Art on the Atlanta BeltLine
Proposal Workshop

@artonatlantabeltline
@atlantabeltlineart
Eastside Trail
What are the main ingredients for a good proposal?

- Original idea
- Good concept rendering
- Strong Portfolio
- Clear Artist Statement
- Concise Bio
- An understanding of the BeltLine project
- Conveys information in a clear, concise manner
- Realistic Budget
Art on the Atlanta BeltLine

A good proposal: The Essentials

Original Idea

• Have you seen this idea or artwork somewhere else?
• Is this concept based on your personal practice or someone else’s?
• Have you seen this implemented in a public space before? Why or why not could that be the case?
• Am I appropriating from a culture I have no rights to?
• Is this art or something else?
Art on the Atlanta BeltLine
A Good Proposal: The Essentials

Good concept rendering

• Needs to be technically clear
• Needs to show dimensions and scale OR technical requirements if performative
• Can illustrate materiality
• Demonstrate knowledge of how to execute your proposal
• Does not have to be software driven
Art on the Atlanta BeltLine
A Good Proposal: The Essentials

Strong Portfolio
• Showcases you and your team’s ability to execute similar projects
• Demonstrate experience and proficiency in your medium of choice
• Portrays a pointed aesthetic vision
BIO: Lina Iris Viktor is a Liberian-British conceptual artist, performance artist, and painter. She lives and works itinerantly between New York and London. Viktor’s multi-disciplinary practice is informed by a background in film which she studied at Sarah Lawrence College, and her continued studies within photography at The School of Visual Arts, along with an education in performance arts during high school. Viktor creates her own mythology as a painter, sculptor, photographer, and performance artist.

STATEMENT: The multi-disciplinary approach to her work, which weaves disparate materials and methods belonging both to contemporary and ancient art forms calls into question the nature of time and being. Her works are a merging of photography, performance, abstract painting, along with the ancient practice of gilding with 24-karat gold to create increasingly dark canvases embedded with “layers of light” in the form of symbols and intricate patterns. Viktor regards these dark canvases to be “light-works”. Each provoke a philosophical commentary through material that at once addresses the infinite and the finite, immortality and mortality, the microcosm and macrocosm, in addition to the socio-political and historical preconceptions surrounding ‘blackness’ and its universal implications.
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A Good Proposal: The Essentials

Constellation I

Pure 24K Gold, Acrylic, Gouache, Print on Matte Canvas
60 x 84 in. / 152.4 x 213.4 cm
Unique
2016
Art on the Atlanta BeltLine
A Good Proposal: The Essentials

An understanding of the BeltLine project

- Why is this important?
- Translation of practice acumen
- What does and does not work in the public realm
- Censorship, liminality and the public as audience
Realistic Budget

• What is your time worth?
• What is your history of value? (Provenance)
• Budget formula
• How to negotiate
I have a great idea but missed the deadline!

Art on the Atlanta BeltLine puts out an open call in the early spring of each year, but you missed the deadline. What you can do:

Secure funding and submit your proposal to the BeltLine Public Arts Advisory Council for review. They meet quarterly, so plan ahead.
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**Red Flags!**

- Not clearly art
- Garden related
- Food related
- Playable or climbable
- Artwork in parks
- Profane or politically controversial
- Discriminatory, culturally insensitive, and/or appropriative
- Religious
- Utilize recycled materials
- Plagiarized
- Incomplete
We look forward to reading your proposals!

Questions? Email me: mkyle@atlbeltline.org