

# **Call to Artists**

## **Icon Series for Dover Parking Garage**

On behalf of the City of Dover, the Dover Arts Commission is seeking a graphic designer to design five icons and a directory sign for the new Orchard Street Parking Garage. The icons will be based on Dover landmarks previously selected by the Arts Commission and will become the basis for a mosaic tile project that will be completed later in 2016.

### **Background**

The Dover Arts Commission has been working with the Police Station and Parking Garage Building Committee, and more recently the Parking Commission, to develop a public art project that would add visual interest to the interior of the new Orchard Street Parking Garage.

The City of Dover is committed to this project and has approved the Dover Arts Commission's plan to assign a Dover landmark and corresponding color to each floor of the garage. The following icon themes were chosen, and the elevator lobbies have been painted to coordinate with them:

1. The Dover Mounted Patrol
2. Garrison Hill Tower
3. Dover City Hall
4. The Coheco Mills
5. The Gundalow

The icons will not only will add artistic interest to the garage, they will aide visitors with way-finding by associating each floor with a number, name, image and color.

### **Icon Requirements**

The artist will design a set of five icons, one for each landmark mentioned above. Since the artwork will be applied to way-finding signs, the images should be easily identifiable, graphic representations and must be presented in black and white. The icons will be printed on professionally made signs that will be permanently installed in the elevator lobby on each floor.

Another reason the icons need to be simple and easily identifiable is because they will be used as the inspiration for five mosaic murals that will be created by a local artist with help from children in the community.

## **Deliverables**

The Dover Arts Commission may request up to three rounds of revisions while the icons are being developed. Once final designs are approved, the artist will provide source files (AI, INDD, or PSD) as well as vector files (EPS).

The icons will become the property of the City of Dover and can be reproduced and reused by the Arts Commission indefinitely without any additional payment to the artist.

## **Budget**

The budget for the icon project is a maximum of \$2,000.

## **Timeline**

<b>October 21</b>	Application deadline
<b>October 28</b>	Notification of winning artist
<b>November 1-14</b>	Comps and revisions (up to three rounds)
<b>November 18</b>	Final artwork due

## **Application Requirements**

To be considered, please submit:

- A letter of interest outlining your prior work experience
- Relevant samples of your work in JPEG format, or a link to your website or online portfolio
- An artist biography or resume, no longer than one page
- A list of three professional references. Include name, title, phone number, email address and state how the references are familiar with your work.

All materials must be submitted by e-mail to [m.cuddy@dover.nh.gov](mailto:m.cuddy@dover.nh.gov) by **11:59 p.m. (ET) on October 21, 2016.**

## **Questions?**

For more information, contact Mark Cuddy at [m.cuddy@dover.nh.gov](mailto:m.cuddy@dover.nh.gov).

## **Reference Images**

To view or download reference images for the five Dover landmarks, visit <http://go.usa.gov/xkUyS>.