



Art in the Sky Billboard Project Request for Proposals 2020/2021

The Opportunity

The Arts Council of Greater Lansing is pleased to announce its 2020/2021 “Art in the Sky” Digital Billboard Project in partnership with Adams Outdoor Advertising.

This juried public art project is a well-recognized and celebrated aspect of our Greater Lansing landscape and offers area artists the opportunity to market their work on a grand scale as well as be part of a collective art installation that strengthens the impact arts and culture has on our community.

Since 2010, Adams has helped us showcase the art of nearly 60 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

This year’s billboard project is all new and will feature digital billboards of six (6) Greater Lansing area artists whose work will be featured in the Lansing market on a space-available basis. There will be two components to this year’s project.

Component 1

- A two-week-long artist community digital billboard rotation on more than 12 billboards throughout the Greater Lansing region and beyond.

Component 2

- Rotation of individual monthly featured artists whose work will be displayed singularly on multiple billboards throughout the region and beyond.
- Each chosen artist’s work will be featured on multiple digital boards for two months (i.e. selected artist #1’s art will be featured on multiple digital billboards throughout the Greater Lansing region for Jan./Feb. 2021, selected artist #2’s art will be featured on multiple digital billboards throughout the Greater Lansing region for March/April 2021 and so on).

Through Adams’ generous Public Service Announcement program (PSAs), along with a financial subsidy from the Arts Council, each chosen artist participant will pay a \$100 fee as their personal investment in this public art project (digital billboards are valued at more than \$2,500 per month). **Please note that artist \$100* fee must be paid before billboard design is produced. *If financial constraints keep you from applying for this program, please contact Arts Council executive director, Meghan Martin at 517-853-7580.**

Eligibility

The “Art in the Sky Billboard Project” is an exclusive Arts Council of Greater Lansing member benefit and is open to current, active (2020) individual visual-artist members only, who live in Ingham, Eaton or Clinton county.

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. 2019 recipients are ineligible to reapply until 2021.

The Format

Examples of previous billboards can be seen on the [Arts Council's Billboard page](#). The 2020/2021 design will be similar: 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.

7in. H x 17in. W



How to Apply

Upload your submission on [Slideroom](https://lansingarts.slideroom.com) (https://lansingarts.slideroom.com) by 11:59 p.m. on Monday, Oct. 19, 2020. 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.**

See [video](#) on how to save high-quality jpeg images.

Submission Specs

Choose **one (1)** 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 - jpeg
- Resolution - 300 dpi or larger
- Color Mode - CMYK

Review Process

A peer-review panel comprised of arts professionals and area experts will review submissions and select the top six 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 will be featured on digital units throughout the region and beyond on an as-available basis. The Arts Council will notify artists of initial billboard locations as they are available.

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 (Subject to change)

Sept. 4	Art in the Sky Billboard Project" RFP opens
Oct. 19, 11:59 p.m.	Submission deadline
Week of Oct. 19	Peer-review panel convenes
Week of Oct. 26	Artists are notified/contracts sent to finalists
Nov. 2	Signed contracts and \$100 artist fee due
Week of Nov. 9	Artists approve final billboards
Mid Nov./ Dec.	Billboards scheduled

For More Information

Contact Dawn Gorman, communications and events manager at dawn@lansingarts.org.

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