

D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

CALL FOR ARTISTS

ASIAN PACIFIC THEMATIC HISTORIC DISTRICT MURAL

Submission Deadline: Sunday, April 24, 2022 @ 10:59 PM PST

Project Overview

The Downtown San Diego Partnership is seeking an experienced artist(s) with a deep understanding of Chinese customs and culture, and the ability to create an original and engaging 40' x 48' **digital artwork** that will be professionally installed using preformed thermoplastic at the intersection of Third Avenue and J Street in the Asian Pacific Thematic Historic District in Downtown San Diego. Apply [here!](#)

About the Downtown San Diego Partnership

The Downtown San Diego Partnership is the principal voice for the economic prosperity and cultural vitality of Downtown. It is a driving force behind the future prosperity of Downtown neighborhoods through membership, advocacy, public services, and community investment. As a member-based, nonprofit organization with nearly 300 members, the DSDP works with a variety of business sectors including real estate, technology, banking, law, defense, insurance, communications, energy, and tourism who are all committed to creating a vibrant urban center. The Downtown Partnership also provides a public service on behalf of Downtown's neighborhoods as the managing organization for several special districts in Downtown, including the Property Business Improvement District (PBID). Through the Clean & Safe program, the PBID receives essential services beyond those otherwise available through property assessments to keep the 275 blocks of Downtown neighborhoods clean, safe, and thriving. For additional information, please visit downtownsandiego.org.

Background

Since 2011, the Downtown Partnership has been proactively engaged in placemaking activities with the purpose of enhancing the vitality of Downtown's public realm. These efforts include advocating for a streamlined placemaking permit process with the City of San Diego, activating Downtown's public spaces through special events, and enhancing the walkability of Downtown's primary pedestrian corridors. In early 2020, the Downtown Partnership convened its inaugural Placemaking Committee, a group of key Downtown stakeholders tasked with developing a Placemaking Blueprint, a long-term public space strategy to deliver vibrant and memorable public spaces. Downtown's public spaces – our streets, pathways, squares, parks, and waterfront – are where we connect with the city and with each other to engage in commerce, express our creativity, and build community. As part of our ongoing effort to expand our public art environment in support of the strategies contained in the Placemaking Blueprint, the Downtown Partnership has commissioned multiple artists to design and paint murals that are visible to the public as they are walking, bicycling, and driving through Downtown San Diego. This Call for Artists furthers our goal to expand Downtown's public art inventory.

Site Context

The Asian Pacific Thematic Historic District is located in Downtown San Diego and is composed of eight city blocks bounded by Second Avenue, Market Street, Sixth Avenue, and J Street. The District bridges the Marina District on the west and the Gaslamp Quarter to the east and is adjacent to many amenities including the Gaslamp Quarter's Fifth Avenue restaurant row and historical buildings. The District is also near the Convention Center which attracts thousands of convention attendees each year.

The Asian Pacific Thematic Historic District is composed of twenty historic structures which were constructed between 1883 - 1930. The seven historical structures located along Third Avenue are most directly associated with the Chinese community but have also been identified with other Asian groups as well. This area also includes the Chinese Mission Building on the northwest corner of Third Avenue and J Street, now the home to the San Diego Chinese Historical Museum.

The Asian Pacific Thematic Historic District aims to become the social and cultural center of various Asian Pacific ethnic groups within San Diego, reestablishing the district as the cultural destination point within the region. The preservation and rehabilitation of historic buildings and public art gives purpose and meaning to the revitalized district, which will further San Diego's acknowledgment of its diverse cultures and alliances with the Pacific Rim. To learn more about the Asian Pacific Thematic Historic District click [here](#).



San Diego Chinese Historical Museum



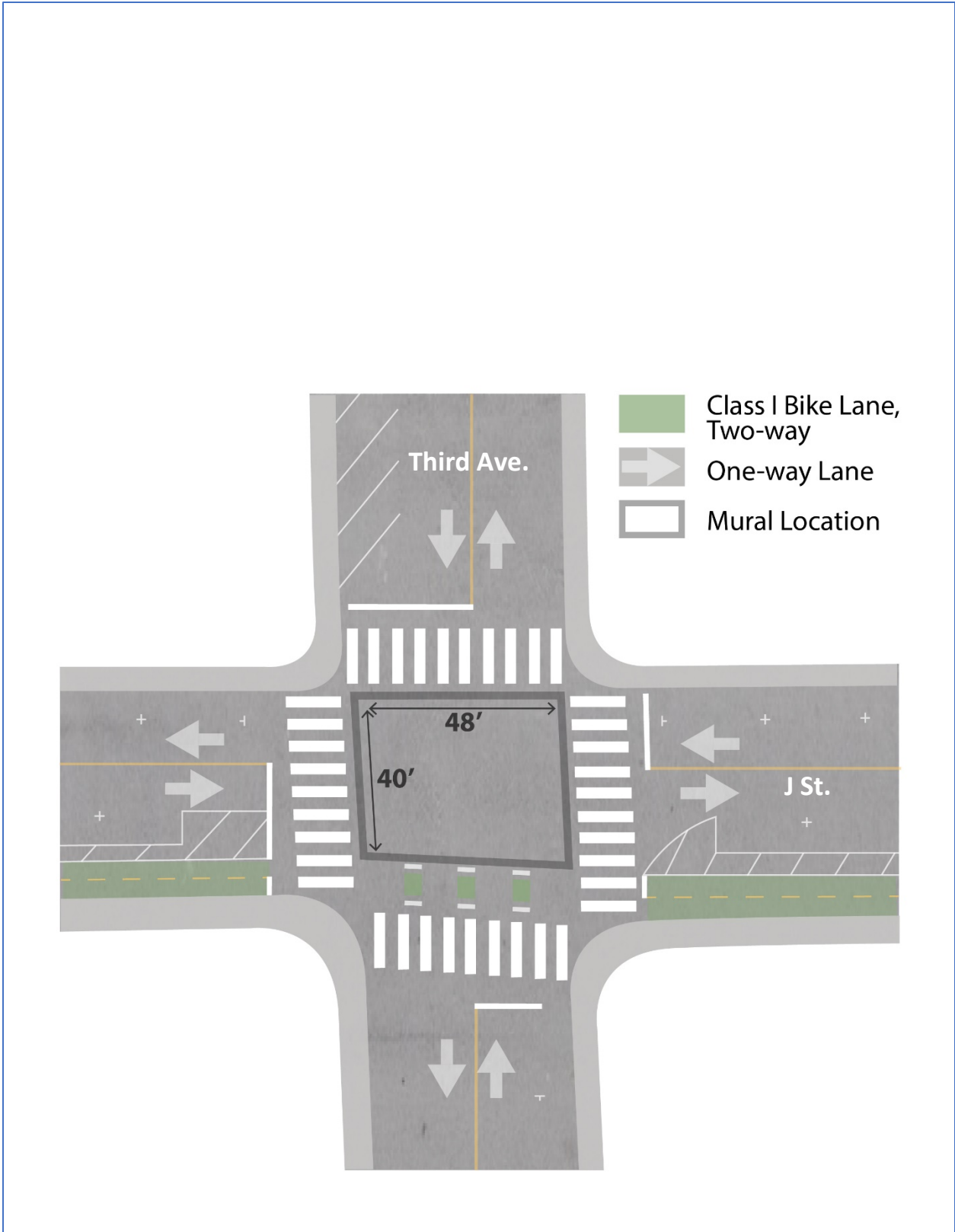
Mural at Tom Hom Ave. (Third Ave.) and Market St. by Mirto Golino

Location Description

The location for the street mural will be at the intersection of Third Avenue and J Street, the southern gateway to the Asian Pacific Thematic Historic District.



Third Ave. and J St. intersection (site of mural)



Site Plan

Eligibility

This opportunity is open to artists 18 years of age and older residing or based in San Diego County showing a strong professional working history. The Downtown Partnership is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, sex, color, religion, creed, national origin or ancestry, age, marital status, sexual orientation, gender identity, gender expression, and disability.

Selection

The artist will be selected based on the submitted application and images of completed project samples. Artists will be selected through a juried process. Jurors are placemaking and artist professionals, including representatives from the Downtown Partnership, Chinese Historical Museum, and City of San Diego, who will bring multiple perspectives to the selection process, including from a range of races, gender identities, socio-economic backgrounds, ages, and abilities.

Requested Scope of Services

- A letter of agreement is to be executed stipulating the agreement terms between the artist and the Downtown Partnership, setting forth commercial terms and additional detailed specifications for the work.
- Site observation and analysis.
- Pre-design Meeting: The successful artist will meet with the project team to discuss the project and ask questions.
- Development of Concept Designs: Three (3) conceptual designs with accompanying short descriptions.
- Present Concept Designs and receive feedback on Concept Designs.
- Development of Refined Conceptual Design: Based on feedback, create one (1) refined conceptual design.
- Present Refined Concept Designs and receive feedback on Refined Concept Design.
- Development of Final Design.
- Submit Final Design for approval.
- Produce final digital file of design with description and notes on design specifications.
- The artist may need to work with the installer if questions arise with the digital files.
- Manage project and communicate with the project team as needed.

Budget/Stipend

The artist will be given a stipend of \$10,000 to complete the above scope of work.

Schedule

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| • Release Call for Artists | Friday, March 25, 2022 |
| • Submission Deadline | Sunday, April 24, 2022 @ 10:59 PM PST |
| • Notification of Finalists | May 11, 2022 |
| • Finalists Interviews | Week of May 16, 2022 |
| • Artist Agreement | To be executed by June 03, 2022 |
| • Pre-design Meeting | June 2022 |

- Presentation of Concepts Design July 2022
- Final Design Due August 2022
- Art Installation Winter 2023

Submission Requirements

- Letter of Interest: Explains your interest in the project.
- Artist's Resume or Brief Biography: If submitting as a team, a resume or biography should be submitted for each team member.
- Professional References: Three professional references familiar with your work and working methods. The list should include addresses and telephone numbers.
- Work Samples: Applicants are required to submit 3-10 images of previous relevant work, or links to their portfolios. Acceptable file types include JPG and GIF.

How to Apply

All applications must be submitted online at www.callforentry.org by **Sunday, April 24, 2022 at 10:59 PM PST**. Sign up for a free CaFÉ account [here](#). No registration or submission fee is required. For questions, please contact Carlos Escalante, Placemaking Coordinator, at cescalante@improvedtsd.org.