



Make your mark on NYC: Create your one-of-a-kind SFH Piano in 2019

Sing for Hope seeks proposals from visual artists to create one-of-a-kind piano artworks. Chosen artists volunteer their time and talent as part of NYC's largest public art project. The Sing for Hope Pianos are:

- The country's largest recurring public arts initiative, reaching an estimated **two million New Yorkers and visitors annually** across the 5 boroughs since its 2010 launch.
- Visible on a global scale, with **over 2 billion media impressions to date**—more than any other interactive creative initiative in the country in the last decade.
- **50 artist-designed pianos** placed throughout NYC's parks and public spaces for anyone and everyone to play, then moved to permanent homes in **under-resourced schools, hospitals, veterans' centers, disabled persons' networks, and community-based organizations.**

To date, Sing for Hope has placed over 400 unique piano artworks throughout the five boroughs, making NYC host to more street pianos than any other city in the world; as the largest installation of its kind, the SFH Pianos reach over two million people each year. Past Piano Artists have included **Isaac Mizrahi, Julian Schnabel, Diane von Furstenberg, Georges Chakra, Sophie Matisse, Bruce Weber, James "BlusterOne" Alicea, BD Wong, Michael Scoggins, Olek, and John Varvatos.**

The Sing for Hope Pianos are proof of the incredible joy and freedom that can be experienced when an artist finds his or her voice.

— Diane von Furstenberg

I couldn't have asked to have a more fulfilling experience as an artist in this amazing city...to see the pure joy brought to people's faces thanks to Sing for Hope has been a true gift.

— Amanda de Souza, Sing for Hope Artist





HOW IT WORKS

STEP 1: APPLY ONLINE

- Read about our **application process** on page 3.
- Proposed artworks may contain any theme or subject matter but must comply with the **Artistic Guidelines** listed on pages 4 and 5.
- Proposals must include **at least one rendering**: a visual example of the artist's vision for his/her completed piano, using our **Piano Outline Template**.
- Artists will be notified of their application status shortly after the application period ends.



Artist Wen-Hua Chen - "Taiwanese Pattern P02"

STEP 2: COMPLETE YOUR ARTWORK

When: Accepted artists will complete artwork during designated studio hours within the established work period (**5-7 days a week from late January through early April during a combination of daytime and evening hours**). This includes **painting** as well as **varnishing** the piano upon completion.

Where: All piano artwork will be completed in our Piano Studio in downtown Manhattan.
5th Avenue at 10th Street, NYC

Materials: Sing for Hope provides acrylic paints in a variety of colors, primer, varnish, drop cloths, sanding blocks, mixing cups/sticks, painters tape, pens/pencils, Elmer's glue, and a limited supply of basic brushes, all for communal use. Additional materials that fall under the guidelines below are welcomed **but must be supplied by the artist**.



Artist Stephanie Mead - "Tentacles on the Ivories"



Artist BlusterOne - "Untitled"



APPLICATION

Artists may apply via our **online application form**, which is available at <http://www.singforhope.org/piano-artists>.

*To be considered for the 2019 SFH Pianos, **nci f'Vta d'YHYX Udd]W]cb'a i gh]bWl XY.s***

- **Resume or brief bio**
- **A rendering** of the proposed piano design using our **Piano Outline Template**
- **Statements of Intent** addressing the following questions (*1500-character limit per response*):
 - Why do you want to participate in the SFH Pianos?
 - And **your choice of ONE** of the following:
 - In what ways do you see your proposed piano artwork connecting with the community?
 - Should you be accepted, how do you hope to benefit from this project, both professionally and personally?
 - How does your artwork as a whole align with Sing for Hope's mission of Art for All?

Entry Fee: None.

Evaluation: Applications will be evaluated by an independent panel of adjudicators from New York's leading cultural institutions. Criteria for judging will be the quality, creativity, diversity, practicality, and accessibility of the work. Selected applicants may be asked to undergo a brief phone interview with SFH Pianos staff.

Please note that Sing for Hope will only consider complete applications submitted within the time period listed below via our online submission form. All artists will be notified of their application status shortly after the application period ends.

APPLICATIONS ACCEPTED ONLINE NOW!

Please visit <http://www.singforhope.org/piano-artists> to apply!



ARTISTIC GUIDELINES

The Sing for Hope Pianos employs artistic parameters designed to:

- **Protect the instruments** during the artistic process
- **Ensure accessibility** for all communities who encounter the piano artworks
- **Comply with regulations** involving permitting, branding, and public safety enforced by the City of New York and other municipal partners

Sound and functionality

- All parts of the piano pertaining to the instrument's sound & functionality **must remain intact and unpainted**, including but not limited to keys, strings, inner workings, casters, etc. No part of the piano **may be removed at any time**.
- **Seams may not be painted over**, so that our technicians can access the pianos' internal mechanisms at all times.
- The backs of upright pianos (the soundboard) may be painted but **no additional materials may be used/attached**.

For everyone's safety

- No objects that could be **detached or cause harm to individuals** may be attached to the piano at any time.
- As painting will occur in an indoor studio space, **use of spray paint or toxic materials is prohibited** at all times.
- All sanding must be done with a sanding block—**electric sanders may not be used**.

Keep it friendly, folks!

- **Obscenities, nudity, political messages, religious iconography, and distasteful images** are strictly prohibited on the pianos in accordance with our partnership with NYC Parks Department and City Hall.

Miscellaneous fine print

- **Corporate logos, branding, website URLs, and hashtags are not permitted** on the piano.
 - Sing for Hope demarcates a space on each piano for the placement of the SFH Pianos plaque, featuring the logo of the City of New York and title sponsorship, as well as three possible areas on each piano for the placement of individual **artist signatures**.
- **Artwork must not contain copyrighted materials**, including the images/writings of another artist and/or the appropriation of a person's name and likeness. All pianos must be independent artworks that may not be associated with any pre-existing series or program other than the SFH Pianos.
- For maintenance purposes, **miscellaneous hardware will be attached to each piano** before the public installation. Hardware will be applied by Sing for Hope Staff after the painting on each piano has been completed.

