



Edible Watertown: Call for Art Pollinator Pathway Signs

About Edible Watertown

Edible Watertown is a long-term interdisciplinary project created by the Public Arts & Culture Committee that promotes awareness of our local environment through community engagement and the artistic and scientific exploration of edible plants in Watertown.

Edible Watertown aims to uplift the importance of local flora and their ecosystems to connect people with the environment right outside their door. The community connections created by this local movement, in response to the global issue of climate change, will encourage us all to be better stewards of the environment and increase recognition of the known natural gifts in our community.

Projects included in Edible Watertown range from traditional fine art to experimental collaborations; including three large projects, each with their own component parts: Edible Plants, Expert Pairings, and the Garden Program. Edible Plants is a call to artists to interpret edible plants grown in Watertown. Expert Pairings is a call for artists and scientists to create public artwork throughout Watertown. The Garden Program focuses on building planting infrastructure within the city at schools, parks, and public green spaces. As Watertown's population continues to increase and larger developments are built to house new businesses and people, there is a need to ensure the longevity of green and open spaces. Engaging the community to advocate for these pocket ecosystems is an important part of this project.

More about Edible Watertown: <https://www.watertown-ma.gov/815/Edible-Watertown>

About the Call for Art

In an expansion of the program recently launched by the Watertown Friends of Bees and the Watertown Community Gardens in partnership with Watertown's Department of Public Works, the Public Arts & Culture Committee is collaborating with the Watertown Community Gardens and Watertown School Gardens using art to enhance learning in gardens throughout the city.

Artists are asked to develop imagery for two signs that will accompany the school gardens. Each sign may have a different artist, or the selection committee may select the same artist to complete both signs. Selected imagery will be digitized and printed on aluminum for outdoor display. The imagery may also be used at the Watertown Community Gardens, Department of Public Works, and at a series of educational talks offered at the Watertown Free Public Library.

The selected artist(s) will have their name included on each sign. There are two signs and artists can submit designs for one or both of the signs. Artists may complete their designs in any 2-D media and should submit their completed designs that fill the gray space in each template, provided below. Because this will be a teaching tool, renderings of plants and animals – however abstracted or simplified – should be as anatomically correct as possible. Up to two artists will be selected to finalize their imagery for use on the two signs.

This call for art is made possible through an Accelerating Climate Resiliency Grant from the Metropolitan Area Planning Council.

Sign 1: “Pollinator Pathways”, 36 x 24 inches

The selected artist for this sign will be awarded a total of \$1400, \$700 upon receipt of a signed contract and \$700 upon completion of the artwork.

This sign highlights local pollinator species. Designs must include images of a common eastern bumble bee, a monarch butterfly, and a ruby throated hummingbird. Other pollinator species to consider include (but are not limited to):

- Bees: ligated furrow bee (*Halictus ligatus*), bicolored striped sweat bee (*Agapostemon virescens*), neighborly miner (*Andrena vicina*), leafcutter bee (*Megachile mendica*).
- Beetles & Flies: greater bee fly (*Bombylius major*), calligrapher fly (*Toxomerus marginatus*) tumbling flower beetle (*Hoshihananomia octopunctata*), black locust borer (*Megacyllene robiniae*)
- Butterflies & Moths: rosy maple moth (*Dryocampa rubicunda*), hummingbird clearwing (*Hemaris thysbe*), snowberry clearwing (*Hemaris diffinis*), and many butterfly species!

Download the sign template for Pollinator Pathways: <https://www.watertown-ma.gov/asset/a8b2681f-95b7-4434-ab35-76186f735f05>

Sign 2: “Your Garden”, 12x18 inches

The selected artist for this sign will be awarded a total of \$600, \$300 upon receipt of a signed contract and \$300 upon completion of the artwork.

This sign provides background information about the new garden at the Watertown Middle School. It should also highlight local pollinator species but is much more open-ended than the “Pollinator Pathways” sign.

Download the sign template for Your Garden: <https://www.watertown-ma.gov/asset/8e32139b-e85e-4d0a-ae9a-25ebd63ba33c>

Resources about Massachusetts pollinators and plants:

- <https://grownativemass.org/Great-Resources/Plant-Lists-Landscape-Guides/Bumblebee-Species-in-Massachusetts-ID-Guide>
- <https://sites.google.com/watertown.k12.ma.us/watertown-schools-garden/farm-to-school?authuser=0>
- <https://watertowncommunitygardens.wildapricot.org/Ecological-gardening-Native-Plants>
- <https://www.mass.gov/info-details/list-of-endangered-threatened-and-special-concern-species>
- <https://greennature.com/massachusetts-butterflies>
- <https://www.inaturalist.org/projects/mcpp>

Eligibility

All 2-dimensional mediums such as painting, drawing, collage, mixed media, photography, digital renderings, etc. will be considered.

Black, Indigenous and People of color, women, LGBTQ-identified persons, and others from historically underrepresented communities are encouraged to apply. There is no geographic requirement. Late or incomplete applications will not be considered. Applications from City of Watertown Employees will not be considered.

Timeline

July 1: Application opens

July 24, 5-6 PM: Virtual Information Session

September 17: Applications are due by 11:59 PM

September 26-29: Notification of artist selection

December 1 (or earlier): Completed artwork is delivered

January – March 2024: Signs manufactured

March - April 2024: Signs installed

How to Apply

Apply online: <https://form.jotform.com/ehelper/garden-signs-call-for-art>

Complete applications must include:

1. Your Contact Information
 - a. Name
 - b. Email
 - c. Phone number
 - d. Address
 - e. Website (if you have on)
 - f. Social media handles (if relevant to your artwork)
2. Completed sign design for one or both signs.
3. Image List – include the following information for image:
 - a. Which pollinators are represented in the design
 - b. Materials used to create the imagery

4. Optional: Artist Statement, Artist Bio, or Resume – not to exceed two pages

Applications may also be submitted by mail or hand delivered:

c/o Liz Helfer, Public Arts & Culture Planner
Planning Office, 3rd Floor
149 Main Street, Watertown, MA 02472

Artist Selection

Artists will be selected by the Public Arts & Culture Committee and guest jurors from the Watertown Community Gardens and Watertown School Gardens. Artists will be selected based on an anonymous review of their artwork. A final selection will be made at the discretion of the jury.

The selected artist(s) will be required to sign a contract with the City of Watertown. The selected artist for the “Pollinator Pathways” sign will be awarded a total of \$1400, \$700 upon receipt of a signed contract and \$700 upon completion of the artwork. The selected artist for the “Your Garden” sign will be awarded a total of \$600, \$300 upon receipt of a signed contract and \$300 upon completion of the artwork. The same artist may be selected for both signs.

Info Session & Questions

If you need clarification about “Edible Watertown: Pollinator Pathway Signs” and the application process, please contact Public Arts & Culture Planner, Liz Helfer.

Virtual Information Session – Pollinator Pathway Signs

July 24, 5-6 PM

Zoom Link: <https://watertown-ma.zoom.us/j/82675277197?pwd=c2FNKytkcTFuVTlwRStQaWlhMWdiQT09>

Meeting ID: 826 7527 7197

Passcode: 378531

Contact – Liz Helfer

Public Arts & Culture Planner

Community Development & Planning

149 Main Street, Watertown, MA 02472

www.watertown-ma.gov/688/Public-Arts-Culture

617-972-6417 Ext: 12167