

## Questions and Answers

### Salt Lake Corporation Department of Airports Whimsy Walls RFP

1. Received 2/16/18

Question: You title this project as an RFP but yet in the CAFE listing you ask only for qualifications (RFQ).

At what point and where do we submit proposals for wall art? Or, will you select (shortlist) several artists from the CAFE qualifications, to proceed with design/art proposals, which is the standard procedure?

Answer: This is an RFP. Please view "Proposal Requirements" on the call to view what is required of those responding. The specifics of the art proposals are listed under requirement #2 of "Proposal Requirements." All respondents are expected to submit proposals for the wall art. There will not be a shortlist.

Question: I see that it is an RFQ and you will be selecting artists and forming a "shortlist":

-All selected artists will be expected to follow and provide their final selected (proposals do not need to be in this format until it is requested) artwork following the specified requirements:

Answer: No, this is not an RFQ. The requirement you have listed is to notify all those responding what will be required of them if they are selected for one of the 24 commissions, so they are aware of the technical specifications that will be required of their final artwork. The final artwork is the selected proposal in the tech specifications required.

2. Received 2/16/18

Question: She was interested in applying to the Salt Lake City Department of Airports Whimsy Walls RFP but there is no "Apply to this Call" link on CAFE. Below is the link from your website ([www.saltlakepublicart.org](http://www.saltlakepublicart.org)) and CAFE, as you can see the link just keeps going back to the informational page on CAFE but there is no way to apply to the call.

Answer: It appears the call was disabled for some reason. I've ensured it has been re-enabled and is now active.

If for some reason you still cannot apply, please let me know.

3. Received 2/26/18

Question: I typically work with CAFE so that part is not a problem except, MY RESUME is two pages long and contains 7900 characters and the call only allows for 5000 Characters. Can you work with me on this call or advise me as to how I might apply?

Answer: Please revise your resume so it fits within the requirements specified in the call for artists.

4. Received 2/26/18

Question: I noticed there is only room for a letter of interest inasmuch the RFP asks for a proposal. Is the proposal stage in final leg of curatorial for the selection, or should that be incorporated into the letter of interest? I can summarize my vision for the artwork in submission as necessary.

The images I would like to submit for the proposal are from a series of painted works I did some years ago that I am currently reworking into my studio practice. Is this alright to submit or would you rather have more recent works, regardless of my proposal intentions?

Also, will there be opportunity for the selected artists to visit the site so as to best fit the concepts and vision for location? I am interested in Wall B specifically and know my work is adaptable to variable environments, but just a way to develop work specific for the wall.

Answers: Yes, the proposal stage is the final step in the process before works are selected for inclusion in the project. The images you submit must be your final, realized idea. We are not looking for a vision, but the final submission(s) from artists.

You may submit whatever works you see fit for the project.

No, artists will not be permitted to visit the site prior to selection. Your work should fit the entire dimensions of the wall as specified in the call.

5. Received 2/26/18

Question: The way the RFP is worded says that 5 images can be submitted but then it says artists shall only submit one, to-scale image per design. So I'm a little confused on the amount of images per wall to submit. I've included the portion of the RFP below. Could you please clarify?

PROPOSAL Although the final artwork may change slightly to fit the requirements of the project and fabrication needs, the initial submission should reflect the artist's final concept. Proposals shall be comprised of no more than 5 visual, to scale, images indicating directly on the image if the proposed artwork is for Wall A, Wall B, or Wall C. Artists shall label their artwork as "Wall A," "Wall B," or "Wall C," on the top left corner of the image.

Artists shall only submit one, to-scale image per design.

Answer: Each artist may submit 1 submission to café. That one submission may contain up to 5 unique, images to be considered. Each artist may be awarded up to 5 commissions based on their 5 proposals contained within the single café submission.

6. Received 2/26/18

Question: Are you looking for art that is 9 feet by 30 feet approx .. that is to say, one very large art piece on each wall or does each wall have sever different sizes and how small can we go?

Answer: There are 3 different wall sizes available to receive art. All art submitted must be submitted to scale to one or more of the wall sizes listed in the request for proposals. So yes, we are looking for large-scale artwork. Artists may not submit any work that does not reflect the exact dimensions of the three walls.

7. Received 2/26/18

Question: It's a digital submission, so if I were to submit a photo of a painting set to the right wall size I then wouldn't be able to actually show, sell, or do anything with the original artwork?

What if it were a cropped section of a painting, could I do anything with the full original painting or image of the painting?

And the file would have to be large enough to be able to be blown up to that scale at what dpi?

Answers:

a) Correct

b) If you are cropping a painting and it has enough of a significant difference to the original, it then becomes a different and new artwork. The commission serves to purchase the rights to the artwork you propose and if selected, "sell" to the City. As long as you follow what is outlined in the contract (found here: [http://saltlakepublicart.org/wp-content/uploads/2018/02/HB\\_ATT-60283-v1-ARTIST\\_S\\_AGREEMENT\\_-\\_Airport\\_Whimsy-Walls.pdf](http://saltlakepublicart.org/wp-content/uploads/2018/02/HB_ATT-60283-v1-ARTIST_S_AGREEMENT_-_Airport_Whimsy-Walls.pdf)), specifically the following clause, then you may be able to use the non-submitted artwork at your discretion:

"In view of the intention that the installed Artwork shall be unique, the Artist shall not make any substantially similar duplicate, two or three-dimensional reproductions of the installed Artwork, or permit others to do so except with the written permission of the City, which permission may be withheld for any reason. However, this Agreement shall not be deemed to prohibit the Artist from reusing the themes, separate elements, and concepts incorporated in the Artwork in new Artworks so long as any such reuse in new Artworks does not result in a combination that, as a whole, constitutes a work substantially similar to the Artwork."

c) 200 dpi

8. Received 2/26/18

Question: I understand that the City of Salt Lake will acquire the copyright of the images, but will it also acquire the original artwork itself?

Answer: The City will acquire all copyright and other intellectual property rights in the Artwork. The City also agrees that the Artist may photograph, film, or videotape the Artwork after

installation of the Artwork at a time mutually convenient to both parties for Artist's self-promotion purposes only.

It is possible that the Airport may choose to purchase the original artwork itself if the work is something other than a digital file. But the Airport does not currently have intentions to do so at the moment.

9. Received 2/26/18

Question: I'm wondering if it's okay to just take a photo of the "to scale" art and send it in via a photo or photos of the art work?

Also, what would be considered "to scale" in this scenario? For the 9' by 38' - what fraction amount could I do and still meet the "to scale" requirements? Since my art is all done by hand, I'd prefer not to have to go buy a 4.5' by 19' panel to paint on if I could go smaller than that. It'd be good to know the smallest I can go, so I can decide whether to go with that size or something between that and the actual.

Answer: Yes, you may take a photo of your work. Just ensure it is cropped to the dimensions requested and submitted according to all requirements listed on the RFP.

You may reduce your image to any size as long as it remains 200 dpi.

10. Received 2/26/18

Questions:

1. Does the art to be considered need to be completed with the application? Or may a similar work (an idea) be submitted?
2. May the art (idea) be submitted via email?
3. If accepted, will be work be painted on site? Or will the work be enlarged from a smaller painting?
  - a. Who is responsible to enlarge the work to the size needed?
4. May I send my website from which the jurors may select works?

Answers:

1. Yes, the artwork submitted must be the "final" work.
2. No
3. No, all submissions will need to follow the digital submission guidelines listed on the call. See #2 under Minimum Qualifications on the RFP. The proposals submitted must all be submitted via café as digital, to-scale images. You are responsible for creating the digital file. The Airport will print the digital file (final, selected proposal) on vinyl. All whimsy walls be installed as vinyl wraps.
4. No. Please submit between 1-5 images following all requirements on the RFP.

11. Received 2/26/18

Question: Is the artwork submitted by the March 20 deadline meant to be the completed paintings, or concept/ideas?

Answer: All submissions must be final proposals. Upon selection we will require all selected artists to submit digital files of their work according to the specifications listed on the RFP.

12. Received 2/26/18

Question: Do you want all submissions to completely fill the wall dimensions, top to bottom and side to side? Or is it possible to submit work that is a different size? For example: Wall A is 9' high x 38'6" wide - would a submission that is 6' high x 36' wide be competitive?

Answer: All submissions must fill the entire wall according the dimensions listed for the three wall sizes.

13. Received 2/26/18

Question: Since we have worked on many public art projects with kids and teens, including a Trax Station, wouldn't it be nice to have one of the 5 art pieces created by kids for one of the bathroom areas. The select group of kids would get a stipend if that image was selected. Victoria and I know how to get wonderful results from kids, and feel that this project would lend itself to something very whimsical. We are also planning to include our own images too. What are your thoughts on this?

Answer: You are welcome to submit whatever artwork you see fit for the proposal as long as it fulfills all of the requirements listed in the RFP.

14. Received 2/26/18

Question: Is there an easier way to attach my letter of interest? Or would you like me to write it out in the square box provided?

Answer: Please follow all instructions in the RFP.

15. Received 2/26/18

Question: I would appreciate any and all help as to what the requirements are in regards for steps 3. & 4. as indicated below.

I am an Abstract Acrylic Artist; this seems to refer to more graphic artists?

Answer: This opportunity is open to artist practicing in all mediums. However all submissions and final selected artworks are expected to be submitted as digital files (requirements listed in the RFP) which will be printed as vinyl wall wraps.

16. Received 2/26/18

Question: My first question-I can submit to up to 5 different art designs correct? I can only submit 1 image for each design correct?

My next question-I hand draw, watercolor, and screen print-so I need to draw to scale like 1/2" equals a 1' but I need to submit it so the judges can enlarge it on the computer and be able to see it up close is this correct?

Also the artists if chosen are responsible for getting their images on vinyl and having someone install them correct?

I was born and raised in Utah, all my family still lives in Utah. I love to fly home and visit often- It doesn't say anywhere you have to be a resident of Utah. I have only lived out of state 4 years-I just want to make sure that doesn't matter.

Answers: a) Correct.

b) You need to submit a digital, to-scale image of whatever work you are submitting according to all of the requirements listed in the RFP. Final, selected drawings must follow the digital requirements listed in item 2 under "Minimum Qualifications." All accepted works will be printed on large-scale, vinyl wall wraps.

c) This call for artists is open to artists both residing in and out of Utah.

17. Received 2/26/18

Question: I'm interested in submitting some art for the Salt Lake City Airport Whimsy walls but the proposal requirements don't specify at what level they need to be for consideration. I'm guessing that since there is a period set aside for artists to complete the project if chosen that the submissions can be more idea based and not necessarily finished pieces. Is this correct?

Answer: All submissions must follow all requirements outlined in the call for artists, which can be found here: [https://www.callforentry.org/festivals\\_unique\\_info.php?ID=5126](https://www.callforentry.org/festivals_unique_info.php?ID=5126)

All submitted proposals must reflect the final design(s).

18. Received 2/26/18

Question: I have a question about the forwarded RFP. What is expected for the \$7,000 budget? Is it just for the design? For one wall? Will you produce the work from our high-resolution file?

Answer: Yes. The \$7,000 commission is to purchase the design and the rights to the design. We will produce the final artwork from a hi res file that will be requested upon selection and that follows the guidelines listed here and in the RFP:

**MEDIA**

Art will be accepted on CD ROM or DVD discs. Files can be sent via email (under 5MB) or uploaded to a file-sharing site. A low-res jpg or PDF of final artwork for review purposes should be included.

**FILE FORMATS**

Accepted file formats are as follows:

1. Adobe Photoshop (.psd or .tif)
2. Adobe Illustrator (.ai or .eps)
3. Adobe InDesign (including supporting links and fonts)
4. Macromedia Freehand (.fh\_)
5. Adobe Acrobat (.pdf uncompressed)

#### FINAL FILE SUBMISSION REQUIREMENTS

Convert fonts to outlines whenever possible – or be sure to include both screen and printer fonts.

Supply a printed hardcopy or low-resolution PDF as a guide/FPO. Please indicate the scale at which the file was created.

#### SPOT COLOR MATCHING REQUIREMENTS

Spec all spot colors as Coated PMS colors – use the PMS color from the swatch book in the program you are using.

Do not use CMYK builds

The exception to the above rule is Black.

Specify Process Color Black using CMYK values of 30-30-30-100 and always build this color in CMYK – not RGB. Metallic colors are reproducible using CMYK links.

#### IMAGE RESOLUTION AND COLOR REQUIREMENTS

All images in your file should be at the same resolution – ideal resolution specifications are 200dpi.

#### 19. Received 2/27/18

Question: I was wondering if all designs had to be created electronically via the adobe products or if they could be images created with physical mediums then uploaded and scaled via the adobe products.

Answer: The work can be created from any medium as long as it is uploaded as a to-scale image that has been converted to a digital file. If selected, the digital file will need to follow the requirements listed beneath the calls “Minimum Qualifications” section.

#### 20. Received 3/6/18

Question:

1) I understand that artwork that has been previously displayed cannot be used to apply. Does that exclude any work that has been displayed at an art festival or a local show? To what level does this requirement apply?

2) I understand that applications are to be submitted through the cafe system. I am trying to understand what it means when art needs to be submitted to scale--does this mean I need to format the pieces under examination to the wall ABC size specifications, do I need to have the images match the size of the actual piece, or does it mean that I submit an image that shows the entire piece of artwork leaving no parts out?

Answers: 1) As long as you own the rights to the work and are willing to sell them to the Airport, should your work be selected, and as long as you do not have plans to create a duplicate work, you may submit said work.

2) Your work needs to be submitted in proportion to/to scale to either walls A, B, or C. So yes, you should format your submissions to the dimensions of walls A, B, or C. The selected images will wrap the entire walls according to the dimensions listed.

21. Received 3/6/18

Question: May I use dropbox to send the files? Or will you accept an email if under 5MB? (I don't know how to gauge file size).

Please tell me what does it mean; "proposals submitted must all be submitted via café as digital, to-scale images?" What is "via café"? When it says "digital, to-scale image", does that just mean I need to submit a file that can be enlarged to the huge dimensions of the project?

Answers: No, you may not use dropbox to submit your artwork for consideration. You must upload your submission via [callforentry.org](http://callforentry.org), otherwise referred to as café. All final, selected artworks will be emailed after each artist is notified of their selection.

All submissions will be digital submissions and are expected to encompass the dimensions of walls A, B, or C. Your work must cover the entire wall(s) and yes, you may submit a sized-down image of your work, though it needs to follow the proportions of the wall.

22. Received 3/6/18

Question: Am I reading it correctly that you are wanting very large walls designed and not individual pieces of artwork to hang on the wall.

If it is the former, could a person submit a series of 5 paintings that are then merged together to fit a large wall?

Answer: You are correct, we are looking for designs that cover the entire wall according to the dimensions listed. All designs will be submitted digitally and printed on vinyl. The vinyl will then be affixed to the wall. You may create a design in whatever fashion you see fit.

23. Received 3/6/18

Question: First off, the thing that was not clear to me was the size the actual paintings can be. It seemed like the question was asked but not directly nor answered directly and the wording was

confusing me. I recognize what the final dimensions of the artwork will be. Since the final works are being blown up from an image we can paint something smaller that just fits the dimensions of the wall we are envisioning the work on. The size we paint does not matter as long as the image is of high quality so that it can be blown up to large scale. Correct?

Second, in one of the responses you said that the images could not be sent via email, however, in the RFP you said "files can be sent via email." Is this just for the selected final submissions and the initial submissions are done through CAFÉ?

Thirdly, when submitting the application do we type out our Letter of Interest and Resumé on the CAFÉ entry forms or are they documents that we upload?

Answers: 1) Yes, you are correct. The size you make your original painting does not matter as long as you submit an image that is proportionate to the wall size you are submitting for. Please ensure you label your image properly, according to the requirements listed on café.

2) Yes, you are correct. The selected artworks will be sent via email after the artist has been notified of their artwork's acceptance. All initial submissions must be submitted through café.

3) You may type and/or copy and paste your letter of interest and resume into the café submission form.

24. Received 3/6/18

Question: Since there is no way to visit the site, can you describe how the walls are arranged in the space? Specifically, I'd like to know if they will be viewable from a distance (a wall facing a terminal or open area) or only up close (a wall in a hallway entering the restroom, where the viewer will never be more than a couple of feet from the image). A diagram or description of the placement of walls A, B, & C would be very helpful.

Answer: I believe the viewer will always be within a few feet of the wall. I do not believe the wall will face the open, public terminal. I will see if we can get a diagram or more detailed description from the Airport.

25. Received 3/6/18

Question: First, does the submission need to be the final work or a rough draft? And second, if the work is selected, does the vinyl company take the final picture of the artwork or is it just the image the artist sends?

Answer: Yes, your submission(s) should reflect the final artwork. The vinyl company will take the final file delivered by the artist and will print the vinyl based on said image. Upon selection, the artist is responsible for following all "Minimum Qualifications" listed in the RFP.

26. Received 3/6/18

Question: The form said to try and incorporate the culture and spirit of Utah but nothing religious. Would a depiction of the temple be inappropriate? Would I be able to meet with you in person and discuss it further?

Answer: You are welcome to propose any artwork you'd like, however the selection committee will be judging the artwork to ensure it follows the following guidelines as listed in the RFP:

Artwork must be appropriate for a diversity of viewers and may not contain promotional, advertising, religious, sexual, violent, or negative imagery, including demeaning or disparaging images or language, or convey political partisanship. Artwork shall also not include unlawful goods, services, or conduct; alcohol; cigarettes; tobacco; or other controlled substances.

And no, we may not meet to discuss this further as I am not permitted to meet with any artists to discuss the RFP to ensure the process remains fair and transparent.

27. Received 3/6/18

Question: Is March 20th the due date for all art? Is that the day that I would send in all my pieces along with my proposal and resume?

Answer: You may submit your submission via [callforentry.org](http://callforentry.org) at any time up until March 20, 2018 at 11:59MDT. All submissions should be complete and reflect all the requirements outlined in the RFP including the artist's final designs, letter of interest, and resume.

28. Received 3/6/18

Questions: 1. Do any of these walls connect to one another, or are separate murals designated for each of 24 bathrooms?

2. If I have a design I prefer over my others, do you recommend submitting it as entries for A, B, and C? Or should I submit 5 separate designs?

3. Should I address the letter of intent to The Salt Lake City Design Board?

Answers: 1. None of the walls connect, they are all separate and each individual wall is in a separate bathroom.

2. No, please only submit unique designs. In other words, you should submit different images for each wall submission. If you are submitting 5 designs they should all be different.

3. You may address the letter to the Salt Lake Art Design Board if you'd like (their proper name) or you may simply address it to the Whimsy Wall Selection Committee as their will be two other stakeholders joining the Board for selection.

29. Received 3/6/18

Question: In the proposal area, it says that the images submitted might change slightly "to fit the requirements of the project and fabrication needs".

Does this mean we could submit sample images that depict the style and ideas that would be reflected in our final images?

Answer: The clause you are referring to that states, "Although the final artwork may change slightly to fit the requirements of the project and fabrication needs, the initial submission should reflect the artist's final concept." In other words, the architect/fabricator/printer may need to adjust the artist's final concept to fit the as-built, physical requirements of the Airport. Of course in such an instance the artist would be notified and given an opportunity to adjust their design. The clause also states that the proposal submission *should reflect the artist's final concept*. We are looking for final designs.

30. Received 3/6/18

Questions: Is this call for completed artwork, proposal sketches only (to be later developed into completed works), portfolio of past work, or all of the above?

Can original artwork be the same proportion as the wall(s), but at a smaller scale?

Answers: Yes, artists responding to this call are expected to submit designs that reflect their final concept, which should be the completed artwork.

Yes, the original artwork may be the same proportion of the wall, but not the same size of the actual wall and yes it may be smaller scale.

31. Received 3/14/18

Questions:

1. Your rfp shows wall art extending to the floor level. Is this an accurate representation of the vertical position for each artwork on the wall? That is, artwork won't be positioned above floor moulding or otherwise raised to accommodate architectural features. Correct?

2. It would be helpful to know a little more about the position of viewer to artwork. In a restroom for example, most viewers will encounter the artwork up close instead of at a distance, correct? Is it safe to assume that optimal viewing distance is between 3 and 10 feet for an artwork or would you estimate that range to be even greater?

Answers:

1. Yes, as far as we know the artwork will extend to the floor, however the Airport has been asked to supply the latest renderings and/or construction drawings to be sure.
2. The wall wraps will be positioned in a location so as the view leaves the restroom they will encounter the works of art. I have inquired about the exact distance the viewer will be from the wall. As of right now 3 ft is a safe estimation.

32. Received 3/14/18

Question: If the design is accepted and goes ahead, but the airport declines to purchase the actual painting, can it be shown or sold later by the artist with no attached other rights? I understand that the artist agrees not to have shown the work before the selection process, and that the airport retains all rights to print or use the image for advertising or in other uses as needed in the airport. But I don't see anything about the disposition of the actual painting, after it has been selected.

Also, is any insurance expected to be purchased by the artist regarding this artwork?

Answer: The Airport will own the rights to the artwork if it is selected, meaning you cannot sell it to another entity or show the work elsewhere without the Airport's explicit permission.

Insurance is not required. Please review the agreement found at [http://saltlakepublicart.org/wp-content/uploads/2018/02/HB\\_ATTY-60283-v1-ARTIST\\_S\\_AGREEMENT\\_-\\_Airport\\_Whimsy-Walls\\_Amended-2-20-18.docx.pdf](http://saltlakepublicart.org/wp-content/uploads/2018/02/HB_ATTY-60283-v1-ARTIST_S_AGREEMENT_-_Airport_Whimsy-Walls_Amended-2-20-18.docx.pdf)

33. Received 3/14/18

Question: I'm just curious if the original art work is supposed to be that big as well? Or is it just supposed to be the same ratio? And it will be blown up that big?

Answer: Your submission should be the same ratio/proportions/to-scale to the walls you are interested in submitting for. You are not expected to submit a work of the actual wall size.

34. Received 3/14/18

Question: Should final digital file be actual size (9' x 16'8") at 200dpi? If so, a tif file would be over 2G. If not, what is the minimum image size at 200 dpi?

Answer: You are expected to upload your submissions directly to [callforentry.org](http://callforentry.org). The acceptable file requirements are:

File format: JPEG or JPG only

File dimensions: 1200 pixels or greater on the longest side. Anything larger than 1200 px will be resized to fit the limitations.

File size: under 5 MB

Your image should not be the size of the wall, but scaled down and in proportion to the wall dimensions you are submitting for.

The 200 dpi requirement is only required if you are selected for the project.

35. Received 3/14/18

Question: Can the images for the initial proposal be submitted as jpeg files, or do they have to be psd or tiff?

Answer: You are expected to upload your submissions directly to [callforentry.org](http://callforentry.org). The acceptable file requirements are:

File format: JPEG or JPG only

File dimensions: 1200 pixels or greater on the longest side. Anything larger than 1200 px will be resized to fit the limitations.

File size: under 5 MB

36. Received 3/14/18

Question: Regarding this part of the RFP:

It is anticipated that all 2-dimensional art styles will be represented in the installations, including but not limited to, abstract, figurative, representational, graphic, conceptual, collage, landscape, print, photography, etc.

Does this mean that multiple photographs can be combined into a single image or collage? If multiple photographs are used in a collage, can the artist retain the rights for the individual photographs (i.e. can images that have been previously sold as prints be combined into a collage)?

Answer: Yes, you may submit a collage as a single image. If you do so, I believe you will retain the rights to the individual photos. I will send the question on to the City Attorney's office and update you when additional information is presented.

37. Received 3/14/18

Question: For the airport call, is it a call for existing work? Or call for proposal/ request for qualification?

Answer: You may submit existing work or new work. You are expected to submit a final proposal. This is not a request for qualifications.

38. Received 3/14/18

Question: Do I need to create my work in this type of software or can it be done using traditional media (I work mainly in Prismacolor). If it's done using traditional media, what do you think would be the best way to get it converted to one of the required file formats?

Answer: You can create your work in any type of software or in any media you'd like. All submissions must be submitted as jpegs, so you may scan your image or take a photo of your image to convert it to the digital requirements. You must make sure your submission is properly labeled and is in proportion to the wall dimensions.

39. Received 3/14/18

Question: In the request, it says to send a file of 5 MG or smaller. Is that the final size they need to print the big vinyl image? Or is that just the scaled down version for the submission?

Answer: The 5MB is a requirement if your artwork is selected. To submit to the RFP you can upload your file directly to callforentry.org in whatever size the site accepts, which I have verified is also 5MB. If your work is selected we will then require you to follow the file requirements outlined. Your submission to callforentry.org should be proportionately scaled down from the actual wall-size.

40. Received 3/15/18

Question: When submitting art, will the artist physically be painting on the wall or will the artwork provided be enlarged and placed on the wall?

Answer: No, the art will not be physically painted on the wall. All selected artwork will be transferred from a digital file to vinyl, which will then be applied to the wall.

41. Received 3/15/18

Questions:

1. Can they be emailed to you in a PDF format (pantone / designs / proposal) or everything has to be sent via CD or USB
2. You need the required agreement signed at this time too or is this signed once the artists have been picked?
3. Pantone color swatch - I have a general one you need a specified one for each design at this time or can it be provided once the design is selected.

Answers:

1. All submissions for the RFP must be uploaded via callforentry.org. If your artwork is selected, your submissions will be accepted on CD ROM or DVD discs. Selected artwork files may also be sent via email (under 5MB) or uploaded to a file-sharing site. If selected, the exact form of delivery will be determined with each individual artist.
2. You will only be required to sign the agreement if your artwork is selected.
3. It can be provided if your design is selected.

42. Received 3/15/18

Questions:

- 1) Does the requirement about PMS Pantone Color apply to photographs, or only to computer generated images?
- 2) If so, how can I convert an RGB photo to PMS in Photoshop? (I have yet to find an effective way of doing so online. I've found ways to convert color swatches before creating a graphic, but not involving photographs without losing the photo's color.)

Answers:

- 1) Yes, all submissions must follow all requirements.
- 2) Unfortunately, I am unsure of the best way to convert your photos. My suggestion would be to reach out to a large-scale vinyl printer for advice.

43. Received 3/16/18

Question: The RFP states that "Artists shall only submit one, to-scale image per design." Does this mean we cannot show any details of the proposed design?

Answer: Correct.

44. Received 3/16/18

Question: I am having an issue with the application site in a portion it states the applicant must fill out. ([https://www.callforentry.org/festivals\\_unique\\_info.php?ID=5126](https://www.callforentry.org/festivals_unique_info.php?ID=5126)) I have attached a photo of the broken link. Would you please advise?

Answer: The link has been updated. Please let me know if you continue to experience issues reading the agreement. Please note that only artists whose artwork is selected will be expected to sign the agreement/contract you have referenced. The agreement is not required to apply for the RFP.

45. Received 3/16/18

Question: For the submission, is it okay to submit lower res versions of the art and if we are selected give the full res versions later?

Answer: The only requirements set for your submission are those set by [callforentry.org](http://callforentry.org), which state:

IMAGE MEDIA

File format: JPEG or JPG only

File dimensions: 1200 pixels or greater on the longest side. Anything larger than 1200 px will be resized to fit the limitations.

File size: under 5 MB

46. Received 3/16/18

Question: In a few places in the Call for Entry it says "The submission may contain up to 5 images" but then later under "Proposal Requirements" it says "Artists shall only submit one, to-scale image per design."

So does that mean artists choose one wall to submit to and can propose 5 different design ideas of what the artwork could be on that wall, but can only submit one image that articulates each idea?

Answer: Yes, you are correct in that each image must articulate a different idea. However, you are welcome to, for example, submit 1 idea for Wall A, 2 ideas for Wall B, and 2 ideas for Wall C, if you'd like. You do not need to restrict yourself to only submitting for a single wall.

47. Received 3/16/18

Question: All of my proposals are in PDF format, and it appears that the only way to enter them via [callforartists.org](http://callforartists.org) is to add them as part of my portfolio, which only accepts the images in jpeg

format. Is there another way to submit these images, or do I just need to convert them to jpegs and upload them to this website?

Answer: No, there is not an alternative way to submit images. You must follow the requirements as outlined in the RFP and on [callforentry.org](http://callforentry.org).

48. Received 3/16/18

Question: Does this file fit the requirements for the initial phase of the application?

Answer: You must upload your work to [callforentry.org](http://callforentry.org). All submissions will be reviewed after the deadline.

49. Received 3/16/18

Question: I want to integrate the various sport teams of Salt Lake City (Jazz, Real, Etc) into my design by using their logos which I've drawn by hand. Would there be any problems due to copyright if I used my versions of their logos? To me, I feel it would promoting their teams, so I personally think they would like being represented, but I just wanted to check to be sure.

Answer: I suggest you do not use any image or likeness that you do not own the rights to or from an entity you have not received permission from in your submission. In addition, the RFP stipulates: **Artwork** must be appropriate for a diversity of viewers and **may not contain promotional, advertising**, religious, sexual, violent, or negative **imagery**, including demeaning or disparaging images or language, or convey political partisanship. Artwork shall also not include unlawful goods, services, or conduct; alcohol; cigarettes; tobacco; or other controlled substances.

50. Received 3/16/18

Questions:

1. As I understand it, I am allowed to send up to five images for either walls A, B, or C, and can be selected for more than one wall. For example, I could have two of my illustrations selected, have art on two different walls, and ultimately be then paid \$14,000. Is that correct?

2. I'm a bit confused about the acronym "RFQ." Forgive me if this is an ignorant question, but I'm new to this project and don't know if this should be important. I read some of the FAQs on the site listed, but all fifteen pages were about an RFQ, I believe. So I wasn't sure if they pertained to this project at all. Any clarity on this would be most helpful.

Answers:

1. Correct

2. I imagine you were on the wrong question and answer page. There is a separate question and answer site for the Regent Street Request for Qualifications (RFQ), a totally separate and closed project. The Whimsy Wall Request for Proposals (RFP) Question and Answer page is located here: [http://saltlakepublicart.org/wp-content/uploads/2018/03/Questions-and-Answers\\_3-14-](http://saltlakepublicart.org/wp-content/uploads/2018/03/Questions-and-Answers_3-14-)

[18.pdf](#) This site is updated on at least a weekly basis with new questions and answers that come in for the Whimsy Wall RFP.

51. Received 3/16/18

Question: Is there more information yet regarding the viewer's optical impression of the whimsy wall, please ?

It would be helpful to know

- 1.) how far away from the wall the viewer will see the wall, and
- 2.) from what angle the viewer will see the wall decoration.

Answer: It is safe to estimate the viewer will be at a maximum 3 feet from the wall and will see the wall as they are exiting the restrooms. Additional information has been requested. If received it will be uploaded to <http://saltlakepublicart.org/for-artists/calls-for-artists/>

52. Received 3/16/18

Question: I have ONE piece of art I would like to submit for the three different wall sizes. I understand that I am limited to five total images with my submission. To clarify, will the following work as my five images?

1. My artwork scaled to Wall A
2. My artwork scaled to Wall B
3. My artwork scaled to Wall C
4. Detail/close-up of my artwork
5. Another Detail/close-up of my artwork

Because the scale of these walls is so large, ideally I would like to include close-up details of my one artwork for reference (images #4&5). Is this ok? If so, and since I am using the same piece of art for all three walls, do I need to label the detail images (#4&5 above) as specific walls (even though the detailed images would apply to any of the three walls (A, B, & C)?

Answer: Items 1-3 are acceptable. Detail shots and close-ups will not be accepted, as they are not requested as part of the RFP.

53. Received 3/16/18

Question: I'm confused about whether or not the artwork is limited to only art that uses spot colors. PMS Spot colors are used for printing flat digital graphics, not for printing photography or paintings. But the call states, "It is anticipated that all 2-dimensional art styles will be represented in the installations, including but not limited to, abstract, figurative, representational, graphic, conceptual, collage, landscape, print, photography, etc." To my understanding, photography and paintings would all have to be CMYK builds when converted as a digital image, not Spot Colors.

Can you provide clarification on that? Is Spot Colors a requirement for all submission, even if you used images of work that is photography or painting and cropped the art to fit the size of the mural?

Answer: The final selected artworks have all been requested, by the fabricator, to be formatted with spot colors. Artists are able to create the “original” work of art in any varied media as long as they are converted to the requirements requested as this will be required if the artwork is selected. This is due to the fact that all the works will be printed on vinyl via a large format printer.

54. Received 3/20/18

Question: One of the guidelines was submitting images (to scale) for the project. I uploaded to scale images mocked up on the proposed walls. I cannot go back and edit my application it seems, but do you want to see just the image to scale but NOT mocked up on one of the proposed walls?

Answer: As long as the submissions are in proportion to the walls listed and follow all directions as outlined on café, the submissions can be mocked up on the walls or can simply be submitted as to-scale images. Either one is fine.

55. Received 3/20/18

Question: I do have a question about the printing process/color matching - I plan on using imagery from my printmaking work for this proposal. I've done something similar before with a vinyl wrap I was commissioned for a public work. With this type of process and using textures and imagery directly from my prints, is it required to convert spot colors to PMS? I would be creating everything via Photoshop so I will not be filling in shapes with Pantone colors as if I were to be designing something via Illustrator, for example. Obviously, everything would be converted to CMYK regardless.

Answer: All selected submissions will need to follow the “Minimum Qualifications” as outlined on the RFP. [https://www.callforentry.org/festivals\\_unique\\_info.php?ID=5126](https://www.callforentry.org/festivals_unique_info.php?ID=5126)

56. Received 3/20/18

Question: I have a quick question about site itself. Do you know if these are walls are along hallways and will be viewed parallel to the flow of traffic or are they situated where the viewer would be walking toward them? Or a combination of both?

Answer: To my understanding the viewer will be walking parallel with the wall.

57. Received 3/20/18

Question: Can the Form Agreement be copied and emailed with all the other papers even after it is notarized?

Answer: The Agreement is only required of artist whose designs are selected for the project. You do not need to sign and send the agreement to have your submission reviewed.

58. Received 3/20/18

Question: What is the name of the company who will produce the wall wraps, please?

Answer: I've asked the Airport for the name and will get back to you as soon as I can.\*

\*Once this information is received this page will be updated.

59. Received 3/20/18

Question: I'm wondering if there are any images of the actual bathrooms for color, finish, and lighting references. These make a big difference when selecting colors for the final designs.

Answer: Unfortunately, we do not have images to provide in addition to what is on [callforentry.org](http://callforentry.org).

60. Received 3/20/18

Question: I see in the rules it says that this art piece cannot be published anywhere... wondering if photos of the painting in progress can be posted on Instagram and Facebook?

Answer: Posting work-in-progress photos on social media is fine.

61. Received 3/20/18

Question: For Whimsy Walls, is the resume expected to be in text format when submitting through CAFE? I have a pdf of my resume and I'm wondering if there is a place to submit the resume as PDF.

Answer: Resumes must be typed out or copy and pasted into the text box provided by [callforentry.org](http://callforentry.org).

62. Received 3/20/18

Question: When the committee reviews the jpg files the artists submit - does the committee

1.) view the images by transferring them into an "electronic wall template" in an architectural graphic design software or

2.) is it more comparable to a PowerPoint environment or

3.) do you just look at the jpg "as is" in an image viewer (e.g. Apple Preview, Microsoft Paint or similar software)?

Answer: The submissions will all be viewed through the [callforentry.org](http://callforentry.org) jury viewer, which comes across like an image viewer similar to Apple Preview.

63. Received 3/20/18

Question: Do you have an age restriction on participating artists. My son is 15 but very insightful and is eager to apply. He can meet all the proposal requirements, however, his resume would be minimal.

Is he able to apply?

Answer: Currently there is not an age restriction, however our City Attorney's Office is looking into this matter. If a minor is selected, their parents will likely be responsible for entering into a contract with the City. So yes, he may apply.

64. Received 3/20/18

Question: I registered for the SLC Airport call for artists through Café. I also have the proposal notarized. Do I take the proposal down to the airport or can I send to you via email? My images of my artwork were submitted through Café as well. Do I still need to put them on a disk? Can you please tell me what else I need to do?

Answer: The Agreement is only required of artists whose designs are selected for the project. You do not need to sign and send the agreement to have your submission reviewed.

If you have completed the requirements on the callforentry.org submission form, that is all that is required right now. If your work is selected the City will be in touch with you on how to deliver your final submission. At this time you may keep your disc.

65. Received 3/20/18

Question: I can't seem to attach a file for my resume, it only accepts text entries. My resume is a PDF format - is there another way I could send it to you? Or, is there another way I might be able to attach the resume to the form that I'm missing?

Answer: Resumes must be typed out or copy and pasted into the text box provided by callforentry.org. Email submissions will not be accepted or reviewed.