

**RIDGE HILL, YONKERS, NY  
BANNER PROJECT  
Invitational Request for Proposals**

**OVERVIEW**

ArtsWestchester, in partnership with Ridge Hill invites you to submit at least two (2) and up to three (3) designs for banners that will be produced by Ridge Hill, and installed on lampposts throughout the property.

Ridge Hill is an open-air regional shopping center located in Yonkers, New York. An inviting Town Square, complete with village green and children’s play sculpture, welcomes visitors to relax and enjoy the ambience while they shop, dine, play, and live. The property is animated with murals, artist-designed planters, live concerts, other creative expressions by area artists. As the property readies to welcome shoppers and visitors once again, its main traffic artery, Market Street will be converted into a pedestrian-only zone so that visitors will be able to enjoy the outdoor environment and comfortably social distance. The lamp post banners will be installed along Market Street and bring vibrancy to the center’s “downtown” corridor.

Winning artwork will be selected through a competitive panel process, which will include representatives from both organizations. The banner artwork should be original in design and reflect uplifting themes of hope, joy, and community. When designing, artists are encouraged to consider that Ridge Hill is a family-friendly environment and that artwork will be installed above gallery-viewing height.

Artists will be awarded an honorarium of \$200 to produce proposals.

The project winner should be prepared to submit finished, high-resolution (300dpi) artwork files no later than June 29, 2020.

Please review all details in this document before making your submission.

**RFP DEADLINE:** All proposals must be submitted online via the link provided by Monday, June 15, 2020, 11:59PM, E.S.T.

**RFP Info Session:** Friday, June 5, 2020 9AM. Zoom invitation to follow

**PROJECT AWARD:** Artists will receive a \$200 honorarium to produce proposal designs.

Awards for winning artwork will be \$750/design.

**APPLICATION PORTAL:** TO COME

**OPPORTUNITY DETAILS**

**THE SITE**

Ridge Hill is where people go SHOP, DINE and PLAY. Patterned on a classic downtown, this family-friendly outdoor center features a central Town Square and children's play area. In addition to a mix of popular fashion, sports and technology retailers, the center is home to LEGOLAND® Discovery Center, a 12-screen National Amusements Showcase Cinema de Lux, Whole Foods Market, and many delicious restaurants including The Cheesecake Factory, Yard House, and Texas de Brazil. Ridge Hill is also home to original works of art by regional artists including "Big Girl Playground," a whimsical child's play area designed by renowned sculptor Tom Otterness, a mural by Nick Kuszyk, and planters by Ann Ladd.

Located in Yonkers, NY, at Exit 6A off the New York State Thruway and at the Tuckahoe Road West Exit from the Sprain Brook Parkway, Ridge Hill is easily accessible to all Westchester, Putnam and NYC Metropolitan-area residents and visitors. Learn more at [www.ridgehill.com](http://www.ridgehill.com) and follow @shopridgehill on Facebook, Twitter and Instagram.

### **DESIGN PARAMETERS:**

Proposed artwork should be appropriate for all ages and audiences, while speaking to universal themes of hope, joy, and community. Artists are invited to submit at least 2 and up to 3 distinct designs for consideration. Artists may submit alternative color schemes for a design, however that is still considered part of that design and not a distinct submission.

All styles of artwork will be given equal consideration.

Proposals will be judged based on their artistic merit and on the criteria established by the Selection Committee.

Selected artwork will be produced as 18oz vinyl banners, with dimensions as follows: 60"h x 29"w

A template for the banners is included in the artist kit.

### **HOW TO APPLY:**

All submissions must be made electronically, via our online application portal, using the following link: [CLICK HERE](#)

No submission via email, mail, or in-person shall be accepted.

### **PROPOSAL REQUIREMENTS:**

Proposals must include the following:

- 1. Artist CV/Resume**

*Format:* Word Doc, pdf

*Quantity:* Up to 1 files

Current CV/Resume is not to exceed 2 pages highlighting relevant projects from the last 5 years.

- 2. Artist Statement**

*Format:* Word Doc

*Quantity:* Up to 1 file, not to exceed 1 page.

### **3. Proposed Banner Designs**

*Format:* jpeg, tiff, tiff, PDF

*Quantity:* Up to 4 files per submission. Each submission will have its own field.

Artwork may be hand drawn or made with a computer software, but must be submitted digitally.

Artists must use the two provided templates per design: the banner template, and the installed banner template. Proposed artwork may be submitted as low resolution, but final works will need to be submitted in 300DPI. Note that quality and clarity of the submitted files will impact the way the panel experiences your proposed artwork.

### **4. Project Statement**

*Format:* Word Doc

*Quantity:* Up to 1 file per design

A written description of the proposed artwork to give the viewer understanding or insight. The Project Statement should inform, provide context, and present the inspiration for your work. It can be descriptive or reflective in nature (1-page maximum).

### **5. Additional Support Materials**

*Format:* Word Doc, PDF, jpeg

*Quantity:* Up to 1 file

## **SELECTION CRITERIA:**

A selection committee will review all eligible artist submissions. The committee will include representatives from ArtsWestchester and Ridge Hill

Submissions will be evaluated by the following criteria:

- Artistic excellence and originality as evidenced by proposal documents, and other supporting materials.
- Appropriateness of artist's medium, style, and previous experience as they relate to the project goals and setting.

The Winner(s) will be approved by the Selection Committee and will contract with ArtsWestchester.

## **FULL SCOPE OF WORK:**

All proposal documents will become property of ArtsWestchester and Ridge Hill and will be used for educational and/or promotional purposes of the project. Each proposal may be exhibited for committee and community consideration, or to promote the project in the media. Artists submitting designs for consideration grant ArtsWestchester and Ridge Hill an irrevocable, world-wide, and perpetual, license to use the proposal documents and the Artist's name and biographical information for any lawful use, including without limitation for publications concerning the Project. ArtsWestchester may consider submitted proposal documents for other public art opportunities in the event the Artist is not selected.

Artists who are selected for the project will be contracted by ArtsWestchester to produce final, print-ready artwork, in keeping with the designs accepted by the Selection Committee. Winning artists shall grant Ridge Hill and ArtsWestchester an irrevocable, world-wide, perpetual, and royalty-free license to use any and all

copyrights, trademarks, or any other intellectual property contained in the Project Documents, which include the final artwork, as well as to use the Artist's name, likeness and biographical information, for any lawful use, including without limitation for publications concerning the Project.

Additional responsibilities of the selected Artists include, but are not limited to:

- The Artist shall be available with reasonable advance notice for a reasonable number of meetings required to coordinate design and project implementation, ceremonies, press conferences and photo opportunities and the like, as necessary.
- Should the artwork be created by hand and needs to be scanned or photographed in order to produce high resolution files for printing, the artist is responsible for obtaining those services and for the costs associated with such services. If requested, ArtsWestchester may provide the names of vendors who can provide those services.
- The Owner shall be responsible for printing and installing the banners.

By submitting designs to the project and accepting the honorarium, the artist Agrees to the full scope of work and the terms of the project.

**PROJECT CONTACTS:**

All questions about this opportunity should be directed to ArtsWestchester.

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