

CALL TO ARTIST FOR LAVILLA LOGO DESIGN

The LaVilla Heritage Trail and Gateways Committee invites you to submit one original artwork to be used as the official logo for the LaVilla neighborhood. The chosen design will be used on anything from official paper documents, banners for light fixtures, metal cutouts for heritage markers and more. Your logo will become a beacon to the revitalization of this historic community.

About LaVilla

LaVilla, also known by many as Uptown, is a historically African American neighborhood and multicultural community that was formerly an independent city. Incorporated in 1866 and settled by Gullah Geechee descendants and USCT veterans, LaVilla was annexed into the city of Jacksonville in 1887. As the city's primary gateway, LaVilla emerged as a nationally known cultural hub for African American music, entertainment, literature, civil rights and economic prosperity by the early 20th century.

The neighborhood was the foundation for what became known as the Great Migration, the southeastern headquarters of the Chitlin Circuit and the location of the first published account of blues singing on a public stage. In addition, the neighborhood is where James Weldon and John Rosamond Johnson created what's known as the African American national anthem "Lift Ev'ry Voice and Sing." It launched the careers of Ray Charles and Ma Rainey, the mother of Blues. Zora Neale Hurston was the lead folklorist of the "negro" section of the Federal Writers Project, which was based in LaVilla during the mid 1930's.

A major civil rights center, the neighborhood is also historically associated with numerous civil rights and business leaders including Eartha White, A. Philip Randolph, A.L. Lewis, Joseph Blodgett, Rutledge Pearson, Dr. Mary McLeod Bethune, Booker T. Washington and Dr. Martin Luther King, Jr. Recognizing and paying homage to its unique story is paramount in on-going efforts to preserve LaVilla's character and culture and sense of place as neighborhood revitalization continues.

ELIGIBILITY & REQUIREMENTS

Budget

The first 20 completed submissions will be compensated \$100 for submission of one design. Completed submissions means artist met all submission requirements included below.

The winner with the final design will be compensated \$2,500. **Each artist will need to fill out the vendor registration with the City to be able to receive payment.** Instructions on how to register as a vendor with the City can be found here: [COJ Vendor Registration.pdf](#)

Timeline

OCTOBER 17, 2022: LaVilla Logo Call to Artist Opens for Submission

NOVEMBER 7, 2022: LaVilla Logo Call to Artist Closes (Deadline for Submissions)

NOVEMBER 21, 2022: Finalist will be notified via email from Malcolm Jackson

DECEMBER 2, 2022: Final design will be announced during December 2nd LaVilla Heritage Trail & Gateways Committee meeting. *The Committee will vote to select the Call to Artist winner. Their vote will serve as a recommendation to the DIA. Finalists are encouraged to attend the December 5th meeting either in-person (City Hall 117 West Duval St. Jacksonville, FL 32202 or virtually). Meeting information will be provided via email when finalists are notified.*

Submission Requirements

- Artist must submit artist information (i.e. biography, resumé, website link, mission, etc.)
- Artist must submit an artist statement about:
 - What attracts artist to this opportunity
 - Artist's general knowledge of LaVilla
 - How artist's logo design reflects the history of LaVilla
- Design must incorporate the word "LaVilla"
- Logo must be shown in black, but artist may submit 3-5 variations of the logo for colors and backgrounds, if desired.
- Digital logo is preferred but drawn or painted is accepted. Physical works can be mailed or dropped off to City Hall at 117 West Duval Street #310, Jacksonville, FL 32202.
- Digital submissions should be submitted in AI, EPS, high-res JPEG, PNG, and PDF to MalcJackson@gmail.com.
- Submissions must include a signed and notarized [Copyright Assignment Agreement.pdf](#).
- Submissions must be the original work of the Artists/Designer.

Evaluation criteria

Designs submitted will be judged on being clean/legible, authentic, versatile for multiple uses and materials, and versatile in different directions and orientations.

Selection Process

Your submission will be evaluated based on the submission requirements and evaluation criteria listed above.

All submissions will be reviewed by Call to Artist curator Malcolm Jackson. Malcolm will identify the finalist and will present the finalist to the LaVilla Heritage Trail & Gateways Committee.

The LaVilla Heritage Trail & Gateways Committee will vote to select the Call to Artist winner. Their vote will serve as a recommendation to the DIA.

About Malcolm Jackson – the Call to Artist Curator and Evaluator

<https://www.malcjax.com/>

Malcolm Jackson is an artist and photographer based in Jacksonville, FL. Malcolm uses photography as a universal language to connect the viewer the realities of life for the common person in the 21st century. He uses street photography as his practice as a way to focus on race, class, identify, community and culture. Malcolm's work has been seen in GQ Magazine, The New York Times, Washington Post, Wall Street Journal, Nike, Netflix, Hulu, ESPN and various international publications. Malcolm's family had deep roots in LaVilla and spent a lot of this childhood in the area at his family's business before the city commended the building along with the rest of the neighborhood.

About the LaVilla Heritage Trails & Gateways Committee

<https://dia.coj.net/Meetings/LaVilla-Heritage-Trail-Gateway-Committee>

The DIA created the LaVilla Heritage Trail and Gateway Committee to advise and direct the DIA staff in implementation of several LaVilla initiatives contemplated by the Downtown plan and funded by DIA. Committee members were selected based on their knowledge or expertise on the heritage, culture, and history of the LaVilla community. The Committee's objectives will include the oversight of the Heritage Trail installation, the LaVilla gateway entrances, and the LaVilla logo and branding effort.

Terms and Conditions

Interested artists are advised that neither the City nor the LaVilla Heritage Trail & Gateways Committee is obliged to select any artist or accept any of the artists' proposals and may reject all proposals.

Each artist is advised, and by the submission of a proposal, agrees that the City will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the artist as a result of or arising out of submitting a proposal, or due to the City's acceptance or non-acceptance of their proposal, or arising out of any contract award not made in accordance with the expressed or implied terms of the artist call.

Intellectual Property

All submissions must include a signed and notarized copyright assignment agreement, which permits the City of Jacksonville to take ownership of the copyright of the artwork submitted from each artist. All artwork submitted will be the property of the City of Jacksonville. The copyright assignment agreement can be viewed and downloaded here: [Copyright Assignment Agreement.pdf](#)

All submissions and questions will be directed to MalcJackson@gmail.com.