



# Natick Center - 2019 Call for Creatives

## FOR THE LOVE OF NATICK

*Seeking Art that makes navigating Natick Center easier and more enjoyable.*

### OVERVIEW

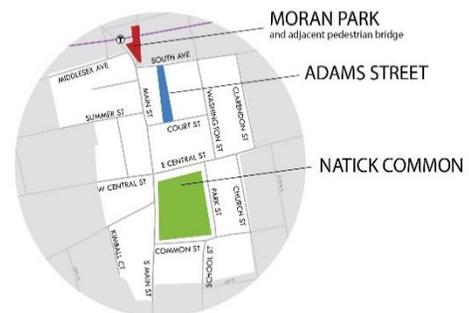
The Natick Center Cultural District and the Town of Natick are excited to announce the second Call for Creatives to propose public works of art and design in Natick Center.

All works produced for this Call are considered permanent works of art. As such, ultimate approval of their selection and location will rest with the Town’s Board of Selectmen and any other boards, commissions or agencies (as required).

### SITES

Creatives may propose to locate their projects in any one of the following three sites:

1. Moran Park and footbridge over railroad
2. Adams Street alley
3. Town Common and intersection of Routes 135 and 27
4. Municipal parking facilities on Pond Street, Middlesex Avenue and South Avenue



### GRANTS

Selected finalists will receive an award of \$500 for design concepts and up to an additional \$1,500 for fabricating and installing selected proposals (*the maximum award granted will be \$2,000 for design, fabrication and installation of a selected concept*).

Creatives may also have access to mentorship from experienced practitioners and fabricators who may provide guidance on design, construction, and installation of projects.

### WHO CAN APPLY

The call is open to any creative resident of Massachusetts. Applicants of all ages, backgrounds, and level of experience are encouraged to apply.

Individuals, organizations, and groups of collaborators are welcome. Respondents with similar or complimentary backgrounds may be introduced to each other during the selection process as collaboration and community participation to refine and execute proposals are encouraged.

### WHEN TO APPLY

**The deadline to apply is May 13th, 2019 at 12:00pm. Finalists will be selected by the end of June. Projects must be installed by September 27, 2019.**



## TIMELINE

Applications will be evaluated during a two-step juried process involving members of Natick Center Associates' Public Art Committee and the Natick Center Placemaking Advisory Group.

Finalists must be available for a 30-minute interview in person or over the phone in June. Awards will be announced during the fourth week of June.

Projects must be prepared to be exhibited during the weekend of Saturday, September 28, 2019.

## HOW TO APPLY

Submissions will be received online through sending files through <https://wettransfer.com/> to [info.natickcenter@gmail.com](mailto:info.natickcenter@gmail.com) and cc [tfields@natickma.org](mailto:tfields@natickma.org). You do not need to create an account to send files. If you would prefer to submit a physical copy, please deliver your materials to Athena Pandolf at Natick Center Associates, 20 Main Street, Suite 208, Natick, MA 01760.

For questions, or assistance in drafting your proposal, you may reach out to Ted Fields at [tfields@natickma.org](mailto:tfields@natickma.org) or Athena at [info.natickcenter@gmail.com](mailto:info.natickcenter@gmail.com). Mentors are available if you need more assistance in drafting a proposal.

## REQUIRED APPLICATION ATTACHMENTS:

### 1. Application Form

- Contact information (full name, email, phone number)
- Project/Idea Title
- Project Description (Max. 500 words)
- Description of how it will engage the community
- Bio (for you and/or your team)
- Projected Budget

### 2. Idea Renderings/Sketches

## BACKGROUND

This invitation comes out of the Natick Center Creative Placemaking Strategy & Demonstration Project that was produced for the Town by the Metropolitan Area Planning Council (MAPC) in 2018. The goal of the plan is to make Natick Center more navigable and welcoming to visitors by improving the number, breadth, and quality of arts and cultural experiences in public places within the area.

The demonstration projects that will arise from this call are just the start of this long-term initiative. Project partners will be documenting and evaluating the demonstration, and all information will inform the preparation of the Natick Creative Placemaking Strategy.

**To learn more about the Natick Center Creative Placemaking Project, visit [www.mapc.org/natick-creative-placemaking](http://www.mapc.org/natick-creative-placemaking),**

For questions and to discuss draft proposals, contact MAPC Regional Arts & Culture Planner Daniel Koff: [dkoff@mapc.org](mailto:dkoff@mapc.org)



## PROPOSAL DETAILS

### LIST OF RECOMMENDATIONS AND CONSIDERATIONS

Below is a list of recommendations and considerations to help guide Creatives in the development of their proposals. This list was developed with input from the Creative Placemaking Advisory Committee and will be used by the selection committee during their review. While it is not required that projects address any or all of these recommendations, applicants are strongly encouraged to incorporate any that apply to their projects.

#### GENERAL RECOMMENDATIONS

- **Guide People to Find their Way.** Projects can be created to direct the viewer's attention to notice certain aspects of Natick including directions to local landmarks, civic resources, places of interest, or more intangible features such as personal stories and historical narratives.
- **Be Accessible and Welcoming.** Natick Center attracts a culturally diverse population of people at all income levels and with different abilities. To be welcoming to all, projects should be accessible to an intergenerational audience and to people who may not necessarily live in Natick
- **Engage the Public.** Projects that are participatory, hands-on, engage viewers as participants, and provide varied opportunities to stimulate a variety of senses in Natick Center's public places and spaces (e.g., sight, hearing, taste, smell, and touch) are highly encouraged. Projects could provide an interactive experience for the public to learn something new.
- **Be Bold.** Projects may demonstrate an expansive definition of art and culture, taking a new twist on an old art form, or may invent new categories of experience.
- **Respect the Environment.** Projects should exemplify how the human and physical environment in Natick Center are regarded with care: sustainable materials and processes are used, it is safe to interact with the project, and the artistic process and messages conveyed are expressive of and responsive to different viewpoints.
- **Be Relevant to Local History.** Projects may be mindful of the physical and human history and character of Natick Center's past, present, and future. They may be grounded in and honoring of diverse local, including Native histories, but also forward-thinking and not constrained by adherence to unspoken rules or mainstream aesthetic norms.
- **Address Planning Priorities.** Projects may call attention to new regulations that are being considered to ensure that new housing developments in Natick Center will include a mix of market-rate and affordable options.

#### SITE-SPECIFIC CONSIDERATIONS

##### Moran Park

- **Be Respectful to Veterans and Memorials on Site.** Moran Park and the adjacent bridge are home to many veteran memorials. Works of art should be respectful to the veterans and to the memorials themselves. i.e do not cover, block, or defame them in any way.
- **Think About How People Use the Space.** A majority of people that enter the park simply pass through on their way to the train station, so surveys have indicated that many people do not find Moran Park a comfortable place to sit and spend time. Your artwork may address these issues by either creating more space for people to pause and relax, and/or to enhance the park's role as a gateway.
- **Promote Improvements to Train Station.** Changes are being planned for the Commuter Rail Station to make it more accessible with the addition of an elevator which will take people from the



street level to the platform. Works of art may promote these upcoming changes and help people envision the area as a new entrance to the Town.

### Adams Street Alley

- **Capitalize on the Urban Aesthetic.** With its combination of murals and raw architectural features, this alley provides an urban oasis within Natick Center. Artwork here can enhance these qualities and provide additional opportunities for photographers who already frequent this area as a backdrop for their posts on social media.
- **Remember that this Space is a Loading Zone.** Adams Street is the back entrance to several businesses and restaurants, so projects here must maintain proper clearance for the trucks that use this space for loading and unloading.

### Town Common

- **Think about Interaction.** Many people in community meetings wanted something to do in the Common. An artwork that is interactive may fill this gap in what the site has to offer residents. Interaction may be playful, or could engage people through their various senses.
- **Respect other Artwork.** Natick Common is already home to some public monuments, artworks, and shelters. New works of art should take these pieces into consideration and be mindful not to degrade, but to enhance the existing public amenities.
- **Make the Common more Welcoming.** People have commented on how the Common has a lack of seating, places to eat, and welcoming signage. Installations here may address these issues by making the Common more accessible and inclusive.

### 2019 SELECTION COMMITTEE

Natick Public Art Committee with support from the Natick Creative Placemaking Advisory Group

### PROJECT PARTNERS

Town of Natick Department of Community and Economic Development (CED)  
Natick Center Associates (NCA)