

SHORT NORTH ALLIANCE ADMINISTRATIVE OFFICE

875 N High St. 3rd Floor
Columbus, OH 43215
P/ 614.299.8050

SAFETY OFFICE

1181 Mt. Pleasant Ave
Columbus, OH 43215

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AFTERGLOW PROJECTION MURAL SERIES REQUEST FOR QUALIFICATIONS

DATE ISSUED: NOVEMBER 22, 2024

TO APPLY: application details [here](#)

Email application to rachel@shortnorth.org.

Applications accepted through May 2, 2025
and selections made on a rolling basis each month.

OVERVIEW

The Short North Alliance is creating a new rotating projection mural series called AfterGlow, designed to display temporary original artwork, animations, and architectural mapping in the Short North Arts District. From September 2024 through June 2025, up to ten artists or groups will be selected to create a dynamic piece of digital artwork to be on display for the Short North Arts District's monthly Gallery Hop on the first Saturday of every month. Each display will run for at least two evenings from sunset to midnight on the weekend of Gallery Hop.

BACKGROUND

The Short North Arts District is the most vibrant spot in the Columbus region. Home to nearly 350 creative art, dining, boutique retail, service provider, and nightlife businesses along with numerous arts and cultural non-profits, the neighborhood is a point of pride for the City of Columbus.

The Short North Alliance is seeking to help the community achieve its bold goals for public art and extend the vibrancy of the public art experience into the night through the commission of a series of projection-based murals on an exterior wall in the heart of the Short North Arts District.

SITE LOCATION AND AVAILABLE DIMENSIONS

The site for the projection is the south-facing exterior wall at 937 N. High St. above the roofline of the neighboring business, Paradise Garage. The projection display will be approximately 65 feet wide and 45 feet tall, totaling approximately 2925 square feet. The digital design requirement is for a 1920x1200 px (16x10 aspect ratio) MP4 file.

Site images, masking information, and sample animation are included in [Exhibit A](#).

PROJECT GOALS

The primary goals for this project are to support the implementation of the Short North Arts District's strategic and community priorities for public art:

- **Stimulate Conversation** Public art can stand out, engage, and inspire residents and visitors intellectually, aesthetically, emotionally.
- **Tell the Story** Public art can embody our community spirit and aspirations by honoring the past and envisioning our future.
- **Speak to Diversity** Public art can speak to the many people and neighborhoods united by High Street.
- **Take Risks** Public art can be bold, challenge our understanding of art, and

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express our ambition.

- **Level Up** Public art can represent the highest expression of culture and elevate the profile of our city.

Additionally, each piece of art must follow these basic guidelines:

- Artworks must be the original artwork of the selected artist.
- Artworks cannot include the use of trademarked or copyrighted material.
- Artworks cannot contain nudity.
- Artworks cannot contain profanity or derogatory language.

PROJECT DETAILS

The display is 1920x1200 px (16x10 aspect ratio). This is the native aspect ratio for the projector to be used and also allows the projection to be displayed with minimal pixel loss.

The irregular shape of the building's roofline will be addressed by the vendor who is managing the projections; this vendor will mask out portions of the digital design to map the projection to the physical wall. Artists should be sensitive to designing with this in mind, as anything in the masked area will not be visible in the final projection. See [Exhibit A](#) for masking details.

Finally, designs should avoid any animation sequences that move too fast or have a strobe effect as we don't want to create any potential hazards for motorists or pedestrians on the street below.

PROJECT TIMELINE

*timeline subject to slight change

Nov 22, 2024	Request for Qualifications Opens
Dec 13, 2024	January Artist Selected
Jan 4, 2025	January Gallery Hop Projection Weekend
Jan 10, 2025	February Artist Selected
Feb 1, 2025	February Gallery Hop Projection Weekend
Feb 7, 2025	March Artist Selected
Mar 1, 2025	March Gallery Hop Projection Weekend
Mar 7, 2025	April Artist Selected
Apr 5, 2025	April Gallery Hop Projection Weekend
Apr 11, 2025	May Artist Selected
May 2, 2025	Request for Qualifications Closes
May 3, 2025	May Gallery Hop Projection Weekend
May 9, 2025	June Artist Selected
Jun 7, 2025	June Gallery Hop Projection Weekend

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SELECTION PROCESS & CRITERIA

RFQ submissions should be sent as attachments to rachel@shortnorth.org
Subject line: **"AfterGlow 2025 Application"**

Applications will be accepted on a rolling basis from November 22, 2024 to May 2, 2025. Artists should submit applications by the 1st of the month prior to the next Gallery Hop date to be considered for the next Hop (i.e., apply by Feb 1 to be considered for the March Gallery Hop).

Details on what is required for this application can be found in [Appendix B](#)

Up to 10 artists or teams of artists will be selected to submit full digital designs based on an evaluation of the following:

- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals

Artists will be selected by the leadership of the Short North Alliance, at the recommendation of the Short North Alliance Public Art Committee, a volunteer body of community members composed of fine artists, design professionals, gallerists, arts professionals, consultants, and property owners.

Artworks must be approved for placement on the building by the Italian Village Commission, a historic architectural review commission of the City of Columbus.

Final approval of the artist and commissioned artwork is made by the property's owner, The Wood Companies.

ADDITIONAL RULES & GUIDELINES

- The Short North Alliance is not liable in any way for any costs incurred by any artists in preparation for the submission of the RFQ.
- The Short North Alliance is not responsible for any travel or lodging for the artist.
- The Short North Alliance has the right to reject any and all proposals.
- The Short North Alliance has the right to issue additional solicitations for qualifications.
- The Short North Alliance reserves the right to modify selection criteria for this call if necessary at any time.
- The selection process is subject to change.
- The Short North Alliance reserves the right to withdraw this call at any time.
- Artist(s) have the right to withdraw their qualifications at any time.

BUDGET

Each selected artist will receive a \$1200 artist fee for the creation of their digital design. This includes artist fee and supply budget for any materials and/or equipment required to produce a digital design at the required specifications. Artists are responsible for all taxes associated with their compensation. The Short North Alliance will administer all aspects of the project outside of the

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costs listed above. These include but are not limited to: administration, subcontracting, projection equipment rentals and management, related permits, etc.

CONTACT

All project communications shall be made by contacting Rachel Kengeter, Deputy Director for Projects & Operations via email at rachel@shortnorth.org.

ADDITIONAL INFORMATION & RESOURCES

For information about the Short North Alliance and the Short North Arts District, visit shortnorth.org.

PROJECT SUPPORT

This project is made possible with support from The Ohio Arts Council, PNC Arts Alive, The Wood Companies, and the Short North Alliance Art Fund.

SHORT NORTH ARTS DISTRICT



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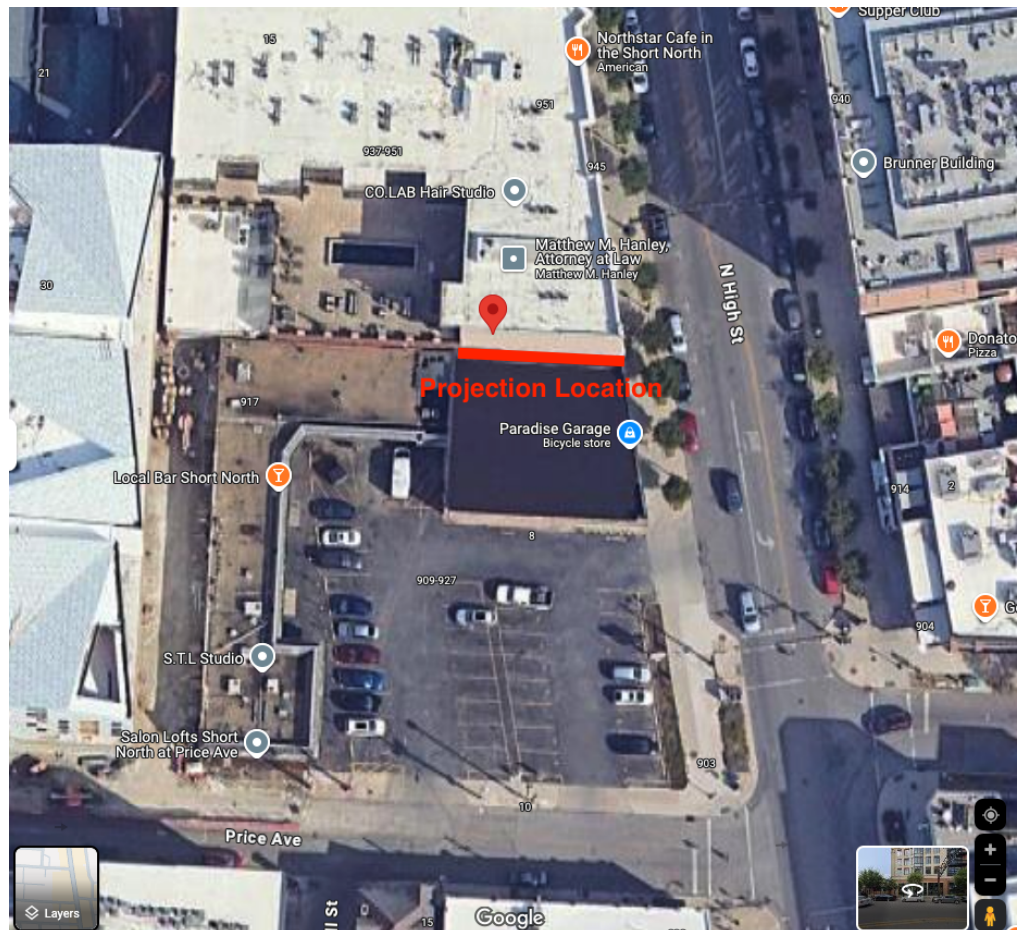
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Exhibit A: Site Images and Projection Information



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Afterglow Projected Content Mask 1920x1200px

video content will not be visible in the black masked area

DO NOT BAKE THIS MASK INTO YOUR CONTENT

video content will be masked in final projection output
please make sure your content covers the full area

View a previous projection at this location, designed and managed by Pacemour Creative, [here](#).

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APPENDIX B: RFQ SUBMISSION REQUIREMENTS

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Subject line: **"AfterGlow 2025 Application"**

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Required information for this application:

A. Résumé/CV

Submit a brief, current résumé or CV including:

1. Contact information
2. Your web address or other online presence
3. Previous relevant art commissions
4. Exhibitions, awards, grants
5. Education

B. Letter of Interest

Please include the following in a letter of no more than 500 words:

1. Name, mailing address, telephone, email, and website/socials
2. Your interest in this project and your experience working on comparable projects. Include your philosophy on public art, its integration into the surrounding environment and how your work and experience will complement this project. Describe how your experience fits the criteria outlined for this project from the Selection Criteria section of this RFQ.

C. Artwork Files & Information

As an attachment, please submit a document containing links to at least three (3) and up to five (5) different completed animations, or a link to an existing online portfolio.

D. References

Please include at least two (2) art and/or design professionals who have detailed knowledge of your work and working methods, including fulfilling deadlines, working with the community, etc. Include contact name, organization, telephone, and email for each reference.

E. Other:

You are welcome to submit up to three (3) optional supporting materials. This could include news articles, videos, or other content that helps convey information about past work.