



**Central Avenue**  
SPECIAL IMPROVEMENT DISTRICT  
[www.JCHeights.com](http://www.JCHeights.com)

# Jersey City Studio Tour Central Ave Art Space

**Date: August 10, 2010**

## **Program Overview**

The Central Avenue Special Improvement District Management Corporation (CASID) in partnership with Councilman Ward D, Bill Gaughan, the Jersey City Division of Cultural Affairs, Jersey City Pro Arts, Jersey City Museum, The Distillery Gallery & Artspace, and Heights Artist Initiative are pleased to announce our collaborative effort to participate in the **Jersey City Studio Tours October 2-3, 2010**.

The CASID is organizing an effort to welcome the artist to Central Avenue and the Heights section of Jersey City. Our goal is to engage the artist community and, with enough interest, transform Central Avenue into an Art Main Street Mecca. The CASID will make every effort to find an appropriate location within our business district for each artist that applies. However, space is not guaranteed.

Through this pilot program, participating artwork may be located and displayed in the following places:

- **Storefront Windows** – the CASID will share applicant portfolio submissions with CASID members (commercial property/ business owners) for consideration. Participating CASID members will then have the opportunity to select the artwork they feel most comfortable with and feature it in their storefront window (average size = 8h x 20w x 3d ft) during the studio tours weekend (to be installed and removed within that week).
- **Featured within a restaurant** - the CASID will share applicant portfolio submissions with local restaurants for consideration. The restaurant owner will then have the opportunity to select the appropriate artist and/ or artwork for their business and feature them during the studio tours weekend (to be installed and removed within that week).
- **In a public area** (i.e. sidewalk, parking lot entrance, etc) – CASID will make arrangements for artist to display their artwork in appropriate public places within our district during limited daytime hours.

This effort to partner the business and artist community is independent of, but in collaboration with, the Jersey City Studio Tour program administered by the Jersey City Division of Cultural Affairs.

## **To Apply:**

Artists must simply complete the attached “Central Ave Art Space” application and submit with a small text and visual portfolio (fit letter size page) of the exact artwork to be displayed.

## **Timeline:**

- Completed application with portfolios must be submitted by August 27, 2010;

- Spaces will be selected and awarded the week of September 7, 2010; Written agreements will be made between participants;
- Artwork to be installed no earlier than September 25 or as outlined in formal agreement;
- Jersey City Studio Tour and Central Avenue Press Conference – October 1-3;
- Artwork must be completely removed by October 7, or as outlined in formal agreement.

**Please send completed proposals to:**

**Attention: Studio Tour Program  
Central Avenue S.I.D. Mgmt Corp  
366 Central Avenue, Suite 201  
Jersey City, NJ 07307**

Questions? Please address them with the CASID Office at [casid@jcheights.com](mailto:casid@jcheights.com) or call (201) 656-1366.



**Central Avenue**  
 SPECIAL IMPROVEMENT DISTRICT  
 www.JCHeights.com

# Jersey City Studio Tour Central Ave Art Space

**Application Deadline: August 27, 2010**

Please print clearly.

**Artist:** (Last Name) \_\_\_\_\_ (First Name) \_\_\_\_\_

**Affiliated Business/ Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State/ Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Primary Phone:** (\_\_\_\_\_) \_\_\_\_\_ **Cell (optional): #:** (\_\_\_\_\_) \_\_\_\_\_

**Title of Artwork:** \_\_\_\_\_

**Brief Text Description of Artwork and how it will be displayed:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please attach the following:**

- Visual drawings, painting, sketches, photos, etc. of exact artwork to be displayed (fit on letter paper);**
- Full text description of artwork** identifying size, inspiration, symbolism, and/ or other details - 1 page max;
- Detailed description of proposed display for either a storefront window or restaurant wall**

**I have read the corresponding Program Description and agree to abide by the outlined terms and conditions during my participation in this CASID program.**

Signature \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_