented Detroit artists to customize them. Each of which will be linked to a local & Detroit-based causes/non-profit/charity of the artists choice. The cleats will be displayed during the month of April 2024 in and around the heart of downtown Detroit. When the NFL Draft concludes, the cleats will be auctioned off individually at a community event, with all the proceeds from the sale of the cleats to benefit the local cause represented on the cleat.

We are looking for local artists who are passionate about their community, connected to their local organizations, and who are excited to uplift a local cause that they are passionate about. This is a unique opportunity to showcase your creativity with a unique & eye-catching customized cleat and support your community at the same time. We are looking for artists who are passionate about using their art to make a difference. We are open to all types of artistic styles and mediums, and we encourage artists to think creatively about how they can use the cleat as a canvas to tell a story and to raise awareness for their chosen cause.

The commission is being managed by City Walls Detroit in conjunction with Spacelab Detroit.

### **Project Goals:**

- Create a unique and eye-catching art installation that will enhance the 2024 NFL Draft experience in Detroit.
- Raise awareness of local Detroit-based causes, non-profits, and charities.
- Generate funds for local causes through the auction of the customized cleats.
- Showcase the creativity and talent of local Detroit artists.
- Promote community engagement and collaboration.
- Generate positive publicity for Detroit and the DCLEATED project.

## **The Project**

### **Project Schedule**

- November 23, 2023: CTA Released
- December 6, 2023: Deadline for Questions
- December 23, 2023: CTA Closes
- Early January: Selection Panel Meeting(s) Begin
- Mid-January: Artist Announced
- Late-January: Artist Cleat Pick-up & Artist Creation
- Late March: Cleats installed

## **Artist Scope of Work**

### **Artist Scope of Work Artist/Artist Team Responsibilities:**

- The selected artist/artist team will be required to work in collaboration with City of Detroit. Artist/artist teams should be prepared to share their personal practice with the community as this is inherently a group project.
- Conducting research to better understand the site, the project, the community's history and current culture, along with any other elements deemed helpful to their creative process
- Develop concepts and renderings for the project
- Present concepts and refinements
- Create a final approved concept and design
- Fulfill the responsibilities within the contracted budget and timeline; Must be able to complete the cleat design within a specified timeframe.
- Identify a non-profit 501(c)(3) who has been operating for at least 3 years to partner with

### **City Walls Detroit responsibilities:**

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement

- Assist in the coordinating applicable permits and right of entry for install
- Coordinate with various departments to install & uninstall Cleats at various locations

### Budget

The overall budget: \$1,250 artist stipend per Cleat (60 Square Feet)

This budget is all-inclusive, including but not limited to artist's fees, artist's assistant costs, artist's studio costs, materials and supplies, specify consultants, and community engagement participation.

### Artist Selection Process

We are seeking artists or artist teams who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.

Artist must be able to partner with a local cause of their choice.

Must be able to commit to creating a custom cleat design that is both visually appealing and respectful of the local cause represented.

Must be able to complete the cleat design within a specified timeframe.

## **Artist Selection Process**

### **Process**

This is an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. City Walls Detroit and the selection panel will review the artist submission and identify one artist/artist team per project to be selected for the project.

There are a total of 20 Cleats available.

### **Selection Criteria**

Winning artists/artist team will be selected based on the selection panel's evaluation of the following criteria:

- 25pts Experience in creating permanent, durable, outdoor public artwork
- 25pts Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
- 10pts Experience in community engaged art process and research
- 15pts Artist Statement
- 10pts Detroit Based Artist

- 15pts Preliminary Sketches

**The Selection panel consists of 1 member from each category below:**

- Mayor's Office
- Department of Neighborhood
- City Walls
- Visit Detroit
- Community Member
- Community Member
- Community Member
- Community Member
- Community Member

### **Application**

**Along with completing the online form, interested artist/artist team should submit:**

- Provide up to 3 paragraphs on why you chose the Detroit-based causes/non-profit/charity and how they impact Detroit's landscape.
- A project brief page including the name(s) and contact information of submitter.
- A CV or resume for each artist (1 page per artist).
- Up to 3 images of past work you consider relevant to this project.
- Up to 3 images of preliminary designs for the cleat.
- Digital images must be JPEG files
  - Each image must be unlocked and downloadable for viewing
  - Upload 1 sheet with the following information per image

Image name

Title of artwork

Location

Date of completion

Budget, medium, and dimensions

Up to 4 sentences of project description

- 2 references of previous public art clients

### **Submission Instructions**

A link to the Submission form can be found electronically at this web address:  
[cityofdetroit.org/citywalls/CTA](http://cityofdetroit.org/citywalls/CTA)

Questions can be submitted to [citywalls@detroitmi.gov](mailto:citywalls@detroitmi.gov)