



## Call for Artist

**Project:** SEAC Playfinders

**Background:** The South East Area Coalition strives to ensure that Rochester's southeast neighborhoods are the best places to live, work, play, and learn by partnering with communities on unique, scalable grassroots projects. This past winter SEAC applied to and was awarded funding by the Ralph Wilson Legacy Youth Sports Fund to utilize playful sidewalks as wayfinders to playspaces. The City of Rochester's Playful Sidewalk Policy allows neighborhood groups to paint the sidewalk with playful designs.

**Scope:** Artist will be tasked with designing 10 playful sidewalk elements for each park. Each element will include a universal symbol that will be approved by the City. Artist will layout and oversee painting of sidewalks with a select group of neighborhood residents. Artist will meet with neighbors to discuss designs and themes.

Toy libraries will be placed at each park, artist will also design and paint these.

**Locations:** Two playspaces will be highlighted with this project. The Field St. playground will be the first playspace and the second is still being identified.

**Budget:** \$6,500 - Artist Stipend for design and painting of 20 playfinders and two toy libraries.

**Materials Provided:** All paint for sidewalks will be sourced through the City of Rochester per the Playful sidewalk policy. Anti-slip additive is required to be used and is also provided. SEAC can provide other supplies or a stipend for them. Toy Libraries will be constructed and provided to artist for painting. Toy Libraries will be installed by the City of Rochester.

**Submission:** To be consider please submit two sketches of "playfinder" along with examples of other projects you have complete. Submission should be set to [Jknoth@seacrochester.org](mailto:Jknoth@seacrochester.org)

### Other Attachments:

[City of Rochester Playful Sidewalk Policy](#)

[Examples of Playful Sidewalks](#)