



## **No More Empty Pots**

### **CALL TO ARTISTS AND DESIGNERS – Request for Proposals**

#### **Food Hub Phase 2: Three Areas within Hub**

**Space Walk-through:** Tuesday, December 11, 2018 at 10:15AM

**Submission Deadline:** January 18, 2019

No More Empty Pots seeks proposals from artists and designers interested in adding creativity—energy—and liveliness to three separate areas of the food hub under construction at 8501 North 30th ST in Omaha, Nebraska.

Artists and designers in digital media are encouraged to submit proposals. No More Empty Pots is particularly interested in installations that are effective in storytelling, highlighting the purpose of the space and informal learning for intergenerational audiences.

No More Empty Pots (NMEP) is a 501c3 nonprofit organization whose mission is to connect individuals and groups to improve self-sufficiency, regional food security and economic resilience of urban and rural communities through advocacy and action. NMEP's vision is to support communities in becoming self-sufficient, and food secure through collaboration and adherence to our core values of education, stewardship, and sustainability. Our biggest project is the Collaborative Community Centered Food Hub where we provide jobs and training operating a shared use commercial kitchen and culinary workforce training program. NMEP serves youth to seniors in educational, hands-on experiential learning. Programs within NMEP operate as social enterprises, where we provide a welcoming space to engage community and support farmers and emerging small-scale food entrepreneurs. To learn more about No More Empty Pots, visit [www.nmepomaha.org](http://www.nmepomaha.org)

**FOOD HUB AREAS:** Three areas within the hub have been identified that would benefit from an artistic rendering or design element to inform patrons and participants as well as invoke curiosity and desire to learn more about the subjects of the focus area. Artists/Designers may apply for one, two or three areas.

**Site One: Donor Wall in the café and reception area**

**Budget: Open**

This area is approximately (size) in square footage and will be surrounded by reclaimed wood and painted drywall surfaces.

**Site Two: Wall in Kid's Kitchen**

**Budget: Open**

The Kids Kitchen will be a dynamically used space for nutrition education, STEM education, birthday parties, hands-on cooking classes for youth up to 18 years old. The surrounding walls will be painted durable surfaces. The kitchen will be filled with commercial stainless steel equipment and tables with chairs for seating and instruction.

**Site Three: Elevator landing near rooftop garden****Budget: Open**

This area is the largest of the walls to be covered. The elevator to the rooftop opens to this space and is also visible for those taking the stairs to the rooftop as well as exiting the rooftop. The rooftop will feature mobile raised beds including aquaponics, an outdoor kitchen, structures to support solar devices and seating. Artwork and designs that inform and engage as well as provide interactivity is preferred.

The selection committee is particularly interested in artists or designers who show promise of creating a project that:

- is informative and meets content needs
- responds to the physical, historical, and/or social attributes of the site
- reflects high level of quality in design
- offers the potential for community interaction

**Timeline:**

December 11, 2019	Pre-design site visit at 10:15 am
January 18, 2019	All electronic submissions due
January 25, 2019	Final selection
January 29, 2019	Walkthrough before printing
March 2019	Art/Design installation

**Please submit the following:**

Resume/Bio with contact information and website (if applicable)  
Statement of Interest (50 words or less)

**Example of work for reference:**

- Title
- Location
- Five images of completed work
- Material/Medium
- Dimensions
- Brief Description of the project

**Site Specific Project:** *(if proposing more than one, one proposal for each site)*

- Title
- Location
- Description of Project
- Up to five jpeg Images of Proposed Work
- Timeline

**How to Submit:**

Submissions should be emailed to Talia McGill, Director of Strategic Communications, [marketing@nmepomaha.org](mailto:marketing@nmepomaha.org). For more information, please contact Nancy Williams at [info@nmepomaha.org](mailto:info@nmepomaha.org), 402.502.1642.

Link to Project Site Directions: No More Empty Pots, 8511 N 30<sup>th</sup> ST, Omaha, 68112

<https://goo.gl/maps/CjP73BWzSG22>

# gettyimages® Premium Access Guest Preview

1 Click the link: <https://www.gettyimages.com/landing/pa-preview/expanded/35986>

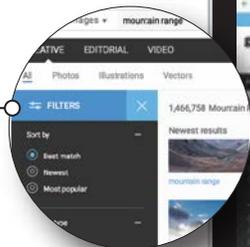
When you arrive to the site, you will see a blue banner along the top, letting you know your preview is active

a Premium Access guest preview.



2 Use the Search Bar & Filters Tab to find content

Use keywords and filters to help refine your search



Search for everything from objects to concepts.

3 Save your favorite images to an Artboard



Give your new Artboard a name and click 'SAVE' You can now add as many images as you like to this board and create multiple boards if you wish.

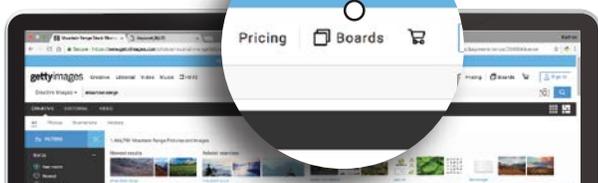
Click the 'Save to Board' icon at the bottom of the image preview screen

**PLEASE NOTE:** Once you close your browser window or leave the guest preview, your board(s) will be deleted. So, make sure to share them before you close out.

4 Share your Artboard with our Design Department

Once you have added all the imagery that you found, send it back over to Inpro to double check the image size and quality.

Click 'Boards', select the name of your board and click the blue 'GO TO BOARD' button



Click the 'SHARE' button, copy the link and send to your sales rep



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# ACCEPTABLE FILE TYPES

## Vector Artwork

Vector graphics refer to artwork that was drawn using points and curves and is created in software like CorelDraw and Adobe Illustrator. Example: logos and typography.

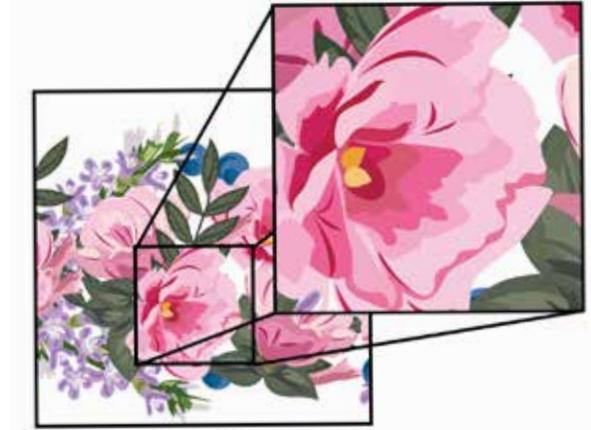
Advantages:

- Can be scaled to any size without a loss in quality
- Ability to manage and edit colors to ensure accuracy and obtain the highest quality print

Disadvantages:

- Unable to produce depth and detail of a photographic image

**Acceptable file types: .ai, .eps and .pdf**



## Raster Artwork

Raster artwork consists of thousands of small pixels that come together to create a singular image. It can be captured using a digital camera/scanner or created in software like Adobe Photoshop or Corel Paint. Example: photographs and compositions.

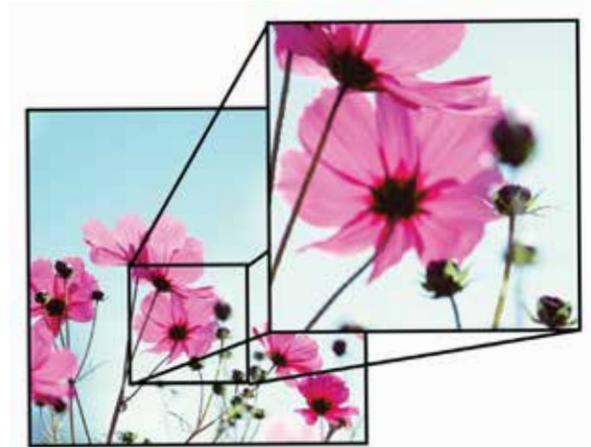
Advantages:

- Depth of color and detail can be captured and printed
- Photographs appear vivid and “life-like”

Disadvantages:

- Cannot be enlarged significantly without affecting the quality and appearance of the image
- When smaller images are extended, they lose quality and appear blurry or grainy

**Acceptable file types: .psd, .jpg and .tiff**



## Submitted artwork\* should meet the following:

- Print ready; all color and image adjustments should be applied before submitting to Inpro. If you would like us to color match your graphic\*\* with a particular color, use Pantone® coated color standards (\*\*vector artwork only).
- Created/submitted at a minimum 25% (one quarter) of the final desired size at 300dpi
- All linked images must be embedded
- All text converted must be converted to outlines

*\*You must have the legal right to use any image you would like to get printed. Inpro respects the intellectual property rights of others and reserves the right to request verification of any image that is submitted for print.*

# RECOMMENDED SIZE AND RESOLUTION

## Selecting the right sized image is the first and most important step.

Choose artwork that is at least 300dpi and one quarter of the final width of the area you are covering. For example: if you have a 12' wall to fill, the width of your image should be at least 3' at 300dpi. Consider the distance from which your artwork will be viewable. The closer the viewing distance, the better quality and higher resolution your image will need to be.

Don't have your own artwork? Not a problem! We subscribe to a number of stock photography sites with millions of images to choose from. Please contact one of our sales reps for more information.

General guide for viewing distance

< 3'	3' – 6'	6' – 12'	> 12'
300 - 250 dpi	250 – 200 dpi	200 – 150 dpi	150 dpi or less

## Keep scale and proportion in mind.

Our design team will never stretch your image to fill the space. We will scale to match the largest height or width, then crop the remaining areas to fit. If you have a rectangular area to fill, make sure to select a rectangular image. Selecting a square image will require large portions of your image to be cropped. The same will apply if you have a square area to fill, but select a rectangular image.



Original wide image



✘ Scaled to fit a square space



✘ Compressed to fit a square space



✔ Cropped to fit a square space



## High resolution is key.

There is no solution to convert a small 72dpi image into a high resolution image that will fill a wall or corridor. Artificially increasing the resolution of a file will not increase the image quality when it is printed.

If your submitted artwork is below 300dpi, it will appear pixelated and fuzzy, no matter the distance you are viewing it from. The images to the right demonstrate the difference between a low resolution image (<72dpi) and a high resolution image (>300dpi).



✘ 72 dpi image



✔ 300 dpi image

## Quality is our number one priority.

Our design staff will provide an Image Quality Report with every image submitted. Once we receive your artwork, our team will inspect the size and quality, then enlarge it to full scale to see how the final result will look. If any issues are discovered, we will inform you at that time. We also offer a 20" x 20" submittal sample with each project to give you a full scale representation of the final shipped product.

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