



**Arts Council of Greater Lansing, Inc.**  
**Art in the Sky Billboard Project**  
**Request for Proposals 2017**

**The Opportunity**

The Arts Council of Greater Lansing is a strong believer of art for all and understands the importance of public art in creating "cool cities," places where people want to live, work and play. It is for this reason that we proudly partner with Adams Outdoor Advertising to present our "Art in the Sky Billboard Project."

Since 2010, Adams has helped us showcase the art of close to 40 area artists, allowing their magnificent work to radiate the Lansing Tri-County skies, and we are pleased to once again offer this exclusive opportunity to our Individual Artist Members.

**The Process**

Adams will produce 14ft. H X 48ft. W vinyl images of eight artworks to be placed on billboards in the Lansing market on a space-available basis. Through Adams' generosity, and a financial subsidy from the Arts Council, the chosen artist participants pay a \$100 fee for their individual billboard. (Billboards are valued at more than \$1000.) **Fee must be paid by artist before billboard is produced.**

**Eligibility**

The "Art in the Sky Billboard Project" is an exclusive Arts Council of Greater Lansing member benefit and is open to current, active (2017) individual visual-artist members only, who live in Ingham, Eaton or Clinton County. (Dues - \$40/year – must be a full-year member) Note: To ensure diversification and showcase as many local artists as possible, artists can submit work to the Billboard Project on a bi-yearly basis, ex. 2016 recipients are ineligible to reapply until 2018.

**The Format**

Examples of previous billboards can be seen on the [Arts Council's Billboard page](#). The 2017 layout will be the same: an image of the artist's work will appear along with **artist name** (no business names), **artist medium** i.e. painter, sculptor, printer, etc, and a colored banner to the right, containing the Arts Council logo.

**How to Apply**

Upload your submission on [Slideroom](https://lansingarts.slideroom.com) (https://lansingarts.slideroom.com) by 11:59 p.m. on Sunday, Sept. 24, 2017. Submission must include: one (1) high-quality image suitable for billboard display and an artist statement (Max. 100 words) **NOTE: Submission must follow exact specifications listed below. Late or incomplete submissions or submissions containing more than one (1) image will not be accepted.**

## Submission Specs

Choose one (1 only) image that best represents **your work as a visual artist** and that will best translate to 14ft. H X 48ft. W billboard. No self-images, promotional or commercial advertisement images will be considered. Artwork must be suitable for public space and not contain nude or profane images. The Arts Council reserves the right to adjust images to fit billboards if necessary.

### Image submission requirements:

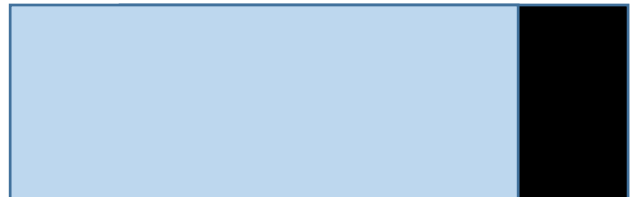
One image sized 7in. H x 17in. W

Accepted files - jpg

Resolution - 300 dpi or larger

Color Mode - CMYK

7in. H x 17in. W



### Review Process

A peer-review panel comprised of arts professionals and experts will review submissions and select the top six-eight artworks based on the following criteria:

- Quality of artwork submitted
- Creativity used in creating image/artwork
- Suitability of image for billboard (clear and understandable image for showcasing the arts in the tri-county)

Once produced, the billboards are initially installed outside of Ingham County to attract visitors. They are then moved, periodically, to different locations throughout the tri-counties on an as-available basis. The Arts Council will notify artists of installation dates and locations as soon as we receive a roster from Adams's. While Adams's vinyl images are guaranteed to last for one year, some are in rotation up to two years or more. Those that do not show signs of damage or fading, are stored and rotated to vacant billboards in the service area as locations become available. **The vinyls remain the property of Adams Outdoor Advertising.**

### Additional Marketing

Chosen billboards are featured on the Arts Council of Greater Lansing's website and on all of our social media channels, including Facebook, twitter and Pinterest.

### TENTATIVE SCHEDULE

Sept. 1	Art in the Sky Billboard Project" announcement and RFP
Sept. 24	Submission deadline
Week of Sept. 25	Peer-review panel convenes
Week of Oct. 2	Artists are notified/contracts sent to finalists
Oct. 16	Signed contracts and \$100 fee due
Week of Oct. 23	Artists approve final billboards
Nov. 3	All artwork sent to Adams Outdoor Advertising
First week of Dec.	Billboards created/installed (first month, outside of Ingham Co.)

**For More Information**

Contact Dawn Gorman, communications and events manager at [dawn@lansingarts.org](mailto:dawn@lansingarts.org) or call 517-853-7584.

**Arts Council of Greater Lansing – 1208 Turner St., Lansing, MI 48906 (517) 372-4636**

**[www.lansingarts.org](http://www.lansingarts.org)**