

## CALL FOR ARTIST

*January 17, 2024*

### **Buffalo and Erie County Botanical Gardens**

2655 South Park Ave

Buffalo, NY 14218

### **CONTACT:**

**Shaunna Rospierski, Director of Marketing and Events**

[srospierski@buffalogardens.com](mailto:srospierski@buffalogardens.com)

716-827-1584 ext 219

## OVERVIEW

Buffalo and Erie County Botanical Gardens is seeking a local graphic artist to create a suite of posters and a comic to accompany an upcoming exhibit in the fall of 2024. An artist in the graphic novel or comic community is preferred.

The exhibit is titled, ***Mutation Invasion: Flesh-eating Flora***, and will feature a variety of carnivorous plants from the permanent collection such as venus flytraps, sundews, and pitcher plants as well as some other plants with whimsical features or names, like the brain cactus and the Devil's Backbone to add to the immersive experience. Visitors will not only learn more about these shocking and interesting plants, but they will be taken on a plot-based journey through the conservatory with the help of a narrated comic strip completed by the artist. A narrative has been conceptualized, but the artist is encouraged to use their creative liberty to develop and enhance the visuals and storyline.

Buffalo and Erie County Botanical Gardens welcomes the public to enjoy its living plant collections and breathtaking conservatory. Its exhibits, educational programming, roots, and relationships serve the greater community. As a regional asset, it is committed to overcoming barriers to be an inclusive organization where all feel welcome. Designed by Lord & Burnham, its historic conservatory, modeled after rare glasshouses in London, England, opened in 1900. Located within a park system designed by Frederick Law Olmsted in the 1800s, the Buffalo and Erie County Botanical Gardens is situated on 12 acres that also feature an accredited arboretum and lush outdoor gardens. The campus is owned by Erie County and operated by the Buffalo and Erie County Botanical Gardens, a 501(c)(3) not-for-profit organization supported in part by public funds from the County of Erie, the New York State Office of Parks, Recreation and Historic Preservation, members, donors, and friends

## **PROJECT OUTLINE**

The project will require a total of seven posters and a six-panel comic strip formatted digitally utilizing a 1940's-1950's inspired graphic novel or comic book style of work. The posters and comic strip will be distributed both digitally (website, social media, email, etc) and printed large-scale for the execution of the exhibit. The artist selected will be credited and featured as part of the exhibit. The exhibit will take place September 13-October 31 and be open daily from 10am-4pm.

### **I. Cover Page/Poster for the exhibit (4)**

The exhibit will require a Cover Page to represent the exhibit title, the plot, and the dates and times. The Cover Page will need to be adapted as a Poster (24w"x36h"), a square (1080x1080px), a banner (1080x445px), and a screen (1920x1080px).

### **II. Character Posters (6)**

The exhibit will require six "Character Posters" to highlight the main characters of the storyline to use as teasers leading up to the exhibit. Each character should be represented with their name, a catch-phrase, and a background environment in which they are interacting. The suggested characters are listed below.

- a. "Morty" the Corpse Plant
- b. Venus Flytrap
- c. Pitcher Plant
- d. Sundew
- e. a Horticulturalist (human)
- f. Pollinator Army (variety of bugs that pollinate plants)

### **III. Comic Strip (6 panels)**

The proposed concept of the story follows a Meteor crashing into the Botanical Gardens conservatory causing a mutation of the carnivorous plants in our collection. The horticulturist has to figure out how to "save the day" with the help of their pollinator army who are at risk of being eaten.

#### **The artist is asked to:**

- a. Submit a proposal for at least one other concept for the storyline. More than one is acceptable
- b. Interested artists may schedule a tour with a member of the Botanical Gardens team to gain inspiration

**The comic strip should be:**

- a. compiled as one page (3 on top, 3 on bottom) to be posted digitally as well as printed as a large-scale poster. Size TBD.
- b. adaptable as a carousel for social media (one “image” per slide, 1080x1350 for Instagram)

**ARTIST PARTNERSHIP BENEFITS**

The chosen artist will have the opportunity for the following:

**I. Accreditation through all exhibit promotion via social media, emails, website, media interviews, etc.**

- a. The opportunity to include an artist logo and/or website, social media handles etc on the exhibit webpage.
- b. Visibility on all Botanical Gardens’ social media pages. (Facebook: 37.7k followers, Instagram 5k followers, Twitter/X: 4.7K followers, 268 Youtube subscribers, 449,298 website sessions annually)
- c. Visibility on all exhibit e-mail blasts (54.4k subscribers)

**II. Complimentary tickets to the exhibit for family and friends.**

30 guest passes (\$465 value) will be provided to the artist to be used at their discretion for friends and family to enjoy the exhibit.

**III. Complimentary Individual Membership to the Botanical Gardens for one year.**

The selected artist will receive an Individual Membership (\$65 value) to be able to visit the Botanical Gardens at any time at no charge. We encourage the artist to use this membership to visit, gain inspiration, work on their pieces, or just enjoy!

Full membership benefits can be found [HERE](#).

**IV. Artist Signing/Meet and Greets**

The selected artist will be welcome to host up to three “Meet and Greets” or an artist signing during the exhibit’s open hours. A table and chairs will be provided for the artist to discuss their work, provide a demonstration or presentation, or more.

**V. Merchandising and Gift Shop**

The selected artist will have the opportunity to create exhibit associated merchandise whether they be prints of the comic work, t-shirts, or other exhibit related

memorabilia/merchandise. Merchandise sales from our gift shop will include a profit split with the artist.

## **TIMELINE AND PROPOSALS**

Interested artists should submit proposals no later than **March 20, 2024**. Tours can be scheduled at any time before the deadline. For tours, please contact [srospierski@buffalogardens.com](mailto:srospierski@buffalogardens.com). Selections will be made immediately following this deadline and completed work will be due **June 1, 2024**.

- I. Artist proposals should include the following:**
  - a. An expression of interest in the project
  - b. An artist statement and biography detailing artist background and style of work
  - c. Two (very rough) conceptual storyboards or narratives of the comic strip
  - d. Three samples of previous work (preferably in the requested style) or sample of a previous project
  - e. A detailed scope of work determining number of hours committed to the project and an hourly rate charged.

## **COMPENSATION AGREEMENT**

The selected artist will be paid between \$800-\$1200 based upon the artist's proposal for hours of completed work. An agreement will be created and signed by both parties detailing the project.

For additional questions, please contact Shaunna Rospierski, Director of Marketing and Events at [srospierski@buffalogardens.com](mailto:srospierski@buffalogardens.com).