



CALL FOR ARTISTS – VISUAL ARTISTS

Art + Policy Project | February 15, 2024



Art + Policy

Critical planning. Creative doing.

To inspire community imagination, foster civic dialogue, and help shape the future of the region, the Metropolitan Council is seeking artists or artist teams to amplify [Imagine 2050](#), the Twin Cities region's policy planning guide for the next 30 years. Selected artists' works and ideas will be showcased throughout the metropolitan area this summer and fall — rolling across our transit network and popping up in parks, on our infrastructure, with civic and institutional partners, and out in the community.

Optional Information Session Webinar for applicants:

Feb. 28, 2024, 4 p.m. [Register here](#). A recording of the webinar will be posted following the event.

Application deadline:

Submission due March 15, 2024, at 4 p.m.

Questions?

Contact Ellie Hohulin (eleanor.hohulin@metc.state.mn.us)

Learn more and check for updates on the [Met Council website](#). A sample contract for artists will be uploaded to the website following the information session on Feb. 28.

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1. About the Met Council

The Met Council is the regional policy-making body, planning agency, and provider of essential services in the seven-county Twin Cities metro area. Our mission is to foster efficient and economic growth for a prosperous region.

The 17-member Met Council is a policy-making board that guides the strategic growth of the metro area. We partner with 181 cities and townships, 7 counties, other government entities, businesses, nonprofit organizations, and others. Elected officials, local government staff, and residents share their expertise with the Met Council by serving on key advisory committees.

The Met Council provides essential services and infrastructure — Metro Transit's bus and rail system, Metro Mobility, Transit Link, wastewater treatment services, regional parks, planning, affordable housing, and more — that support communities and businesses and ensure a high quality of life for residents. We rely on several funding sources, including user fees for wastewater treatment and transit services, state and federal funds, and a seven-county property tax.



The Met Council is listening to people from across the metro region as we collectively envision the future we want. Imagine 2050, the next regional development guide, builds on the principle that together we can tackle challenges that individual communities may not be able to take on alone.

As the seven-county metro region's long-range plan, Imagine 2050 will include a vision and goals, and will set the policy foundation for land use, housing, transportation, water resources, and regional parks. It will also address critical issues that cross policy areas: climate, equity, natural systems, and public health, safety, and well-being. The guide will shape how this region grows in the next 30 years.

Imagine 2050 will be informed by the values and desired outcomes articulated in the local comprehensive plans of the communities in the region. It will emphasize the importance of partnerships across all sectors to create a prosperous future for our children and grandchildren.

Imagine 2050 Goals

Our region is equitable and inclusive

Racial inequities and injustices experienced by historically marginalized communities have been eliminated; and all people feel welcome, included, and empowered.

Our communities are healthy and safe

All our region's residents live healthy and rewarding lives with a sense of dignity and wellbeing.

Our region is dynamic and resilient

Our region meets the opportunities and challenges faced by our communities and economy including issues of choice, access, and affordability.

We lead on addressing climate change

We have mitigated greenhouse gas emissions and have adapted to ensure our communities and systems are resilient to climate impacts.

We protect and restore natural systems

We protect, integrate, and restore natural systems to protect habitat and ensure a high quality of life for the people of our region.

Met Council Policy Plan Areas



Land Use & Housing

Communities thrive when they have a range of housing choices for residents in all circumstances and stages of life. The Met Council works with local governments to identify and plan for their future housing needs.

- Establishing regional housing policies and planning
- Reviewing the housing element of local comprehensive plans
- Funding housing development through Livable Communities Act (LCA) grant programs
- Administering the state's largest Section 8 Housing Choice Voucher program through the Metro Housing and Redevelopment Authority (HRA)



Parks & Open Space

We care deeply about connecting people to the outdoors, protecting natural resources, and making sure everyone in the region has access and feels welcomed to our regional parks and trails.

- The Twin Cities metropolitan area is home to a regional parks and trails system that is nationally renowned for its beauty, size, and variety of features.
- With 56 regional parks and park reserves totaling more than 54,000 acres, nearly 400 miles of interconnected trails, and 8 special recreation features, the system provides a wealth of opportunities for recreation, exercise, gatherings, and solitude. Our regional parks and park reserves also protect significant green space and wildlife habitat.
- We work in partnership with 10 city, county, and special park districts who own and operate the parks and trails to create and maintain one of our region's greatest assets.



Transportation

A financially sustainable, world-class transportation system that includes travel by car, bus, rail, truck, bicycle, foot, and airplane is vital for a thriving Twin Cities regional economy.

The Met Council is responsible for ensuring that transportation infrastructure equitably meets the demands of our residents as the region grows, and plays two central roles in regional transportation:

- As the region's federally designated Metropolitan Planning Organization (MPO), the Met Council works with local, state, and federal policymakers to plan for and anticipate the transportation needs of our growing region.

- As the region's primary regional transit services provider, the Met Council works with partners to build and operate a 21st century bus and rail system. Customers rely on our transportation services to meet their daily transportation needs.



Water Resources

Water resources have sustained this region for millennia — and wise planning now can ensure a water-rich future for generations to come.

- Our policy integrates water resources planning for wastewater, water supply, and surface water with the goal of protecting, conserving, and utilizing the region's groundwater and surface water in ways that protect public health, support economic growth and development, maintain habitat and ecosystem health, and provide for recreational opportunities.
- We treat wastewater for 111 cities and townships with 2.7 million people in the Twin Cities metropolitan area, monitor air and water quality, and plan for a long-range water supply to meet future demand.
- Through its policies and planning, we are committed to working collaboratively with state and federal agencies, local and county government, watershed management organizations, interest groups, and the public to protect the region's rich water resources as the region continues to grow.

2. About the Art + Policy Project

To truly Imagine 2050, the Met Council is bringing in the arts and artists to synthesize and amplify the Regional Development Guide, seeking to inspire community imagination and foster civic dialogue. Art + Policy is a project that engages artists in translating policy and planning into a shared future for the region. The goals of the project are to:

- Make policy playful and fun with creative practices and artistic expression.
- Break down complex issues through continued arts-based engagement.
- Invite greater civic participation in more creative ways.

We are inviting artists to bring Imagine 2050's values, goals, and policy areas to life through creative community engagement. Their artistic works and ideas will be showcased throughout the metro area this summer and fall — rolling across our transit network and popping up in parks, on our infrastructure, with civic and institutional partners, and out in the community. This project will highlight the Met Council's work and invite greater civic participation creating a shared future for the region in new, exciting, and engaging ways.

Project Opportunities

- Help shape the future of the Twin Cities region
- Have your art out prominently displayed in public and featured in unique ways
- Connect with cross-sector partners at the Met Council to learn more about city systems
- Connect with other civic artists across the region
- Collaborate with the Art + Policy creative team and policymakers from across the region

Art + Policy Creative Team

Amanda Lovelee, Stephen Klimek, Ellie Hohulin, and Erika Herrmann

3. Art + Policy: Call for Visual Artists

Up to four visual artists/artist collaboratives will be selected for the Visual Artist component of this project. Each will work in tandem with the Art + Policy team and Met Council policymakers to visualize one of these four policy

areas: Parks, Transportation, Water and Housing/Land Use. Each artist's design will be used to wrap buses and trains, in addition to other surfaces throughout the region (transit cards, bus stops, construction fences, building wraps, etc.).

Each illustration will focus on their policy area, align with the goals of the regional development guide, and weave in the connectedness of all Met Council work. Artists are encouraged to infuse emotions of joy and play into their future-forward designs, as an opportunity to imagine and dream the collective future and bring feeling into a policy process.

Policymakers will be available to connect with artists. These will be coordinated through the Art + Policy creative team. The first meeting of the cohort, likely on April 24 or 25, will give artists the chance to learn more about the Met Council and Imagine 2050, to spark inspiration, and to increase knowledge on the project. Policymakers will help connect artists to resources they need at the Met Council to deepen their understanding, as needed and desired. Halfway through the six-week design time of creation, artists will check-in with the Art + Policy creative team to ensure alignment. Final designs will be approved by Executive Director of Community Development, Lisa Barajas. All policy plan areas will be represented between the four visual artists.

Aligning with these designs, the Art + Policy team will encourage residents to share how they see themselves in the plan and in the visualization of policy through QR code/Chatbot, prompting the community to think about art and the connection of all our systems in new and creative ways. This will coincide with the upcoming Imagine 2050 public comment period, allowing the comments shared to make a real impact on policymakers and the systems that are part of our daily lives.

Artist Responsibilities (Visual Artists)

Deliverables include:

- One overarching digital design in relation to the regional policies assigned
 - Multiple (5-10) formats of the design for each assigned medium (examples include bus and/or train wrap, bus back, stairways, transit station, print pieces) Met Council designers will be available, and dimension needs for each design will be shared.
- An artist statement sharing how they see regional policies visually come to life in this illustration.
- Meetings: selection interview (remote), two or three in person, four to six remote over six-month period, media and Met Council video/photo availability
- Final designs are at the Met Council's discretion.

Artist Compensation (Visual Artists)

The total artist compensation for this project is \$10,000 per selected artist. The artist/artist team will enter into a contract for the deliverables listed above in Artist Responsibilities.

- The artist contract will outline a payment schedule.
- Artist compensation includes all the deliverables listed in the Artist Responsibilities section
- The \$10,000 artist fee includes labor, time, travel, any required materials, design development, and collaboration with Met Council staff.
- Note that a team will receive the same size compensation as an individual artist.
- Travel costs included in artist fee.

Timeline (Visual Artists)

All dates in 2024

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| February 15 | Call for artists posted |
| February 28, 4:00-5:00 pm CDT | Informational meeting for artists |
| March 15, 4:00 pm CDT | Application deadline |
| Week of March 18 | Finalists selected and notified |
| Week of March 25 | Finalist 30-minute virtual interviews |
| April 1 | Four selected artists notified |
| April 1-17 | Contracting |
| Likely April 24 or 25 | Artist orientation and mini-retreat session |
| Week of May 13 | Initial concepts due and virtual check-in meeting with creative team |
| June 3 | Final designs due |
| End of June - Late Fall 2024 | Designs live |

Selection Criteria (Visual Artists)

The Art + Policy 2050 Selection Panel comprising project stakeholders and staff will identify up to six artists or artist teams, based on the following selection criteria:

- Artistic merit of past work: demonstrated skill with illustration, design, or visual art; examples of powerful visual storytelling, clearly organizing complex information in ways that are clear and direct.
- Past experience with projects to visualize complex systems.
- Ability to attend project meetings including selection committee meeting (remote), in-person kick-off, monthly check-in meetings over 6 months.
- Ability to collaborate with the design, policy, and engagement teams to develop art concepts through final design (spring-summer 2024); skills in navigating complex systems; past cross-sector and/or public sector projects.
- Letter of interest describing your experience, approach, policy area you would like to focus on, and what excites you about the project.
- The artists or artist teams on the list will be invited to a brief virtual interview via Microsoft Teams the week of March 25.

4. Art + Policy: Requirements

Artist Eligibility

By submitting an application, you are certifying that you meet the below criteria.

- Individual artists/artist teams currently living or working in Minnesota are eligible to apply. All members of an artist team must also meet this requirement.
- If applying as an artist team, there is no restriction on the number of participating members, however smaller teams (2-3) are recommended. A team will receive the same compensation as an individual artist.
- Artists applying must be available during the timeline listed above.
- Current Met Council staff and members of their immediate family are not eligible to apply.
- Artists must be 18 or older and legally able to work in the United States.
- Artists are welcome to apply to both the Visual Artist and Community Engagement Artist calls.

How to Apply

Apply by March 15, 2024, 4 pm CST by emailing Ellie Hohulin (eleonor.hohulin@metc.state.mn.us) with the required materials listed below. Please list which call (Visual Artist or Community Engagement Artist) you are submitting an application for.

- Ten individual images submitted as jpegs, displaying your artistic style.
 - Only share images in which you are the artist/designer.
 - It is recommended that images be no more than 2 MB in file size
- Submit a brief image description list that corresponds to the samples provided.
- A current artistic resume with contact information including email, phone, and address.
- A list of two references, including relation, names, emails, and phone numbers.
- **For Visual Artists:** A one-page letter of interest, describing your experience and approach, what excites you about this project, and the top policy area you'd like to focus on.
 - On page two of the letter of interest, please rank the four issue areas in order from most interested to least interests (Housing and Land use, Parks, Transportation, Water)