



RIVER FALLS CREATES: Call for Artists
Power Plant Substation
July 2021

ABOUT THE PROJECT

The City of River Falls, WI, through its municipal utility (RFMU), is accepting proposals from artists or teams of artists who would like to be considered for an exterior installation located at the City's power plant substation, 401 South Winter Street. The substation is adjacent to the City's historic power plant building along the Kinnickinnic River.

The goals of the substation project are to showcase artwork along the City's walking trail system, celebrate the river, and commemorate the 100+ year history of public power in River Falls.

As part of the proposal, the artist(s) will include information on the design, fabrication, and installation of the artwork. The artwork should be made of durable materials suitable for outside elements and change in temperature and as impervious to vandalism as possible. The artwork shall require little or no maintenance.

The artist(s) should visit the proposed installation site prior to submitting a proposal. Possible installation areas include four panels having 260' total square feet or other locations on the site as appropriate for the artwork. The estimated measurement for each panel (picture is included) is:

- Panel 1: 17' x 4'
- Panel 2: 13' x 4'
- Panel 3: 18' x 4'
- Panel 4: 17' x 4'

ABOUT THE CITY

The City of River Falls is in the beautiful St. Croix Valley just 30 minutes from the Twin Cities and is home to 16,000 residents. The City houses the University of Wisconsin-River Falls, Chippewa Valley Technical College, an eclectic and vibrant downtown, and several international companies. The River Falls City Council has established a percent for art program, "River Falls Creates," to enhance the quality of life for residents and visitors. The objectives of the program include:

- Increase the understanding and enjoyment of public art by River Falls residents
- Promote public interaction with public spaces
- Provide unusual and challenging employment opportunities for artists
- Encourage collaborations between artists and architects, and artists and engineers
- Support artist participation in planning public projects

ELIGIBILITY

This call for artists is open to established and emerging artists 18 years of age or older, working in all media.

SELECTION PROCESS and EVALUATION CRITERIA

The Exhibit Selection Committee includes a City Council representative and up to six additional members appointed by the city administrator. The committee will review all eligible artist submissions with preference given to creative and site-specific proposals that are able to integrate the history and beauty of the area. The committee may choose to award a small stipend to invited project finalists for concept development.

Submissions are evaluated by the following criteria:

- Artistic excellence and originality as evidenced by the representations of past work images and other supporting materials
- Appropriateness of artist's medium, style, and previous experiences as they relate to the project goals, site setting, and Wisconsin climate
- Experience with projects of a similar scale and scope
- Ability to create site-specific or site-reactive works
- Availability to participate in the design and implementation of the project as required

BUDGET

Artist is responsible for all associated expenses related to design, fabrication, transportation, and installation of the artwork. The City expects total project costs to remain below \$30,000. Please include an itemized project budget in your proposal.

INSTALLATION

Our goal date for installation is Dec. 31, 2021. Duration of installation is considered permanent, considering the life of the artwork. The City of River Falls will retain ownership of the artwork or decommission at its discretion.

PROPOSAL SUBMISSION

Submission deadline is **5 p.m. Friday, Sept. 17, 2021.**

The following should be addressed to River Falls Creates Committee and submitted through Jason Stroud, assistant city administrator, to jstroud@rfcity.org or by mail to: City Hall, 222 Lewis St., River Falls, WI, 54022.

1. Resume (including contact information)
2. Artist statement
3. Proposal – proposal should be clear, specific, and outline the plan and timeline for the artwork as well as installation
4. Budget
5. Images or current related work and at least one rendering of the proposed project

NOTIFICATION

You will be notified by email of application material status by Oct. 4, 2021.

