

**“The Piano Project”**  
**Art in Public Places in Stamford Downtown**  
**Graphic Design & Production**  
**Request for Proposal**

Each year Stamford Downtown hosts a distinguished outdoor sculpture exhibit throughout the Downtown designed to attract both local and regional audiences. This summer, Stamford Downtown in partnership with numerous companies and individual benefactors will present an innovative interactive musical exhibit consisting of Upright Pianos. Regional artists, through a juried selection process, will paint and decorate pianos, that will be displayed throughout Stamford Downtown during Summer 2021 for anyone to play and encourages participation from everyone.

Stamford Downtown is seeking Graphic Design services for Art in Public Places marketing package, including the exhibit logo. You are invited to bid on the entire marketing package or the logo alone.

As part of your proposal please include:

- Itemized pricing for each of the projects by letter.
- Please bid on Items F&G (invitations) separately as we are unsure that we will be able to host opening & auction parties.

Stamford Downtown will provide final copy in electronic format, all photography in high-resolution electronic format, and all sponsor logos. Stamford Downtown will also contract with a printer directly for all materials. Designer should plan to be on-site during photoshoot of the Pianos to get best angles/shots for design of marketing materials. Upon completion of the project, designer will need to provide all final native graphic files on flash drive or cloud sharing to Stamford Downtown, which Stamford Downtown will own all rights for future use.

Please email PDFs of 3 – 5 creative ideas for the Exhibit Logo **(A)** and at least one comp of an Exhibit Poster **(D)**.

Please use the specifications listed in this RFP to estimate design of the marketing collateral. These specs may change as the project progresses and will be re-estimated as necessary. Please note that revisions and changes to each project should be anticipated. Please feel free to email with any questions (no phone calls please.)

**Bids and creative ideas should be emailed to [annette@stamford-downtown.com](mailto:annette@stamford-downtown.com) by Monday, January 25, 2021 at 10am. Please let me know by Tuesday, January 19 if you plan to submit a proposal. Thank you.**

## Marketing Package

### A. Exhibit Logos

The exhibit logos (horizontal and vertical) will be applied to all marketing and promotional materials including the Stamford Downtown Website. They will also be made available to all sponsors. The logos should be designed to appear in 4-color process and black & white. Please plan to design vertical and horizontal versions. Logos will be needed in JPG, PNG and EPS formats. The logo should include the following copy:

**The Piano Project  
Art in Public Places  
Stamford Downtown  
Summer 2021**

### B. Web Banners/Library Banner

Design banner for Stamford Downtown website and banner to be displayed at the Ferguson Library in Stamford. These banners should be based on Logo and Poster Design.

Web Banner Size 1	728 pixels wide x 90 pixels deep	jpg and static or animated gif Need EPS for use as horizontal logo
Web Banner Size 2	300 pixels wide x 250 pixels deep	jpg and static or animated gif
Web Banner Size 3	300 pixels wide x 600 pixels deep	jpg and static or animated gif
Web Banner Size 4	970 pixels wide x 250 pixels deep	jpg and static or animated gif
Library Banner	6' wide x 10' deep	PDF

### C. Print/Digital Advertising

#### Schedule: Ads running May - September

The print and digital advertising will include a wide variety of publications. Please note that the ads of each size will be placed in 2-3 different publications, all requiring unique sizes, specifications, file formats and media. Anticipate the production of ads in at least these sizes listed below, (these sizes may change). Estimated 6-8 ads including a 4-page detailed wrap:

Publication	Ad Size	Specifications
Digital 1	1080 x 1080 pixels	jpg
Digital 2	1200 x 628 pixels	jpg
Digital 3	1080 x 1920 pixels	jpg
School Flyer	8.5" x 11" – 2-3 pages	PDF
Hearst Publications	3 column x 5", 5.25" x 5"	PDF
Hearst Publication:GO Section	2 column x 5", 3.597" x 5"	PDF
Hearst Publication:GO Section	Full Page Ad: 9.25" x 10.5"	PDF

#### 4-page Newspaper Wrap

Publication	Ad Size	Specs
Advocate	4 Full Page Wrap Including Intro Letter, Map (to be created by designer), Sculpture Images	4-Color Wrap: FRONT & BACK PAGES: 9.24" x 10.5" layout on one spread 20" with .75" gutter Inside Spread measures 19.25" wide x 10.5" deep

**D. Exhibit Poster**

**Schedule: Prints in April**

The Exhibit poster will print 4/0 on 11 x 17.

**E. Commemorative Booklet/Map**

**Schedule: Prints in May**

With each sculpture exhibit a full-color commemorative booklet is produced. It will be approximately 24-28 pages. The piece will include letters, map, photographs, graphics, and text. All photographs and text will be supplied by Stamford Downtown. Size to be determined, in the past it has been 10" wide x 9" high self-cover, saddle stitched booklet. Map to be created by designer. Piano photos will need to be photoshopped and silhouetted for inclusion in booklet.

ITEMS F&G are dependent on our ability to host these events, please quote separately on these two items.

**F. Opening Party Invitation Package**

**Schedule: Prints in April**

The package includes:

- Invitation (4/4)
- Response Card (4/4)
- Mailing Envelope (4/0)
- Response Envelope (1/0)
- Artist Listing Velum or Card (1/0)

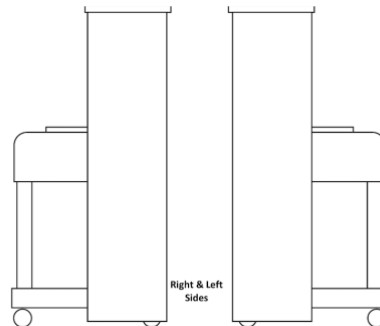
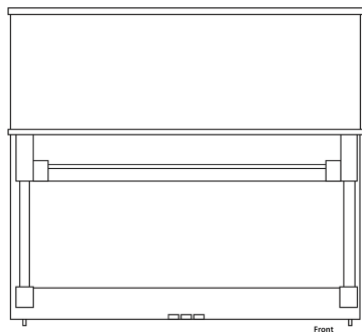
**G. Auction Party Invitation Package**

**Schedule: Prints in July**

The package includes:

- Invitation (4/4)
- Response Card (4/4)
- Mailing Envelope (2/0)
- Response Envelope (2/0)
- Artist Listing Velum or Card (1/0)

**LINE-ART OF PIANOS TO BE DECORATED BY ARTISTS**



## EXAMPLES OF PAST INTERACTIVE SCULPTURES



2000-Cow Parade



2001 Art-o-Mobiles



2003-Stamford Safari



It's Reigning Cats & Dogs 2010



Horsin' Around Stamford Downtown 2012



Street Seats in Stamford Downtown 2014



Dinosaurs Rule! in Stamford Downtown 2015

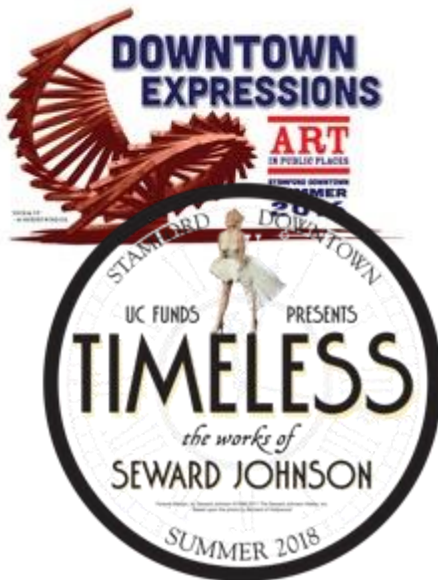


Art Shapes 2017



Space Invasion in Stamford Downtown 2019

## EXAMPLES OF PAST SCULPTURE EXHIBIT LOGOS



Stamford Downtown  
Annette Einhorn  
Director, Events & Marketing  
5 Landmark Square, Suite 110  
Stamford, CT 06901  
annette@stamford-downtown.com  
**Please direct all questions via email,  
NO PHONE CALLS PLEASE!**

**Bids and creative ideas should be emailed to [annette@stamford-downtown.com](mailto:annette@stamford-downtown.com) by Monday, January 25, 2021 at 10am. Please let me know by Tuesday, Jan 19 if you plan to submit a proposal. Thank you.**