



City of Ketchum  
Ketchum Arts Commission

## COVER ART 2018 | SUN VALLEY, IDAHO, GONDOLA CAR CALL FOR ARTISTS

### INTRODUCTION

The city of Ketchum, Idaho, invites experienced artists to apply for a “Cover Art” public art project. Artwork by one selected artist will be transferred to vinyl and applied (wrapped) on a gondola car on Bald Mountain at the internationally famous and historic four-season mountain resort destination, Sun Valley. The intention of the Cover Art project is to use public and private infrastructure as canvases to enliven the community with art. The Ketchum Arts Commission partners with Sun Valley Resort, the USDI Bureau of Land Management, the US Forest Service, and generous donors to execute the project. The 2018 Gondola Cover Art project will be the third of its kind located on Bald Mountain.

Because of the location of the gondola car on property administered by federal land management agencies, the selected artist will need to work with representatives of the USFS and BLM to meet requirements regarding color palette, which excludes the use of bright colors that conflict with the natural palette of the forest environment.

The selected artist will receive a \$2000 artist fee upon completion of the project.

### CITY BACKGROUND/HISTORY

Ketchum is a diverse mountain resort community adjacent to the Sun Valley Resort. Sun Valley Resort is known as one of the country’s premier ski resorts noted for its European style terrain. Ketchum’s early roots were in mining and sheep herding. Today it is known for its outdoor recreational opportunities and its sophisticated arts and cultural offerings.

The Cover Art Project began in 2012. During the inaugural year, the KAC wrapped six utility boxes in four locations in the city of Ketchum. Since that time the city has added an additional 12 boxes to its Cover Art collection. In 2014, Ketchum, in collaboration with the Sun Valley Company, the US Forest Service and the USDI Bureau of Land Management, wrapped a gondola car on Bald Mountain. Cover Art projects in and around Ketchum continue to be very popular with area residents and visitors.

### ARTIST ELIGIBILITY

The project is open to all artists 18 years or older, regardless of their state of residence, race, gender, sexual orientation, religion, nationality or disability. Incomplete, ineligible or late applications will not be reviewed. Applicants are ineligible if they have already received two prior commissions from the KAC in a twenty-four-month period.

### PROJECT TIMELINES

January 2, 2018	Call for Artists released
February 9	RFQ Submission Deadline
Week of February 12	KAC Jury of RFQ Submissions
February 16	Notification of Artists
April 6	Deadline for receipt of proposed artwork from selected artist
April 13	KAC responds to artist proposal with any required changes
May 11	Deadline for receipt of Artist photos of original artwork for transfer to vinyl
May 21	Installation of vinyl wrap begins
May 28-June 15	Completed gondola car is exhibited to the community at the Ketchum Town Square
June 23, 2018	Installed gondola car is available for riders on the Roundhouse Express line

## **REQUEST FOR QUALIFICATIONS (February 9, 2018 DEADLINE)**

Applications must include:

- Ten digital images (200 dpi) representative of artist's/applicant's work with image list (title, dimensions, media, date).
- Current Resume (no more than two pages).
- One-paragraph description of possible themes and types of imagery artist would propose if selected for project
- Self-addressed, stamped envelope for return of materials (if mailed or hand delivered and artist would like them returned).

### **A Selection Panel will review and evaluate the applications based on:**

- Artist's adherence to the RFQ application guidelines
- Artistic quality of work represented in images
- Appropriateness of work for proposed project
- Artistic experience represented in resume
- Ability to work collaboratively with representatives of US Forest Service and BLM to accommodate requirements regarding palette

The Selection Panel *may* include members of the Ketchum City Council, Ketchum Arts Commission, City of Ketchum Parks & Recreation Department staff, Sun Valley Resort staff, US Forest Service staff, USDI Bureau of Land Management staff, community members, artists or arts professionals.

Public information: The City of Ketchum is a public agency. Any information submitted to the city is subject to release as provided for by Idaho Public Records Law.

### **SPECIFICATIONS**

Artwork shall cover three sides of gondola as well as top and bottom (which may be a solid color). Selected artist will receive details specifications.

### **ARTIST FEE**

The selected artist will receive a \$2000 artist fee, payable in two installments: \$1000 upon the City of Ketchum's receipt of a signed artist contract; \$1000 upon installation of the final artwork onto the gondola car. Artist is responsible for all costs associated with photography of original artwork in preparation for transfer to vinyl wrap.

### **GENERAL INFORMATION**

The Cover Art Project's intention is to create vitality throughout the city of Ketchum by transforming infrastructure elements into engaging works of art. Artwork on the gondola car should serve visitors to Bald Mountain either riding in or observing the car from various vantage points on the mountain during both summer and winter.

Finished artwork will be applied to functioning equipment that may need repair or replacement at some point in the future. The KAC intends for the artwork to remain in place for 3–5 years or longer. However, if equipment necessitates replacement, or receives damage, the city cannot guarantee that time frame.

### **NOTIFICATION OF RESULTS**

Please do not call the Ketchum Arts Commission, Parks & Recreation Department or City Hall to ask about the Selection Panel's recommendations. Artists will receive notification of the decision by e-mail or letter. Applications that are hand-delivered or mailed will be returned if accompanied by SASE with sufficient postage. Every effort will be made to ensure the safe handling of submitted materials; however, the City of Ketchum will not be responsible for any loss or damage.

## TERMS REGARDING ACCEPTED ARTWORK

Selected artist will be required to enter into a contract with the city of Ketchum which is approved by the Ketchum City Council and includes language below.

- The work submitted by the artist is original, solely owned by the artist and reproduction will not violate the rights of any third party. The artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the artist grant to a third party the right to replicate the artistic designs and dimensions of the artwork, without the written permission of the City.
- The accepted digital artwork developed under this contract shall be the exclusive property of the City of Ketchum. Artist retains ownership of original work of art from which digital artwork was developed (unless artwork exists solely in digital form).
- Artist retains all rights to the artwork pursuant to the Copyright Act of 1976. The artist grants to the City of Ketchum an unlimited, non-exclusive and irrevocable license to make reproductions of the artwork and the final designs to be used in brochures, media, publicity, marketing, social media, and catalogs or other similar, publications.
- The City of Ketchum is not responsible for any third-party infringement of Artist's copyright and not responsible for protecting the intellectual property rights of Artist.

## CONTACT

Applications may be:

- E-mailed to [jsmith@ketchumidaho.org](mailto:jsmith@ketchumidaho.org)
- Mailed to Jen Smith, Director of Parks & Recreation/City Arborist, Ketchum Arts Commission staff liaison  
City of Ketchum, Parks & Recreation Department  
P.O. Box 2315, Ketchum, ID 83340
- Hand delivered to: Ketchum Parks and Recreation Offices:  
900 Third Ave. N. (Atkinson Park) Ketchum, ID
- Submitted via Dropbox or similar large file delivery platform (for pre-approved method, contact Jen Smith)