



CALL FOR CROSSWALK DESIGNS/CONCEPTS

Carroll Street Crosswalk at Ball Street - Perry, GA

SUMMARY

The Perry Main Street Program (City of Perry, GA) is seeking graphic designers to create a design that can transform an ordinary crosswalk into a vibrant space. The goal of the project is to bring art elements to Downtown Perry. It will add vibrancy to downtown and encourage people to think about public spaces to share art.

DESCRIPTION

As a part of the Perry Main Street Work Plan and its efforts to bring public art to public spaces in Downtown Perry, the Placemaking Committee and Perry Main Street Program (Perry, GA) are issuing a call for bold and creative crosswalk designs in Downtown Perry.

IMPORTANT ARTIST INFORMATION

- Crosswalks will not be painted by designer/artist. Selected crosswalk designs will be produced and installed by GEVEKO MARKINGS. This procedure is being used to achieve longevity for the artwork.
- Colors may vary depending on the company paint stock.
- Artist must be willing to redesign or simplify design for production, if needed.
- Artists will be recognized with signage by crosswalk and website and social media recognition.

ARTIST STIPEND

Selected artist will be awarded \$300 for the design**

** Selected artist will still be compensated for design, even if project does not get final implementation approvals.

DESIGN/CONCEPT CRITERIA

- Must reproduce to scale 30 ft x 8.5 ft.
- Styles that reproduce best, but are not limited to:
 - Organic silhouette, minimalistic, art deco, modern, geometric
 - Use solid colors in design elements. Avoid using shadows and shades.

ADDITIONAL CONSIDERATIONS

- Multiple concepts/designs may be submitted.
- Artist must be willing to redesign or simply concept or work with 3rd party installer to achieve optimal results for fabrication and installation.

- Artwork cannot contain trademark images, logos, or be in any way thematically linked to a commercial business, establishment, product, or service.
- Religious and political themes or symbolism will not be considered.
- Designs that depict violence or contain obscenities will not be considered.

LOCATION

900 block of Carroll Street at Ball Street. The crosswalk between 900 and 901 Carroll Street.



HOW TO SUBMIT YOUR DESIGN(S)

Concepts may be submitted via email to Alicia.hartley@perry-ga.gov. Entries are due by Wednesday, September 18, 2024. Acceptable files: JPG, PNG, EPS, AI, SVG, PDF

PROPOSAL SELECTION CRITERIA

A selection panel comprised of City of Perry staff and placemaking team members will review and evaluate the applications based on criteria that may include but is not limited to the following: creativity and originality.

SELECTED ARTIST/TEAM TO PROVIDE

- 3-5 sentence biography and high-resolution image of yourself.
- Completed W-9.
- City of Perry/Perry Main Street program will have the right to use the artwork for marketing purposes on any platform and in any format to include memorabilia/souvenirs.

QUESTIONS: All questions regarding this application should be submitted in writing to Alicia Hartley, Downtown Manager, Alicia.hartley@perry-ga.gov. All questions submitted and responses will be posted as FAQs.