



## Call for Artists

### A Public Art Opportunity in Gwinnett's Downtown

Design two decorative crosswalks at the intersection of the Gas South District & Satellite Blvd

### The Project

Sugarloaf Community Improvement District, in partnership with The Hudgens Center for Art & Learning and the Gas South District, seeks proposals from artists for the design of two adjacent decorative crosswalks. This Call for Artists is for **design-only**, as the crosswalk material will be installed separately, by professional contractors. Submitting artists/designers must be professional artists (new artists are welcome to apply). The compensation to the artist for the design will be \$5,000. Project materials, traffic control, and other expenses will be covered by the partner agencies. The deadline for design submission is **March 1, 2025**, with an anticipated installation date in the Spring of 2025.

Application link here: [Call for Artists: Public Art Opportunity in Gwinnett's Downtown](#)

The application fee is \$5.

Please review the application requirements section on page 4.

### About the Partners

[Sugarloaf Community Improvement District](#) is a defined area in the unincorporated area of Gwinnett made up of commercial properties that pay an additional tax to fund improvements in the public right-of-way, with the goal of creating a connected, safe, and attractive community for all.

[The Hudgens Center for Art & Learning](#) is a 501(c)3 organization on the Gas South District campus dedicated to showcasing beautiful artwork in its multiple galleries, expanding access to the arts through education and classes, and celebrating accomplished artists through the esteemed [Hudgens Prize](#).

[The Gas South District](#) is the premier entertainment destination in Gwinnett, with a large theater, a 13,000-seat arena that hosts concerts and sports events, and a spacious convention center with 90,000 square feet of convention space and a 21,000 square foot ballroom connected to the luxurious Westin Atlanta Gwinnett hotel.

## Location and Specifications

The first decorative crosswalk will extend across Satellite Boulevard at the intersection with Gas South District southern entrance. The second decorative crosswalk will extend across the southern entrance of Gas South District. These are county owned and maintained roads, and the CID will be responsible for maintaining the decorative portions of the crosswalks while the County will maintain the other portions of the roadway.

Gwinnett County will relocate a nearby bus stop to align with the crosswalks and perform other updates to the area in complement with the crosswalk project.

See the exact location of the intersection on Google Maps [here](#).

*Image 1: Both Crosswalks*



*Image 2: Crosswalk Across GSD Entrance*

*Image 3: Crosswalk Across Satellite Blvd*



Over the past few years, the project partners have made significant investments in this busy retail, entertainment, and business district, including the expansion and renovation of the Gas South District campus and the addition of the Preston C. Williams Gateway Park, the Synchronicity Mural, roadway improvements on Sugarloaf Parkway and Satellite Boulevard, and the Sugarloaf Gateway Monument Sculpture (in progress). These crosswalks will also connect to the planned Gwinnett Loop Trail. The goal of these crosswalks is to enhance transit connectivity and

- Welcome residents, businesses, and visitors as they enter into a special place, Gwinnett's Downtown, and create a sense of community pride
  - Signify to motorists, transit users, pedestrians, and cyclists that they are near a vibrant activity hub
  - Increase safety of non-motorists crossing the street to access the updated transit stop
- Parameters:
- **Approximate** measurements:
    - One 100 x 10-foot crosswalk
    - One 75 x 10-foot crosswalk

Note: The existing striping will be removed before the new installation begins. White banding on the long edges of the crosswalks is *required*, so please incorporate them into the design. See an example of the white banding below for illustrative purposes only:



*Credit: Robert Ashworth via Flickr, 2007; [license](#)*

- The proposed artwork must:
  - Be an *original* design created by the artist
  - Be appropriate for public view, and not include advertising, text, logos, or political/religious content
  - Contain the white banding on the long edges of the crosswalks (see example above)
  - The design:
    - Should not contain more than 6 different colors

- Hues of colors may be changed, in accordance with availability of materials from the vendor
  - Must be a singular design for both crosswalks. The scale and dimensions will differ, since one crosswalk is shorter in length, but the design must be the same (see approximate measurements above)
- Materials for the crosswalk (to be professionally installed): Either Preformed Thermoplastic or Methyl Methacrylate (MMA). The material choice will be determined by the complexity of the design. Colors may be changed in accordance with the availability of materials from the vendor. Changes will be coordinated with the artist and will attempt to honor the original design color, to the extent possible.

## Eligibility

This call is open to all residents of the State of Georgia in the United States. Artists from Gwinnett County (or working/ living in Gwinnett County) are strongly encouraged to apply. Candidates must be professional artists or designers (emerging artists are welcome to apply); eligible to work in the United States; and age 18 or older. Artist must be willing to redesign or simplify concept for production purposes. The artist must be available to travel to the site to oversee the installation of the crosswalks.

## Application Requirements

Applications will be submitted via SlideRoom: [Call for Artists: Public Art Opportunity in Gwinnett's Downtown](#)

- **Artist Narrative of Design** (250-word maximum) describing the professional artist's design and addressing questions such as: What does the design signify? Does it have a "story"? How is it relevant to the community?
- **Official Artist Statement** about the work, including the title. The artist statement is usually written in the third person and should include a few sentences summarizing the artist's submission and artistic practice and approach. This statement may be used by project partners for signage, social media, and promotional purposes.
- **Current Resume** (Two pages maximum) including artist's contact information and, if applicable, *professional* social media account information.
- **Detailed visual design** for both crosswalks; scaled to fit the two dimensions/sizes of the crosswalks
- **Two professional references** who can speak to the artist's ability to meet deadlines, work with the community, and create innovative work. Please include name, organization, phone number, and email addresses for the references.
- **Portfolio samples**, including a list of recent art installations and locations and/or work that is representative of the artist's style or abilities (past 3 years). Please provide 3-5 examples, with photos and descriptions of the project location, materials used, client/ commissioning organization, total project budget, and year of installation/creation.

## Submission

All applications should be submitted via SlideRoom: [Call for Artists: Public Art Opportunity in Gwinnett's Downtown](#). The application fee is \$5.

- **Deadline: All materials must be received by March 1, 2025 EST to be eligible for consideration. You will receive confirmation of receipt of your submission.**
- Questions about this Call for Artists may be emailed to Laura Ballance, the Executive Director of the Hudgens Center: [lballance@thehudgens.org](mailto:lballance@thehudgens.org)

## Budget

- Artist's design compensation: **\$5,000**. This includes coordination with the installation contractor to make any necessary changes to the design for production purposes. Artist must be able to travel to the site during installation (installation dates will be coordinated with artist to ensure availability). Please anticipate being on site for a few days during installation with some contingency for inclement weather.
  - Payment schedule: \$2,500 to be paid upon execution of the agreement with selected artist; remaining \$2,500 to be paid with final installation and written acceptance of the work

## Selection Process

The selection committee consists of (though is not limited to) at least one representative from the following agencies:

- Sugarloaf CID
- The Hudgens Center for Art & Learning
- Gas South District
- Gwinnett County
- Additional community and organization representatives

The team will determine the chosen crosswalk design based on creativity, originality, completeness and timeliness of application, and demonstrated ability to design professional work.

## 2025 Project Timeline (subject to change)

January 15, 2025: Announcement and distribution of the Call for Artists

March 1, 2025: Deadline for receipt of Call for Artist proposals, 5pm EST

Mid-March 2025: All submissions reviewed, scored, and finalist selected

Early April: Artist contract (with the Hudgens Center for Art & Learning) completed

Spring 2025: Site prep work and traffic control begins

Spring 2025: Installation begins

## Ownership

Artist will grant to the clients (The Sugarloaf CID, the Hudgens Center for Art & Learning, the Gas South District, and Explore Gwinnett) the irrevocable, unencumbered, non-exclusive, and perpetual right ("License") to reproduce, adapt, manufacture, publish, market, distribute, sell, and display all products based on the crosswalks and the Project in its entirety for all manners of promotional and fundraising purposes and use. The artist will be credited for the artwork on any reproduced material, where feasible and reasonable.