



# PRESS RELEASE

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## Hazelwood Local Releases Call for Artists for Gateway Art Installation

Hazelwood Local is teaming up with Hazelwood Initiative to deliver a sculptural art piece affixed to the north and/or east building faces of 4800 Second Avenue. The **4800 Gateway** will serve as a welcome to passersby entering the Hazelwood neighborhood at its northern boundary, and identify the nexus of Hazelwood Green and the historic Second Avenue corridor.

The project team has released a formal Call for Artists, open until June 9th at midnight. Artists in the Greater Pittsburgh area, or with ties to the Hazelwood neighborhood, are encouraged to submit portfolios demonstrating previous sculptural works created using metal, resins, or other outdoor-appropriate materials. Work with metal will be preferred due to its contextual relevance. Individual artists and artist teams will be considered. The Call for Artists will be followed by artist selection, and a formal design proposal will be requested.

The 4800 Gateway is the third public art project sponsored and executed by Hazelwood Local within the neighborhood since 2021, and builds on other efforts already underway by organizations like Hazelwood Initiative to activate other building canvasses. The installation will precede future development on the 4800 block of Second Avenue, and accentuate the building's historical features and relevance.

To review the Call for Artists, please visit: [www.hazelwoodlocal.com/4800gateway](http://www.hazelwoodlocal.com/4800gateway).

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Hazelwood Local is an initiative started on behalf of Almono LP to bring creative events and programming to Hazelwood Green Plaza and the broader Hazelwood community. The initiative aims to leverage programming to elevate neighborhood businesses and organizations, and has executed over 40 events since the Plaza Grand Opening in May 2021. To view upcoming events, visit [www.hazelwoodlocal.com/calendar](http://www.hazelwoodlocal.com/calendar).

Hazelwood Initiative is a community development organization in Hazelwood, and owner of 4800 Second Avenue. Since 1980, Hazelwood Initiative has been committed to providing community programs and resources for the pursuit of affordable housing and inclusive neighborhood development. Currently, the organization is also working on a neighborhood art project at 4944 Second Avenue, adjacent to a parklet that used to be a parking lot. To learn more about Hazelwood Initiative, visit [www.hazelwoodinitiative.org](http://www.hazelwoodinitiative.org).

# The 4800 Gateway

## Call for Artist Portfolios





## The 4800 Gateway – Call for Artist Portfolios –

### **DEADLINE:**

**Friday, June 9 (2023) by midnight**

Selected artist/s will be notified the week of June 19

### **OPPORTUNITY:**

Hazelwood Local and Hazelwood Initiative are seeking qualified artist portfolios for the pursuit of a sculptural art installation to be affixed to the north and/or east building faces of 4800 Second Avenue, at the intersection of Hazelwood and Second Avenues. Metals, resins, and other outdoor-appropriate materials will be considered, with metal as the preferred medium due to its contextual relevance.

This art installation will serve as an iconic gateway piece, serving to welcome passersby into Hazelwood, and marking the nexus of Hazelwood Green and the historic Second Avenue corridor. The artwork will be installed no later than November 2023, and will remain for at least 10 months, after which point it may be repurposed in the neighborhood by the project team.

### **ARTIST ELIGIBILITY:**

This opportunity is open to artists based in Greater Pittsburgh, or with ties to the Hazelwood neighborhood. Individual artists or artist teams will be considered. Special attention will be paid to artist teams who have installed similar building installations, or that include a contractor to facilitate installation. Artists without contractors or installation experience are still encouraged to apply.

### **PROCESS:**

Upon review of portfolio submissions, up to three artists will be selected to submit formal Design Proposals. Artists will be paid a stipend of \$1,000 to participate in a one-hour, in-person design brainstorm with the community the week of June 26th; and to submit a Design Proposal within the parameters put forth by the project team and in response to meeting feedback. The community meeting will be facilitated by Hazelwood Local and Hazelwood Initiative, and will identify preferred community themes to inspire artist design proposals. Following the community meeting, selected artists may be asked to make a brief, in-progress presentation to the project team as their Proposals are being developed.

### **PROJECT BUDGET:**

The maximum budget for project fabrication and installation, including artist fees, is \$65,000.

### **SITE INFORMATION & CONDITION:**

4800 Second Avenue is a beloved community beacon. For years, the building was home to Jozsa Corner, a Hungarian restaurant that served as a reminder of the neighborhood's diverse history. Although the building brick is in good condition, installation of the 4800 Gateway will require great care, as the building is of significant historical and cultural value.





## PORTFOLIO CONTENTS:

1. Artist's name, contact information, and website (if applicable).
2. The artist's portfolio should clearly highlight the medium of choice. Preferably, responding artists work with metal, although other mediums specified above will be considered.
3. Photos and examples of up to five previous works. Extra attention will be paid to works that have been installed outdoors for public viewing and/or interaction. For each artwork, include the scale, medium, and budget. If from years ago, please approximate what the project would cost today.
4. If the proposing artist has worked with building installations, please include technical specs and other details to describe the artwork fabrication and installation process. Indicate if contractors or fabricators were used.
5. Artwork that is offensive, lewd, or otherwise inappropriate (e.g. racist, transphobic, containing lewd imagery or profanity) will not be considered for the 4800 Gateway. Proposing artists unable to meet this requirement should not submit a portfolio.

**All submissions and questions shall be sent to [dana@streetplans.org](mailto:dana@streetplans.org), either directly via email or via WeTransfer, DropBox, or another web-based storage platform.**

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## WHAT IS HAZELWOOD LOCAL?

Hazelwood Local is a community programming and events initiative started on behalf of Almono LP, the development partnership behind Hazelwood Green. Since 2021, Hazelwood Local has executed over 40 events at sites within Hazelwood Green, like Hazelwood Green Plaza and The Roundhouse, as well as at venues along Second Avenue. Each year, Hazelwood Local has sponsored and executed an art installation for public benefit. The 4800 Gateway will be the third art installation in the neighborhood since the initiative's conception, and the second along the Second Avenue corridor. To learn more about Hazelwood Local, visit [www.hazelwoodlocal.com](http://www.hazelwoodlocal.com).

## WHO IS HAZELWOOD INITIATIVE?

Hazelwood Initiative is a community development organization in Hazelwood, and owner of 4800 Second Avenue. Since 1980, Hazelwood Initiative has been committed to providing community programs and resources for the pursuit of affordable housing and inclusive neighborhood development. Currently, the organization is also working on a neighborhood art project at 4944 Second Avenue, adjacent to a parklet that used to be a parking lot. To learn more about the Hazelwood neighborhood, view Hazelwood: Strengthening Community and Uplifting People on YouTube. To learn more about Hazelwood Initiative, check them out at [www.hazelwoodinitiative.org](http://www.hazelwoodinitiative.org).



