



Paint Herndon 2014

Request for Proposal: Educational and Participatory Activities

Response deadline: Wednesday, July 23, ~~Monday, June 9, 2014~~

The annual Paint Herndon event is a celebration of the arts and the anniversary of the opening of ArtSpace Herndon. The cornerstone of the event is the Painting Competition with divisions for Adults, Teens, and Youth.

This year, ArtSpace Herndon would like to continue the success we had last year with introducing more educational and participatory activities for the general public and those not participating in the painting competition. Once again, we need your help and creativity.

All artists and art educators, including both visual and performing arts, are invited to offer their ideas and talents to make Paint Herndon 2014 better than ever.

What are we asking artists and art educators to do?

We are asking you to design an educational and/or participatory activity that involves children, youth, or adults in the arts and submit those ideas to us in the form of a proposal, see attached proposal form. If selected, the artist is expected to lead and/or staff the activity at Paint Herndon on **Saturday, September 20, 2014**.

What is the selection process? Based on the proposals submitted, the ArtSpace Herndon Visual Arts Programming Committee will choose those that best meet the goals and objectives for Paint Herndon and that will fit within the time and space available for activities and the budget. Artists will be notified of the juror's decision no later than **Tuesday, July 8, ~~June 23, 2014~~**.

Will the artist be paid? The artists whose ideas are chosen are eligible to receive some compensation for their time and creativity up to the amounts shown below. Any additional needs or requests for reimbursement will be addressed by ArtSpace on an individual basis. If artists would like to **donate** their stipend to support future programming and activities, ArtSpace Herndon would gratefully accept the planned compensation amount as a donation.

Is there a theme? Yes and no. The activities should be about **fine art**; but there are no restrictions to the type of fine art: Among the visual arts, painting, drawing, sculpture, photography, hand built pottery, fiber arts, glass, mixed media, etc. are eligible. Among the performing arts, composing, choreography, dance, musicianship, acting, theater, singing, etc. are all eligible.

Activities can be, but are not required to be, related to the subject matter of the September exhibition, *Parked Outside the Door*, a photography exhibit by John Petro exhibit featuring vehicles and buildings. See <http://www.artspaceherndon.com/exhibits/parked-outside-the-door/> for more information on the exhibit.

What type of activities are we looking for? We are looking for quality arts activities that allow Paint Herndon participants and/or visitors to the gallery to experience the creative process of art or learn about art. We want the activities to be age appropriate with educational goals so that participants learn about fine art while completing a fun activity. The activities are to be offered on a "drop-in basis". Only the evening event(s) will be by "registration" and can include a fee for participation.

What type of activities are we looking for? (cont.)

Be creative! The following list is meant to be a starting point and will hopefully spark many other ideas. The details provided will also give you some direction on the structure of the activity.

Drop in Activities

- **Original Idea.** Artists are encouraged to present their original ideas for educational and participatory activities for Paint Herndon 2014. Drop in activities should be planned for all day from 9:30am until 3:30pm, for the morning from 9:30-12:30pm, or the afternoon 12:30-3:30pm. Artist compensation: to be negotiated, up to \$150. *A note about materials:* Materials costs should be kept below as low as possible. The artist proposing an original idea will be reimbursed by ArtSpace Herndon for materials based on the number of participants and the per person materials cost outlined in the proposal form, up to a given maximum.
- **Hands-On-Art.** Artists are asked to design an art activity specifically for young children, ages 3-8 years old. This activity would need to be offered on a drop in basis all day from 9:30am until 3:30pm, for the morning from 9:30am-12:30pm, or afternoon from 12:30pm-3:30pm. Artist compensation: \$75/half day, \$150 for all day. *A note about materials:* The artist proposing a Hands-on-Art activity will be reimbursed by ArtSpace Herndon for materials based on the number of participants and the per person materials cost of no more than \$1/person up to a given maximum.
- **Demonstration.** An artist does a demonstration creating a work of art in a short period of time or showing how a technique or style of creating art is done in approximately 1 hour. Selected activities in this category would be scheduled to begin between 10am and 2pm. The artist provides all the materials and props needed for the demonstration. Artist compensation: \$50.
- **Drop-in Class or Workshop.** Artists are invited to present a class or workshop in any medium of visual or performing arts designed to “teach” a specific skill. This activity would need to be effective in a drop-in setting. This activity would offered all day from 9:30am until 3:30pm, for the morning from 9:30am-12:30pm, or afternoon from 12:30pm-3:30pm. Artist compensation: \$75/half day, \$150 for all day. The artist provides all props and materials. *A note about materials:* The artist proposing a Hands-on-Art activity will be reimbursed by ArtSpace Herndon for materials based on the number of participants and the per person materials cost of no more than \$1/person up to a given maximum.
- **Group Painting Project.** The artist is asked to choose a famous painting for participants to paint as a group project, “block” the outline of the painting in a large scale format (approximately 4ft x 8ft) on the backdrop material, and provide instruction/guidance to the public as they apply paint to create a finished artwork during the event. ArtSpace Herndon will work with the artist to determine the backdrop material, type and source for paint, size, etc. The goal would be for the finished product to be of the caliber to be used as artwork in another window on the exterior of the current building as part of the “Art in the Windows” project, if approved by the Town. Artist compensation: up to \$100.
- **Tableau,** present an original “scene”/“still life” of objects and/or person(s) or recreate a scene or person painted by a famous artist to serve as inspiration for painters in the Paint Herndon Painting Competition. The tableau can be presented on the ArtSpace site or in cooperation with a local business in downtown Herndon. It must be accompanied by a poster or display about the famous artwork/artist or an explanation of your inspiration and how it relates to fine art styles, techniques, or artists. The tableaus would need to be set up by 9:00am on the morning of the event and stay in place until 3:00pm. The artist provides all props, costumes, etc. needed to create the tableau and agrees to monitor the tableau throughout the day (volunteers will be available to provide regular breaks for the artist). If located off-site, the ArtSpace Herndon website will provide a list and directions to the tableau sites and recognize the participating businesses. The Artist(s) and the Business(s) that create a tableau give permission for the tableau to be used in artwork of any medium and any persons participating in the tableau must provide a model release for such artwork or photography. Artist compensation: \$100.

Evening Activities. Only the evening activities/events will be by “registration” and can include a fee of \$30 or more for participation. These activities would need to take place in 3 hours or less in the evening from 7-10pm on the day of the event. The artist can establish a limit on the number of participants and participants will be asked to register and pay a fee for the activity in advance. The artist provides all props and materials. Artist Compensation: to be negotiated up to \$150 for a 3 hour activity/event that has met the minimum registration requirement of 8 participants. Artists are encouraged to market their activity to their patrons to assist in filling the session.

- **Original Idea.** Artists are encouraged to present their original ideas for educational and participatory activities for the evening. *A note about materials:* The artist will be reimbursed by ArtSpace Herndon for materials based on the number of participants and the per person materials cost outlined in the proposal form. Materials costs should be kept below \$10/person.
- **Class or Workshop.** Artists are invited to present a class or workshop in any medium of visual or performing arts designed to “teach” a specific skill. *A note about materials:* The artist will be reimbursed by ArtSpace Herndon for materials based on the number of participants and the per person materials cost outlined in the proposal form. Materials costs should be kept below \$10/person.
- **Participatory Activity/Paint Along.** This is a catchall for participatory activities, where participants complete an art project, painting, or other creative endeavor in the course of the session; such as painting their version of the instructor’s work, a master’s work or in-the-style-of a famous artist.
- **Design and Wine Style Event.** A variation of a paint along for adults/young adults in the evening where participants enjoy a glass of wine and light refreshments while completing a painting in 3 hours or less. The wine and refreshments will be provided by ArtSpace Herndon.

What about materials? Artists will be reimbursed for materials as outlined above. Any surplus materials for which an artist is reimbursed become the property of ArtSpace Herndon at the end of the event.

ArtSpace has a limited number of easels, tables, and chairs and a few children’s art supplies that can be made available to the artists for the educational and participatory activities proposed. Please list the items and number requested on your proposal form.

Where will the activities take place? Activities will take place inside and outside of ArtSpace Herndon, located at 750 Center Street in downtown Herndon on Saturday, September 20, 2014. In the case of the tableaus, some may be at the sites of businesses in downtown Herndon. *The event is held rain or shine. In the event of heavy rain, activities will be scaled back and/or moved inside.*

- As many activities as possible, will be held outside under 10 x 10 tents. ArtSpace will provide tents for the educational and participatory activities selected and scheduled for outside.
- Most indoor activities will be held in the Sapphire Gallery at ArtSpace Herndon, capacity 8-12 students depending on the activity and setup.
- Demonstrations may take place in a section of the gallery, if appropriate.
- Hands-on-art activities will be held outside under a tent, if at all possible.
- Evening activities may take place in the Macintyre ArtLab, the Sapphire Gallery or the Post Gallery depending on the nature of the activity and the number of participants.

Will the artist know in advance how many participants there will be? It depends on the activities proposed. For drop-in activities, ArtSpace will work with you to come up with an estimate. For evening activities that are limited in the number of participants, the artist is asked to establish a maximum number of participants. ArtSpace will provide a registration system and keep the artist informed of the number of registrants for your activity.

How will the activities be promoted and marketed? ArtSpace Herndon will provide promotional materials and information on all activities on their website, to local newspapers, and through their email marketing system as it

does with all activities. The artists that are chosen for the education and participatory activities are expected to also market the activities to their patrons and friends.

What else will be going on at Paint Herndon? The annual Paint Herndon event is a celebration of the arts and the anniversary of the opening of ArtSpace Herndon. The cornerstone of the event is the Paint Herndon Painting Competition offering cash prizes to the winners in the Adult, Teen, and Youth divisions. In addition the educational and participatory activities covered by this request for proposal, Paint Herndon will include an outdoor art show and sale called “Art on the Lawn”, and booths by local arts organizations. There will be a birthday party reception and awards ceremony for the Painting Competition in late afternoon and evening activities.

What else do I need to know about participating in the educational and participatory activities at Paint Herndon 2014 if my proposal is accepted?

- The Artist grants ArtSpace Herndon and the Herndon Foundation for the Cultural Arts the right to photograph and use images of the artist working and images of artwork featured in Paint Herndon activities for promotional purposes.
- The Artist warrants and represents that s/he owns the copyright to the artwork and educational materials provided as part of a chosen Paint Herndon activity and that those art works and materials do not infringe the copyrights, trademarks, rights of privacy or any other rights of any third parties or of any other person.
- **Artwork and/or materials brought to ArtSpace Herndon as part of the Paint Herndon event are the responsibility of the artist(s).** The Artist is responsible for insuring, delivering and picking up his/her artwork and any materials provided for Paint Herndon activities. ArtSpace Herndon and the Herndon Foundation for the Cultural Arts and/or their employees or volunteers are not liable for theft or damage to artwork and/or materials in transit, on display, or otherwise included in the activities associated with Paint Herndon 2014.
- The artist also agrees to hold harmless ArtSpace Herndon, Herndon Foundation for the Cultural Arts, and/or their employees or volunteers for injury, property damage, or theft of any kind related to their participation in the events associated with Paint Herndon 2014.

Sponsor:

ArtSpace Herndon and the Herndon Foundation for the Cultural Arts gratefully acknowledge the support of the _____ as the sponsor for Paint Herndon 2014.



Paint Herndon 2014 is produced by ArtSpace Herndon, Herndon’s non-profit art center located at 750 Center Street in downtown Herndon. **ArtSpace Herndon** is a not for profit arts center created and supported by the Herndon Foundation for the Cultural Arts that includes a 1,700 sq. ft art gallery and two classrooms for classes and small group sessions with artists. A

gathering place to celebrate the arts, ArtSpace Herndon showcases artwork and events by local, regional, and nationally known artists and performers. ArtSpace is also available to rent for private receptions and business gatherings. ArtSpace Herndon is supported by grants and donations. Your support is encouraged and appreciated; to learn more visit, www.ArtSpaceHerndon.org.





Paint Herndon 2014

Proposal Form

Educational and Participatory Activities

The requested information must be received **by midnight Wednesday, July 23, ~~Monday, June 9,~~ 2014.**

Proposals can be submitted online, by email, and by regular mail:

To submit your proposal online, go to www.ArtSpaceHerndon.org and click on Calls for Art;

Email proposal form to Brenda Page at public_relations@artspaceherndon.com

Or, mail proposal form to ArtSpace Herndon, PO Box 916, Herndon, VA 20172 ATTN: Paint Herndon

Name: _____

Address: _____

Email: _____ Website: _____

Phone: _____ (home) _____ (cell)

Name on marketing materials: _____

Type of Activity: (circle one, for multiple ideas, please submit multiple forms)

Drop in Activities

- Original Idea
- Hands-on-Art
- Demonstration
- Drop-in Class or Workshop
- Group Painting Project
- Tableau

Evening Activities (limited number of participants and fee)

- Original Idea
- Class or Workshop
- Participatory Activity/Paint Along
- Design and Wine

Maximum Number of Participants: _____

Target Age Group: (circle one or more)

- All ages
- Children Aged 3-8
- Youth Aged 8-11
- Teens Aged 12-17
- Adults over 21

Preferred Time: (rank in order of preference, 1 = first choice; put an "X" if not interested or not available for a time slot)

- ___ All day: 9:30am – 3:30pm
- ___ Morning: 9:30am – 12:30pm
- ___ Afternoon: 12:30pm – 3:30pm
- ___ Evening: 7pm – 10pm

Description of Proposed Educational and Participatory Activity: _____

Educational Goals/Objectives: _____

Teaching Experience/Artistic Experience: (Note: in promotional materials we like to "sell" the instructor as much as the activity. Please provide any information that would help us market you as the artist and leader/instructor for the activity you have proposed.)

Artist Compensation: _____ I accept the amount listed in the request for proposal, \$ _____
_____ I wish to donate the amount listed to ArtSpace Herndon, \$ _____
\$ _____ Amount requested for an original idea (up to \$150 maximum)

People Needed to Support Proposed Activity in addition to artist: (please list number and plans for recruiting helpers/assistants): _____

Materials needed: _____

Estimated Materials Cost per Participant: _____
(Max: \$1/person for drop-in activities, \$10/person for evening activities; not applicable to tableaus or demos)

ArtSpace Easels, Tables, or children's supplies requested: (please list items and number needed) _____

Additional Needs (if any): _____

Agreement: By submitting this proposal, I agree to provide the above described activity at Paint Herndon on Saturday, September 20, 2014 if selected by the jurors. I, the Artist, certify that I have read and agree to abide by all guidelines described in the Request for Proposal.

Signature: _____ Date: _____