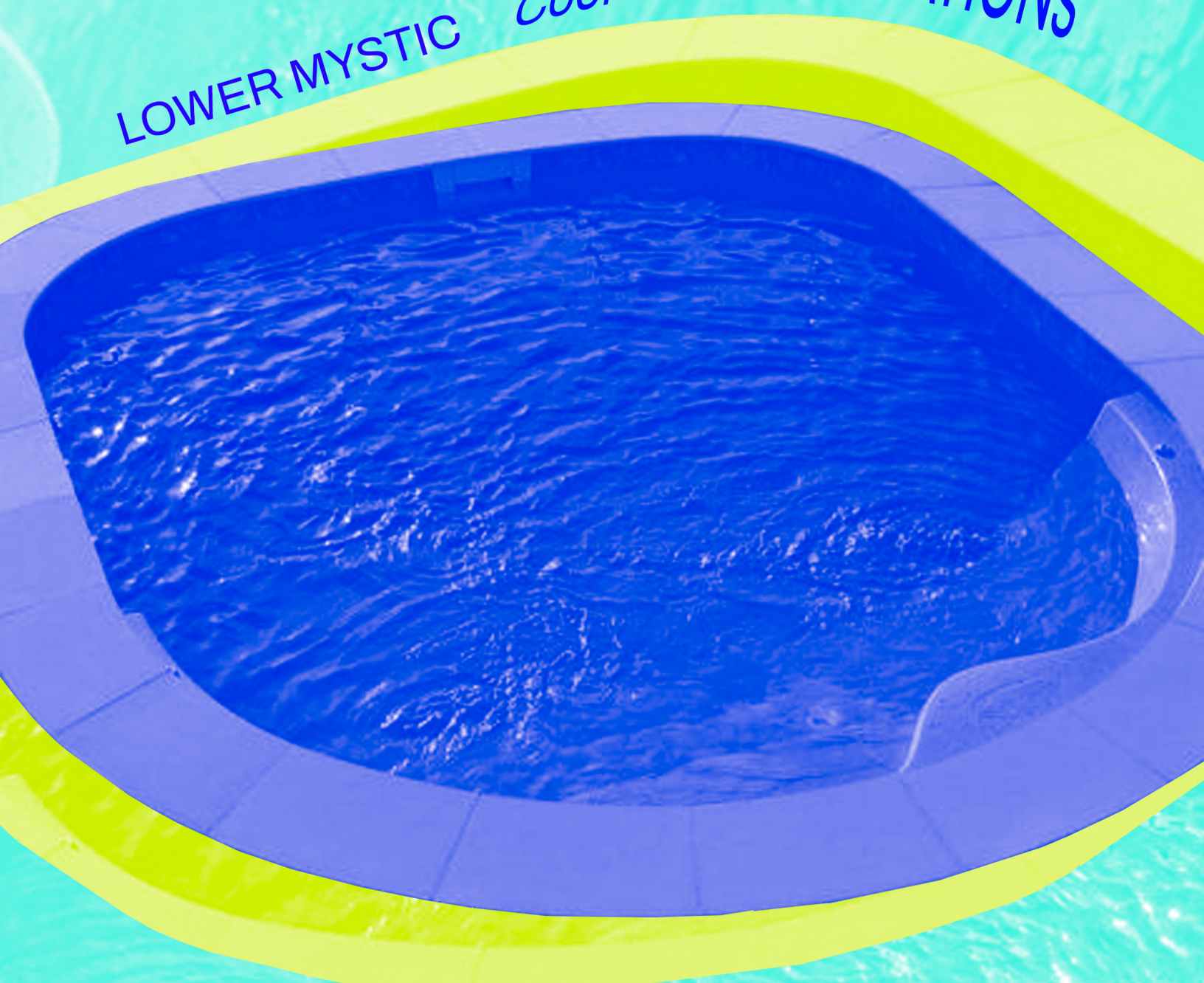


CALL FOR ARTISTS

APPLY BY
APRIL 4

LOWER MYSTIC *cool COMMUNICATIONS*



ARTIST OPPORTUNITY:

Lower Mystic Cool Communications

Release Date: March 7, 2025

Due date for Responses: April 4, 2025

I. OVERVIEW

Purpose

- Who we are:
The Metropolitan Area Planning Council (MAPC) and Mystic River Watershed Association (MyRWA) are seeking artists to develop creative projects as part of a *Summer 2025 Cool Communications* extreme heat communications campaign serving Chelsea, Revere, Winthrop, Malden, and Everett.
- Our goals for artists' contributions:
 - To expand municipalities and local community-based organizations' heat risk communication tools and augment traditional heat messaging and public education methods by integrating art and creative storytelling, creating practical tools for ongoing use and implementation;
 - To raise public awareness of heat risk, motivate heat protective actions, and build lasting communication networks;
 - To develop creative engagement methods that enable the community to share their experiences of dealing with heat, envision cooling strategies collectively, and keep engaged in the heat resiliency actions of municipalities and community organizations;
 - To identify the priorities of those residents who are disproportionately impacted by extreme heat and create effective engagement tools for priority population.
- What kinds of artists and creative projects are we looking for?
We invite artists from all disciplines, including but not limited to visual arts, digital and new media art, literary arts, performing arts, and socially-engaged arts. We seek creative engagement initiatives that are ready for immediate implementation, with the potential for adaptation by municipalities and community organizations for continued use. We also encourage innovative ideas and engagement models that align with our goals.

Award

The grant offers a total of \$35,000 with up to \$14,000 reserved for materials, which will be distributed among the selected artists or artist teams. Up to five finalists will be awarded funding to develop and implement prototypes. Should additional funding become available after selection, artists may have the opportunity to receive additional funding.

MAPC will enter into grant agreements with individual artists and/or artist teams.

II. CONTEXT/BACKGROUND

The *Lower-Mystic Cool Communications to Build Regional Heat Resiliency* project builds on years of work to address climate-driven heat impacts in Chelsea, Revere, Winthrop, Malden, and Everett. These communities face increased heat risks and limited resources to adapt. As extreme heat becomes more frequent, more severe, and longer lasting, the existing communication systems and protocols are not effectively reaching priority populations before, during, and after heat events.

This project, led by the Metropolitan Area Planning Council (MAPC) and Mystic River Watershed Association (MyRWA), will collaborate with local partners to enhance resilience to extreme heat. By

integrating community knowledge into communications design, the project aims to foster stronger social connectedness and resilience.

The call for artists seeks to complement traditional heat messaging—such as social media, city websites, flyers, mailers, and local TV—by incorporating art and creative storytelling, promoting more interactive and engaging communications, particularly for those most affected by heat.

Below are the core values that will guide our approach to creative cool communications. We welcome proposals that align with these principles as we work to create meaningful, impactful engagement within our communities.

- **Culturally Relevant:** Communications will be tailored to the specific needs and cultural contexts of priority populations, ensuring relevance and accessibility.
- **Strategic and Impactful:** We aim to address communication gaps and support long-term heat resiliency through targeted, impactful engagement.
- **Participatory and Community-Driven:** We prioritize models that actively integrate community voices, fostering a sense of ownership and empowerment over heat resilience actions.
- **Capacity Building:** The project will strengthen municipal and local capacity for effective, meaningful heat engagement.

Selected artists will work collaboratively with MyRWA and will have the opportunity to get feedback from community-based organizations, MyRWA's Climate Leaders, and municipal staff.

To learn more about the project:

- [Lower Mystic Cool Communications Project Overview](#)
- [MAPC Awarded Grant to Continue Heat Resilience Work through State Municipal Vulnerability Preparedness Program](#)

III. WHO CAN APPLY

The call is open to any resident of the United States of America aged 18 years or older. Current or former residents of Chelsea, Revere, Winthrop, Malden, and Everett, and artists familiar with or connected to these areas are encouraged to apply. Artists who have been impacted by extreme heat either personally or within their communities are encouraged to apply. Artists and teams with experience in community arts, creative engagement, sculpture, mixed-media, video/film, animation, storytelling, illustration, graphic design, communications, or social media, are encouraged to apply. Preference will be given to applicants who demonstrate experience working in any of the five project communities, as well as those who demonstrate experience working with community-based organizations, environmental justice groups, and populations most vulnerable to heat, such as older adults, low-income communities, children, and individuals with language barriers. Artists at all levels of experience – including individuals who are currently enrolled in school – are encouraged to apply.

IV. SELECTION PROCESS & CRITERIA

A review committee consisting of MAPC staff, MyRWA, municipal staff, and representatives from the local communities will evaluate the proposals received. Committee members will review submissions in accordance with the criteria listed below. The review committee may seek outside expertise, including, but not limited to, input from technical and subject matter advisors to assist in evaluating proposals.

Review Requirements:

- **Application Completeness:** Submission of a fully completed and thoughtful application. (Incomplete applications that do not provide sufficient materials and information to evaluate selection criteria will not be reviewed).

Selection Criteria:

- **Alignment with Project Goals and Values:** Clear connection between the preliminary concept or artistic vision and the project's goals and values.
- **Experience in Community Engagement:** Proven experience using art as a tool to engage communities on environmental issues, particularly related to climate resilience.
- **Community ties:** Rooted in community and/or demonstrates a deep relationship to the communities in the project area (Chelsea, Revere, Winthrop, Malden, and Everett), with a focus on engaging populations disproportionately affected by heat risks.
- **Execution of Artistic Concepts:** Ability to transform artistic concepts into tangible, impactful products.
- **Contextual Sensitivity:** Skill in creating artwork that is sensitive to social, cultural, environmental, and/or historical contexts.
- **Project Management:** Demonstrated ability to meet project deadlines and effectively manage grant funding.

V. HOW TO APPLY

Click the link to submit your application. You will need the following materials for the application: [apply here](#)

1. Artist Information
 - a. Contact information: Lead applicant name, mailing address, email address, and phone number. If applying on behalf of a team, please list the full names of all team members.
2. A one-page cover letter including:
 - a. Artist statement:
 - i. What artistic forms do you practice, and how do you use them to engage communities?
 - ii. How are you connected to Chelsea, Revere, Winthrop, Malden, and Everett?
 - iii. How has extreme heat impacted you and your community? Share personal experiences or observations from those around you.
 - iv. Is there anything else about you or your work that we should know?
 - b. Your availability to commence work from April 16th through June 30th.
3. A one-page overview of background and experience:
 - a. Brief biography or simplified resume.
 - b. Link/s to a portfolio that is exemplary of the artistic media (pdf or website); sharing examples of artworks informed by and/or geared towards the five project communities or climate resiliency topics.
4. A one-page overview of preliminary concept(s):
 - a. Brief description of applicant's preliminary concept(s); explaining how it aligns with the project goals and estimated budget needed

VI. KEY DATES

1. Call for Artists Application Release Date: March 7
2. Call for Artists Virtual Information Sessions:
 - March 12, 12:00-1:00pm: register [here](#) to attend
 - March 20, 6:00-7:00pm: register [here](#) to attend
3. Question Submission Deadline: March 24, 11:59pm
 - Send questions to coolcommsart@mapc.org
4. Responses to all questions received via email and during info sessions will be posted online by March 28, 6:00pm.

5. Application Due Date: April 4, 11:59pm
 - All materials can be submitted through: [Call for Artists: Lower Mystic Cool Communications](#)
6. Awards announced on or before April 11.
7. Grant agreement signed on or before April 16.
8. Prototype to be submitted on or before May 31.
9. Final artwork to be completed and installed on or before June 30.

VII. COPYRIGHT

MyRWA, MAPC and grantee each reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, and otherwise use, and authorize others to use any artworks/deliverables developed under this agreement with attribution. Grantee retains all ownership and copyright of any ancillary materials developed under the Grant Agreement and will grant MAPC a royalty-free, nonexclusive, limited right to reproduce, publish, and otherwise use any such ancillary materials on a case-by-case basis with the written permission of Grantee.