

# Watershed Community Development: Open Call for Illustrators, Request for Qualifications

*Thank you for your interest in helping to tell the story of the new Live/Work District coming to Georgetown! Folks who live and work in the Duwamish Valley, BIPOC individuals, and EQUINOX artists are strongly encouraged to apply.*

## Introduction

Watershed Community Development is working to create a new Live/Work District in Georgetown. We are creating a District Plan to help us tell the story. This Plan will showcase our work to the community and to potential partners. Our goal is to create a Plan that is informative and clearly conveys the importance of art in the Live/Work District.

We are seeking an illustrator to engage with the Plan content in a curious and playful way. Your artistry will help convey parts of the story from an artist's point-of-view, enlivening information and demonstrating the centrality of art and artists to this story. We expect the illustrator's work will also encourage our readers to ask questions and invite a broad community to join in this shared vision for the neighborhood.

## Watershed Community Development

Watershed Community Development (formerly known as Georgetown Community Development Authority) is a community-based, arts-centric nonprofit organization based in the Georgetown neighborhood of Seattle. Our mission is to build resilient communities through affordable placemaking and placekeeping in the Duwamish Valley. We create at the intersection of the arts, equity, and collective well-being. We center folks who live and work in the Duwamish Valley; BIPOC individuals; artists; and those who come from communities that have been, or are at risk of being, displaced from this region.

Watershed was formed in 2019. At its core is Equinox Studios, which has operated in Georgetown since 2006 and is now a key element of Watershed's program. Equinox Studios provides a creative home for over 150 artists and artisans working in and across many crafts and disciplines.

## **A New Live/Work District**

Watershed Community Development is creating a once-in-a-generation impact by developing a new kind of neighborhood in a unique way. We are centering diverse artists and creatives, advancing progressive values, and building a thriving home with amenities that people want and need.

### **A New Kind of Neighborhood**

Over the next 10 years in the space of eight square blocks in Georgetown, Watershed Community Development will collaboratively develop a neighborhood built to center creativity and our progressive values:

- **Art:** We will generate a movement toward 1,000 art installations and events over 10 years that will build on Georgetown's already rich arts ecosystem.
- **Diversity:** Working in community with BIPOC and other leaders to proactively address displacement issues or people of color, artists, and other current residents, and to ensure that diversity, equity, and inclusion values drive all of our work.
- **Affordability:** More than 1,000 low income apartments, with more than 500 of these reserved for artists and creatives, making a home for the future workers driving our economy. 600 of these units will be online as early as 2026.
- **Livability:** Georgetown has long been known for grit, activism, funkiness, and diversity. We'll channel these energies to build a district humming with progressivism, creativity, and new possibilities for connections among neighbors. It will include what a community needs to thrive, including childcare, good food, healthcare, cultural spaces, community banking, and education.
- **Sustainability:** The Live/Work District will produce more than an acre of solar power generation, and the people living here will decrease their need to drive by more than 1,000,000 miles per year.

## **Live/Work District Plan**

The Live/Work District Plan will present our overarching vision and the essential components of the District. The Plan will be a public document that shares our goals, promises, and funding needs. The Plan will weave textual information together with maps, architectural drawings, illustrations, photographs, and other graphics to tell the story. It will show how art is a key consideration and driving value throughout the District.

Each chapter focuses on a guiding value for the Live/Work District. Chapters and overarching themes include:

- **Art as the Convener**
- **Diverse and Inclusive Community**
- **Creating Affordable Places**
- **Contributing to a Livable Neighborhood**
- **Environmental Awareness and Stewardship**

The purpose of this Plan is to raise community awareness, attract new partners and garner financial support for the Live/Work District. The final format of the Plan will be a combination of a small run of printed books and digital media. The estimated page count is 70–90 printed pages.

## **Illustrator's Scope of Work**

**We seek an artist to create a series of illustrations and art elements to be used throughout the Live/Work District Plan.** We estimate 6 stand-alone illustrations, one to headline each chapter, and 20–30 art elements that can be applied in various configurations throughout the document. The illustrations will bring a sense of curiosity and playfulness, wonder and whimsy to a document that will have a lot of architectural details, statistics, and technical information.

**Why we want to add an illustrator to our team:**

- To create additional access points to the content and make it more approachable.
- To add a sense of curiosity, playfulness, wonder and whimsy to the experience of learning about the Plan.
- To encourage conversations and public engagement with the Plan and its content.
- To include an artist's voice and hand in the Plan.
- To live our mission to engage and support local artists.

**We are looking for illustrations for each of the six main chapters in the District Plan.** If there is not time and/or budget to accommodate illustrations for all six areas we will provide guidance for which chapters to prioritize. This can be discussed and agreed upon once an artist is selected.

**The illustrator will create illustrative touches, embellishments, and artistic emphasis throughout the document.** These illustrations will be informal and interact with the Plan content (text / maps / photos / architectural renderings / building designs). These elements may be stand-alone, form a kit of parts or may be pulled from the larger illustrations. We see this as a collaborative process and will invite input from the artist on how best to provide illustrative touches throughout the Plan which may ultimately be digitally applied by the Plan's designer or implemented through a more responsive application process by the illustrator themselves.

### **Proposed Deliverables:**

- A. Up to 6 illustrations based on provided chapter themes. The themes may be represented in literal or abstract ways, as drawings or other art forms. We welcome your creative input. The illustrations will be presented to the team with 2–3 rounds of feedback as outlined in the schedule.
- B. 20–30 small illustrative elements responding to provided content and information throughout the book. Some elements may be repeated or slightly modified throughout the larger document.

## **Budget**

Our target budget is \$7,500 but we are open to discussion about fair pay for work. Upon artist selection we will work together to confirm the scope of work, schedule, and fee.

## Schedule **REVISED** *subject to change*

Our collaborative process launches in April and wraps up in June 2023. The first versions for the District Plan will be shared in mid-May, with variations of the Plan to be finalized in June.

There may be additional opportunities to provide illustrative support in the future as we continue to present and share the Live/Work District vision to additional audiences and in additional formats. For example, we plan to transform this printed Plan into a larger online interactive website.

DATES	DESCRIPTION
<b>April 11</b>	<b>Qualifications due</b>
<b>April 14</b>	Notify finalists, schedule interviews, request 3 references
<b>April 18 and 19</b>	Artist interviews
<b>April 20</b>	Artist is selected and notified
<b>April 25 and 26</b>	Project kickoff, learn more about the vision, and agree upon the project scope of work, schedule, and fee. Watershed shares working draft of the District Plan.  <i>Team worksession on April 26 it would be great for the illustrator to attend for part of it if possible to get a clear understand of the District Plan (not required).</i>

Dates	General Outline of the working process Dates and details to be outlined and agreed upon at project launch
<b>TBD at kickoff</b>	Discuss initial concept ideas with graphic designer + curator (this could be purely text and/or include rough sketches outlining overarching ideas). Feedback for moving forward. Watershed shares updated draft of the District Plan.
<b>TBD</b>	First draft of Illustrations for Deliverable A Sample of illustrative elements for Deliverable B Watershed shares near final draft of the District Plan.
<b>TBD</b>	Feedback for moving forward
<b>TBD</b>	Revised Illustrations for Deliverable A Full set of illustrative elements for Deliverable B
<b>TBD</b>	Feedback for moving forward
<b>June 2-15</b>	<b>Final Illustrations for Deliverable A and B</b>

## To Apply Please Submit

### Letter of Interest

In 2,000 words or less please respond to the following questions:

- Why do you want to work together on this project?
- How might you approach developing a more detailed scope and schedule with us?
- What is your general approach and process for projects?

### Resume

List experience as it relates to the project including any commissions, collaborations, projects involving the community and site specific work and technical experience. Please share any relevant educational background.

### Up to 10 work samples (PDF or link to online portfolio)

Please provide brief context and description to the work samples shared.

Please send all materials via email to [OpenCall@WatershedCommunity.org](mailto:OpenCall@WatershedCommunity.org).

With the Subject line: Watershed Illustrator RFQ: Your Name

## Criteria for Selection

Artist applications will be reviewed based on the following criteria:

1. Artistic merit and professional qualifications as demonstrated in past work.
2. Understanding and integration with Equinox Studios, Georgetown, and the broader Seattle arts scene.
3. Demonstrated ability to take formal informative content and make it intriguing, curious, playful, whimsical and/or magical.
4. Ability to create artwork that is sensitive to social, environmental, historical, and/or other relevant contexts.
5. Experience working with a cross-functional team and interest to collaborate with the Live/Work District team including architects, designers, and curators.
6. Demonstrated understanding of the project and interest in its particular scope.
7. Effective communication and organizational skills.
8. Availability to collaborate on this project in Spring 2023.

## Questions?

Please contact us at [OpenCall@WatershedCommunity.org](mailto:OpenCall@WatershedCommunity.org).

**THANK YOU!**