



## Call for Artists: Public Art Installation on the River Birch Trail

PAL Spartanburg is seeking artists to create an art installation along The Daniel Morgan Trail System, specifically on the River Birch Trail. For this unique public art installation, we invite artists to create visually compelling designs that will transform our horizontal sewer line poles into vibrant community assets provided by the trail. We encourage artwork that is bold, impactful, and designed to flow seamlessly along the length of the pole. As the first phase of an ongoing effort to bring artistic expression to the trail system, this installation will enhance the trail experience and foster community engagement.

### About the River Birch Trail

Built by PAL and owned by the City of Spartanburg, the River Birch Trail is a paved, accessible path ideal for families with strollers, bikes, and wheelchairs. The trail has recently been expanded from East Main Street along Lawson's Fork Creek to the Drayton Mills Trails via Heywood and Beverly Roads.

### Project Theme

We invite artists to submit concepts that inspire future generations and reflect the trail's significance to the community. Artwork should evoke themes of **health, sustainability, and community**, celebrating the intersection of **nature, movement, and local culture**.

**Linear Narratives:** Designs that tell a story or unfold a visual sequence along the length of the pole.

**Panoramic Landscapes:** Interpretations of our region's natural or urban landscapes, emphasizing the horizontal expanse.

**Abstract Rhythms:** Patterns and designs that play with the linear nature of the poles, creating visual movement and interest.

**Community Connection:** Visual representations of shared experiences, journeys, or connections within our community.

### Artwork Restrictions:

Artwork must not contain:

Explicit political statements or identifiable political figures.

Offensive, obscene, or inappropriate content.

Direct religious symbols or imagery.

No corporate logos.

## Project Details & Timeline

- **Submission Deadline:** March 28, 2025

This is the absolute final date and time for all digital art submissions. Late submissions will not be considered.

Please ensure all required materials, as outlined in the full call for artists, are submitted by this deadline. This includes, but is not limited to, digital artwork files, artist statements, resumes, and any supplemental materials.

It is strongly recommended to submit your artwork well in advance of the deadline to avoid potential technical issues or last-minute complications.

- **Artist Selection:** The public art committee will review submissions and select artists by April 4, 2025.

The Public Art Committee comprises experienced individuals with expertise in art, design, and community engagement.

The selection process will be based on artistic merit, originality, suitability to the project's theme, and the artist's ability to meet the technical specifications.

The submitted artwork can be a concept image, hand-drawn drawings or paintings, original photography, or digital image. Further revisions after the committee meets may be accepted after this deadline.

The committee reserves the right to select as many artists as they deem necessary to complete the project.

The required file format is JPEG, TIFF, PDF, AI, or EPS under 2 megabytes.

- **Artwork Completion Deadline:** Finalized digital artwork must be submitted by April 25, 2025.

The completion deadline allows selected artists approximately four weeks to finalize their artwork based on any feedback received from the committee.

Artists will be notified of the committee's feedback in person, email or phone.

Artists are expected to stay in close contact with the project coordinator during this phase.

- **Artwork Format:** 300 dpi digital artwork, which will be printed on vinyl and applied to sewer line poles.

The required file format is JPEDG, TIFF, PDF, AI, or EPS under 5 megabytes.

Once finalized with the committee, artwork must be prepared in CMYK color mode for optimal printing results.

Artists should consider the cylindrical nature of the poles when designing their artwork, ensuring that the design wraps seamlessly.

Specific dimensions and any necessary templates will be provided to selected artists.

The project coordinator will be able to provide technical assistance if needed

- **Installation Scope:** Artwork will be displayed along sewer line poles, each approximately 20 feet in length. Multiple artists may be selected to contribute to different sections of the installation.

The installation aims to transform these functional structures into vibrant public art pieces, enhancing the visual landscape of the area.

The committee may assign specific sections of the poles to individual artists to ensure a balanced and diverse representation of artistic styles.

The committee may also choose to allow artists to collaborate on sections of the poles.

The vinyl wrap will be designed to be weather resistant, and durable.

The project coordinator will oversee the installation process.

Artists who are local to Spartanburg area are asked to join PAL at the unveiling in May 2025.

- **Selected artist(s) will be asked to enter into an agreement about specifics prior to installation.**

### Who Can Apply?

Artists of all backgrounds—including **teachers, professionals, and emerging artists**—are encouraged to submit proposals.

## Selection Committee

- **PAL Spartanburg:**
  - Laura Ringo, Executive Director
  - Leigh MacDonald, Trails Development Director
  - Liz Evans, Development & Marketing Director
  - Tim Carter, Trails & Park Construction
- **Spartanburg Water:**
  - Jennifer Candler, Communications Manager
  - Lisa Oliphant, Communications Specialist
  - Robert Walden, Chief Operating Officer
- **Spartanburg Art Museum:**
  - Ryan Teten, Executive Director
- **Wofford College:**
  - Jessica Scott-Felder, Associate Professor of Studio Art
- **City of Spartanburg:**
  - Frendalyn Fraiser, Planning Director
  - Kim Brown, Parks, Recreation, & Special Events Director

## Compensation

To properly value the artists' contributions, the project will provide honoraria as follows: Individual artist selected for this commission will receive an honorarium of \$3,000, acknowledging the time and creative effort dedicated to developing and finalizing their artwork for the sewer line installation. This honorarium is intended to support the artist's professional practice and recognize their valuable role in enhancing the public space.

Join us in transforming the River Birch Trail into a canvas that reflects Spartanburg's future!

Please Submit Art to: [dchitishvili@palspartanburg.org](mailto:dchitishvili@palspartanburg.org)

**PAL and the selection committee may ask artist(s) to modify their work to fit the space allotted.**

PAL (Play. Advocate. Live Well.), in its commitment to promoting this public art initiative and documenting its impact, reserve the right to reproduce the selected artwork images for print and promotional materials. This includes, but is not limited to:

**Project Documentation:** Archiving the project through photographs and video, including the artwork in situ on the sewer line poles, for historical and record-keeping purposes.

**Promotional Materials:** Creating brochures, flyers, posters, postcards, and other printed materials to publicize the project, the artists, and future initiatives.

Website and Social Media: Featuring the artwork on the PAL website, social media platforms, and other online channels to reach a wider audience.

Press Releases and Media Kits: Providing high-resolution images to news outlets and media partners for coverage of the project.

Exhibition Catalogs and Publications: Including the artwork in catalogs or publications related to the project or public art in the region.

Grant Applications and Reports: Utilizing images to support grant applications and demonstrate the success of the project in reports to funders.

Educational Purposes: Utilizing images for educational lectures, presentations, and workshops.

In all instances, PAL and the selection committee will endeavor to credit the artists appropriately. While PAL and the selection committee will exercise reasonable care in the use of the images, artists retain copyright ownership of their original artwork. Any commercial use of the artwork beyond the scope outlined above will require separate written permission from the artist. PAL will not sell the images. PAL will only use the images for non-profit promotion of the project.



