



# HORSESHOE<sup>®</sup>

## CASINO • BALTIMORE

### Call for Artists

## Requests for Proposals (RFP) for Horseshoe Casino Baltimore Public Art Installation - Artscape Festival 2018

Horseshoe Casino is a proud supporter of Artscape, America's largest free arts festival produced by the Baltimore Office of Promotion & The Arts (BOPA). Artscape takes place July 20 through July 22, 2018 along Mount Royal Avenue and North Charles Street. Horseshoe Casino and BOPA are working together for the first time to seek a newly commission, visual artwork to represent the Horseshoe Casino at Artscape and promote the community outreach Horseshoe Casino continues to cultivate.

### **The Project:**

The **Horseshoe Casino Baltimore** is seeking an artist(s) to create original artwork for display at this year's Artscape Festival 2018. Horseshoe Casino will be on site at Artscape in a 10' x 20' area space. Artists are asked to consider wide interpretations of this facility. This opportunity is open to emerging and established professional artists (preferred living in the Baltimore–Washington metropolitan area). **The application deadline is 5:00 p.m. (Eastern Standard Time), May 18, 2018**

### **The Award:**

- A project grant of up to \$2,000 USD will be provided by Horseshoe Casino to cover the costs of the artwork design and delivery.
- An award of \$10,000 USD Commission for the artist(s) selected to realize his/her work.

### **Project Intent:**

The original artwork will be displayed publicly as major part of the Horseshoe Casino's vendor/promotions space for the duration of the Artscape Festival 2018. The vision for this project is a signature artwork of exceptional quality and enduring value which celebrates the Horseshoe's reverence for Baltimore's rich culture and also aligns with the Horseshoe's brand image. This specific art work should:

#### Demonstrate artistic excellence.

- Be an original mixed media canvas or sculpture work  
**PLEASE NOTE:** Canvas work should be a minimum of 10ft x 10ft in size. Sculpture work must be highly visible and of substantial size (minimum height 5ft)
- Incorporate one or more of the following recycled materials as base media.
  - Voided decks of cards
  - Voided card shreds
  - Voided dice**PLEASE NOTE:** The above listed base media materials will be provided in large quantities by Horseshoe Casino Baltimore. Other materials can be considered, but proposals that incorporate these recycled elements are strongly encouraged and preferred
- Be appropriate for outdoor installation/display (i.e. reasonably durable enough to withstand weather conditions and able to be adequately and safely displayed and secured). The design of the artwork must be either freestanding or displayed using an easily movable self-supporting structure (i.e. easel, custom stand, etc.)



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- Be considerate of site limitations (i.e. Ground area for the Horseshoe Casino's vendor/promotions space is limited to 400 square ft. Therefore, the selected artist(s) is required to consider the site's limitations and the art element placement previously determined by the site architect.)
- Be a visual/tangible expression of the Horseshoe Casino brand image and mission: "We inspire grown-ups to play."
- Celebrate the Horseshoe's reverence for Baltimore's identity and rich heritage
- Create a signature presence for the Horseshoe Casino vendor/promotions space.
- Be a distinctive aesthetic experience; both highly visible and welcoming to pedestrians
- Provide excitement and interest for the Artscape community as a whole.

### **How to apply:**

Artists should package **(1) combined PDF** that includes:

- Proposed Artwork Concept.** This proposal should include conceptual design drawings, sketches and/or maquettes, sufficient to communicate the artist concept. It should describe the specifications for the artwork related to materials, size, weight, installation requirements and maintenance guidelines.
- Full Budget.** This budget should include line items for all materials, labor, transportation, installation and de-installation at Artscape.  
**PLEASE NOTE:** The artist proposed budget **MUST** be sufficient for all elements of the project and should be no more than the \$2,000 USD maximum allowed for project grant. Once the commissioned artwork is completed, the selected artist will provide proof (i.e. receipts) for all expenditures accrued in line with their proposed budget. This will be a necessary condition for Commission pay out
- Artist's Statement.** This statement or bio should be no more than 100 words in length
- Work Samples.** Work samples as images including a brief (10 words or less) statement describing the nature of the work sample. Work samples should be limited to (5) works.

Application submission packages should be emailed directly to both Ashley Molese and Minyanna Farmer at [amolese@promotionandarts.org](mailto:amolese@promotionandarts.org) and [mfarmer1@ceasars.com](mailto:mfarmer1@ceasars.com) respectively. Large files may be received via Dropbox or We Transfer.

**Deadline to apply: Friday, May 18, 2018 at 5:00 pm. This is a hard deadline, and no extensions will be granted. Applications received after this deadline will not be considered or reviewed**

### **Tips for Submitting an Application**

- Artscape is an all-weather, family-friendly event. The artists should expect weather events including rain and high winds, and plan their proposal around a robust and resilient structure that can be visible through all weather conditions. Content of the work should be appropriate for any age and ability
- The proposed artwork should be no larger than the 10' x 20' footprint advertised in this call
- Proposals will need to address site preparedness, such as anchoring, hanging, and/or truss supports for how the work will be active and engineered for the safety of the festival



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- Artscape welcomes approximately 350,000+ festival goers; if the proposal includes interactive elements, artists are strongly encouraged to consider all abilities in this interactivity and how to engage the diverse audience that attends Artscape
- Horseshoe Casino intends to take ownership of the selected artwork following Artscape. The selected artist will be fully consulted through this process for a permanent installation at another site location, and any maintenance or repair needs that may be incurred following Artscape
- Submitting artists are strongly encouraged to visit Horseshoe Casino to receive a guided tour by a Horseshoe Casino VIP Host. Where possible, artist should identify how the casino has inspired the vision of the proposed artwork; either in research or design. To coordinate a casino tour, please email [UBAviphosts@caesars.com](mailto:UBAviphosts@caesars.com) and [mfarmer1@caesars.com](mailto:mfarmer1@caesars.com) prior to arrival
- For questions about the application process, please contact Ashley Molese at 410-752-8632, Monday through Friday from 9:00 am to 5:00 pm

### **Final Artist Selection:**

Horseshoe Casino Baltimore staff will review the submittals and select an artist to create an original artwork. The selection process will be at the discretion of Horseshoe Casino Baltimore.

- Horseshoe Casino will select the winning artist proposal for commission award by May 25, 2018
- Project grant (up to \$2,000 USD) to cover the costs of the artwork design and delivery will be awarded by June 1, 2018.

**PLEASE NOTE:** Once the commissioned artwork is completed, the selected artist must provide proof (i.e. receipts) for all expenditures accrued in line with their proposed budget. These receipts will serve as a proof of good faith and a necessary condition for Commission pay out.

- The selected artist must agree to have the commissioned work completed no later than July 6, 2018.
- This commissioned artwork will be installed at Artscape 2018 on or before July 20, 2018.
- Artist will be awarded 1<sup>st</sup> half of Commission (\$5,000 USD) award upon installation of artwork at Artscape
- Artist will be awarded 2<sup>nd</sup> half of Commission (\$5,000 USD) award upon de-installation of artwork at Artscape.

**PLEASE NOTE:** Horseshoe Casino intends to retain ownership of the selected artwork following Artscape. The selected artist will be fully consulted through this process for a permanent installation at another site location, and any maintenance or repair needs that may be incurred following Artscape.

**ALSO NOTE:** Horseshoe Casino reserves the right to inspect the progress of the commissioned work prior to completion. Horseshoe may require/request biweekly updates on the progress of the commissioned work prior to completion. The selected artist will be fully consulted through this process.

### **About Horseshoe Casino**

Horseshoe Casino is Baltimore's newest and most prestigious gaming attraction; featuring 122,000 square feet of gaming space, celebrity chef restaurants, innovative live entertainment venues, the industry's best player loyalty program and Maryland's only World Series of Poker Circuit. Each day, The Horseshoe Casino Baltimore humbly creates memorable experiences and provides personalized rewards for the delight of our guests. The Horseshoe Casino is a proud supporter of Baltimore's rich heritage and local business. Therefore, we are a proud sponsor of Artscape, America's largest free arts festival produced by the Baltimore Office of Promotion & The Arts.



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**Our mission:** We inspire grown-ups to play

**Our vision:** Create memorable experiences, personalize rewards and delight every guest, every team member, every time.

## **About Artscape**

Produced by the Baltimore Office of Promotion & The Arts – the city’s arts council, events center and film office – Artscape is America’s largest free arts festivals, attracting 350,000+ festival-goers annual. Artscape features a full schedule of performing arts including live concerts from national, regional and local acts on multiple outdoor stages; professional dance troupes and a wide variety of opera, theater, street theatre and classical music performances. Additionally, the festival showcases visual artists from the Baltimore region and beyond through an artists’ market, outdoor & indoor exhibitions, prize programs and more. Artscape’s total economic impact on Baltimore City is \$28.5 million. Admission is free.

## **About Baltimore Office of Promotion & The Arts**

The Baltimore Office of Promotion & The Arts is a 501 (c)(3) nonprofit organization which serves as Baltimore City’s arts council, events center, and film office. By producing large-scale events such as Light City, Artscape and the Baltimore Book Festival, and providing funding and support to artists, arts programs and organizations across the city, BOPA’s goal is to make Baltimore a more vibrant and creative city.

*Horseshoe Casino Baltimore is under no obligation to award a Commission for artwork based on the Conceptual Design Proposals submitted. Also, beyond necessary formal notifications and Artscape festival coordination, the Baltimore Office of Promotion & The Arts (BOPA) is not authorized to enter into any agreement on behalf of Horseshoe Casino regarding the artist selection decision for this commission.*

July 20–22, 2018 Baltimore, MD	<b>Artscape</b>	Produced by <b>BALTIMORE</b> OFFICE OF PROMOTION & THE ARTS Arts • Events • Film
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