

**Process for Accepting and Placing Artwork on the Wall
at the Raritan Riverfront Multi-Use Trail**

New Brunswick Community Arts Council
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Purpose:

To provide guidelines and a process for accepting and placing outdoor public art at The Raritan Riverfront Multi-Use Trail.

General Statement:

This program, which supports advanced work in the visual arts, is a manifest part of mission of The New Brunswick Community Arts Council. A collection of accessible works representing the range of artistic expression in current monumental public art would instantly become a culturally significant part of the community, a destination point for people from all over. Works by artists residing or working in New Brunswick will be preferred. Diversity, rather than uniformity, of artistic expression will be a guideline for the program. This project will be an integral part of the educational mission of the Rutgers University and New Brunswick schools. In addition, it will provide constant visual enjoyment and excitement for members of the New Brunswick community, the Rutgers community, and the region and contribute to the re-establishment of the connection of the waterfront to the city neighborhoods, and revitalization of the trail.

Designated Area:

The concrete wall along The Raritan Riverfront Multi-Use Trail, located between the Raritan River and Rt. 18. It runs along the Raritan River from Boyd Park (Route 27 intersection) to Buccleuch Park (Route 18 Bridge) and is directly connected to Rutgers' Denier Park and the river dorms located over Rt. 18. Its unique location makes it a great place for recreation and observing the river life. Its length is ideal for bike rides and long walks.

Project Committee:

The Project Committee will consist of the members of The New Brunswick Community Arts Council, Albus Cavus Art Gallery, and artists invited by NBCAC to participate in the project.

Committee Responsibilities:

Selection, acceptance, and placement of artworks will be based on review by the Committee, which may provide input in any of the following processes:

1. Selection of artist for commissioned pieces.
2. Review and acceptance of donated/purchased pieces, which have already been created.
3. Review of the piece(s) for appropriateness with donor and artist.
4. Identification of location for placing the piece(s).
5. Responsibility for maintaining a level of quality in regard to all public art.
6. Responding to potential situations involving moving or removing a work of art.
7. Development of a master planning strategy for enhancing the city environment through expanding the collection of outdoor art.

Public Art / Artwork (Definition):

1. Painting, drawing, collage, mural, mosaic, etc. that will be located on the wall along The Raritan Riverfront Multi-Use Trail

2. The Artwork can be directly created on the wall, or attached to the wall after the completion.
3. The artwork should be two-dimensional, not obstructing the clearance of the trail. Sculptural forms, statues, bas reliefs of any material will be permitted only in the designated areas.
4. If not specified otherwise all of the artwork is installed temporarily. The duration of the placement will be a maximum of 2 years and determined upon the agreement with the applicant.
5. All artwork must be approved through the process described below.

Items which are not included in the definition of Artwork, but whose design and materials must be approved by the committee or The City of New Brunswick include:

1. Benches, which are standard outdoor furniture or standard memorial benches.
2. Plaques and tablets.
3. Informational and directional signs.
4. Standard light fixtures.

The Artworks may come from a variety of sources, including:

1. Individual art pieces created at the location.
2. Individual already-created art pieces offered as gifts.
3. Art pieces commissioned based on donated funds.

The same procedure for accepting and placing art will apply to already created pieces which are purchased or donated, as well as those which are proposed to be commissioned and created.

Educational and Community Outreach

A section of the wall area will be reserved for local schools. The NB Public Schools and Rutgers students have been involved in various local arts events and they expressed a need for a space for murals. This project has a potential to be used as a learning tool not only for arts, but also mathematics, social and natural sciences. The area is safely accessible from the Boyd Park.

Funding Sources:

A. Artists - The resources necessary for the maintenance of the wall and the creation of the new works of art will be provided by the participating artists.

B. Other Funds - Public Sector or Private Sector: Participating funds for public art projects may be identified or solicited from other public sector agencies, foundations and granting bodies, businesses, organizations or individuals.

Procedure for Approval of Works of Art:

A. Initiation: Concepts for murals and installations may be initiated and brought to the Project Committee by the following entities: the Mayor, the City Council, the Community Arts Council, artists, a neighborhood group or other community organization, a private donor. The artist will be required to submit the Application Form. (Appendix A)

B. Criteria for Approval of Artworks

1. Selection may be based on evaluation of any or all of the following elements: slides, photographs, resumes, narrative or visual proposals, interviews, models, or other appropriate materials. The sketch attached to the application must be either a photograph or a drawing of the artwork with minimum dimensions of 10 x 8 inches in color if applicable.
2. Non-Discrimination Clause: The committee shall not discriminate against any artists on the basis of race, color, religion, national origin or ancestry, disability, age, gender, Vietnam Era or disabled veteran status, sexual orientation or medical condition.
3. Proposals for artwork that includes subject matter such as the apparent representation of violence, inappropriate nudity, denigration of individuals or cultures, or desecration of significant cultural symbols, will be not accepted.
4. The committee shall not approve the selection of any artist or artwork, which has not been developed according to the procedures described in these guidelines.

C. The Process of Creating the Artwork:

1. If the initial design for the artwork is not acceptable, the artist shall have two additional opportunities to satisfy the Committee. If not approved, another artist may be selected.
2. Preliminary designs shall be reviewed by the Committee for safety concerns, structural or engineering requirements, durability, longevity, routine maintenance and conservation of all materials and components.
3. An artist may create/fabricate a selected artwork independently, or collaboratively, or with subcontractors and may install the artwork at the site, or may create the artwork directly on site.
4. The wall area will be separated into 10 foot long sections. The allocated space for the artwork will be determined upon agreement with the applicant. The width will be one or a multiple of 10 ft sections. The height will be the full height of the wall.
5. An artist is responsible for acquiring all necessary supplies and materials, the wall preparation, returning the path to its original condition after project completion, and keeping the surrounding area open to pedestrian and bicycle traffic during the installation/fabrication.

D. The Process for the Removal of the Artwork:

1. The artwork will be considered for the removal if it is:
 - a. expired,
 - b. damaged either by the natural elements or as a result of vandalism,
 - c. not approved,
 - d. not completed.

2. The removal methods include either complete removal of the Artwork from the wall or painting over the Artwork.

Maintenance:

The New Jersey Department of Transportation, the City of New Brunswick, the City Council, and the Project Committee are not held liable for any damaged Artwork.

A. Artwork Maintenance – In case, the Artwork is damaged, the Committee will consult with the artist about maintenance. If the artist is not available, the Committee will conserve the Artwork in the damaged condition, repair it, or remove it.

B. Path Maintenance – The path maintenance including the trash removal, landscaping and snow removal is the responsibility of the City of New Brunswick. However, the artists will be required to contribute to the path beautification efforts by trash removal in the large proximity of their Artwork installation. The Committee and the artists will be responsible for keeping the area clean during and after the completion of the installations of the individual Artworks, as well as during special events held in the area.

C. Structural Maintenance – This project is designed not to alter the structural elements of the Trail and the maintenance will remain the responsibility of the current maintaining body.

Termination of the Project:

The project of placing public art on wall along The Raritan Riverfront Multi-Use Trail is intended to be sustained in the long-term. However, in case of potential situation of the cancellation of this project, the Committee will be responsible to continue maintaining existing Artworks without accepting new submissions and will remove the expired Artworks. If the continuing commitment cannot be fulfilled, all of the existing artwork will be removed.

**Appendix A – Application Form for Placing Artwork at The Raritan Riverfront
Multi-Use Trail in New Brunswick, NJ**

Artist's Name: _____

Contact Information: _____

Artwork Title: _____

Short Description: (Attached sketch is required and should clearly indicate all colors. The minimum dimensions of the sketch are 10 x 8 inches.)

Materials: _____

Special Notes: _____

Size: _____ ft x _____ ft Location: _____

The artwork will be installed from _____ to _____.

Disclaimer: By signing this application the organization or individuals providing the Artwork or materials for display hereby agree to follow the rules and terms described in the process for approving the public art at the Raritan Riverfront Multi-Use Trail, agree to use only the designated area, and are responsible for obtaining the materials, securing the area during the installation and returning the trail to its original condition after the installation is completed. The artwork is temporary and will be removed after the specified date. The organization or individuals providing the Artwork or materials for display agrees to indemnify the Community Arts Council, the members of the Program Committee, and the City of New Brunswick and hold the same harmless against any and all claims, demands, damages, costs and expenses, including reasonable attorneys fees for the defense of such claims, arising out of such displays. The organization or individuals providing art work or materials acknowledges the inherent risks of the unsupervised display of art and accepts all such risks to the art work and materials as well as accepting the artistic and practical judgments of the committee as final.

Signed Name

Date