



CENTRAL WEST END

*North Business Community
Improvement District*

Central West End Mural Project

Call for Artist

The Central West End Business Community Improvement District (CID) is seeking an artist or a team of artists for the installation of a public mural or murals to be created on the sides of buildings in the Central West End.

Objective: The objective of this project is to create a mural(s) that will serve as a place-making project that reflects the Central West End's rich history and character, and the current energy of the CWE and will attract people to the CWE to experience and celebrate the artwork.

Background: The CWE Business Community Improvement District (CID) is a quasi-governmental agency funded through a local 1% sales tax. The CID boundary is generally defined as the commercial district along Euclid Ave. between Lindell and Washington, and the intersecting streets of Maryland, McPherson, and Washington between Kingshighway and Walton.

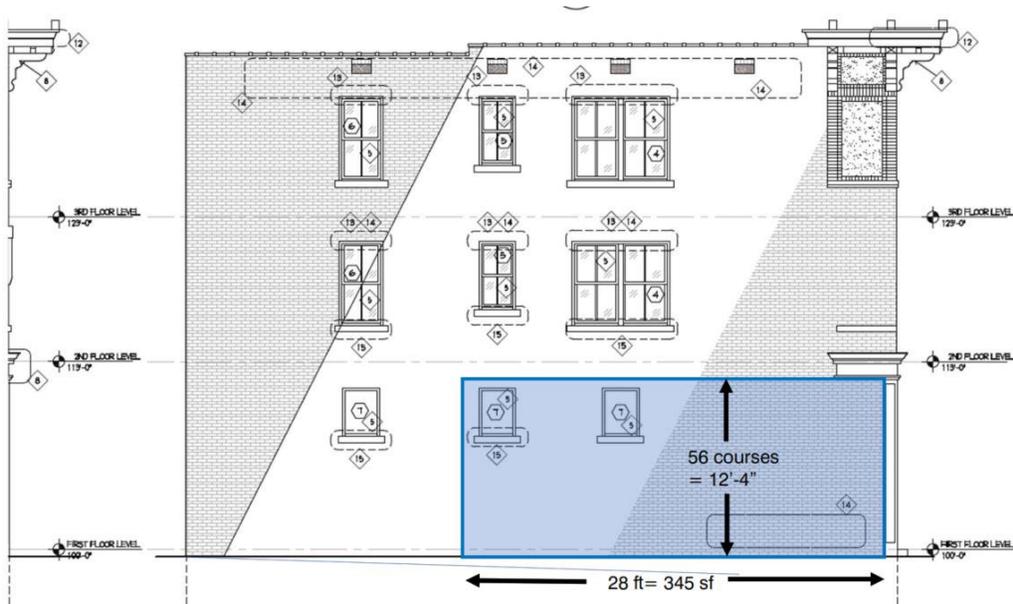
The CID fosters a vibrant, welcoming neighborhood for residents and visitors by supporting the needs of businesses and by leading efforts to enhance the charm and character of the Central West End. With more than 75 businesses in the mixed-use district, there is a wide variety of shopping, dining, and nightlife. The CID is a very walkable neighborhood with rich history, tree lined streets, and beautiful architecture where accidental interactions are part of its charm.

Location: Two sites have been identified for murals in the District. Each site sits at the edge of Euclid Ave, the main artery of the district.

1. South facing wall of 235 N Euclid, facing the alley on the West side of Euclid.
2. South facing wall of 508 N Euclid, alley facing on the East side of Euclid.

Site dimensions and Photos:

Site 1 – 235 N Euclid



Site 2 - 508 N Euclid



Approximate size: 12' - 28' wide

At the owners request the murals may be painted on wood panels hung on the exterior of the wall in order to preserve the masonry. The artist may use their own discretion in determining how much of the wall to use for their design.

- Goals:**
- Increase visibility of the Central West End
 - Create a cannot miss pedestrian experience.
 - Place making: Visually defining the Central West End
 - Support the local businesses by attracting visitors to visit the Central West End

Design & Theme:

We are seeking a mural design that will delight people with a unique, positive energy as they visit the Central West End. A mural that reflects the history of the neighborhood, the unique characteristics, urban setting, beautiful architecture, and diverse mix of shops and restaurants while providing a glimpse into the future. A mural that individuals can interact and connect with.

Selection Criteria:

Proposals will be evaluated based on artistic merit, community impact, and managerial capability using the following evaluation criteria:

- Submission of requested materials
- Artistic merit of design sketch
- Applicants qualifications
- Demonstrated ability to undertake projects of a similar scope
- Adaptability to a collaborative process of public art design
- Demonstrated knowledge and experience of public art creation

Selection Process:

An Advisory Committee consisting of professional artists and community stakeholders will review all submissions and select the award winner. The award winner will work with the committee to complete the final design.

Timeline:

RFP Issued: July 28, 2020

Deadline to submit questions: August 10th, 2020

Deadline for proposals: Sept. 4th, 2020

Review of proposal complete: Sept. 18th, 2020

Artists Notified: No later than Sept. 25th, 2020

Artist to meet with Committee to review design and objectives: Week of Sept. 28th

Design complete: October 16, 2020

Work Commenced: TDB

Payment:

\$6,000 per mural. This fee includes the cost of materials, installation fees, design, and artist fee.

50% to be paid up front and 50% paid within 2 weeks of completion.

How to Apply:

The following items should be submitted together in ONE email with subject (2020 Mural Application) to Kate.haher@cwenorthcid.com

1. Artist statement of Interest: submission must include an Artist Statement of Interest that specifically addresses the artist's perspective on and interest in participating in the public art project.
2. Resume and References: Submission should include a resume or CV that outlines the artist's professional accomplishments along with 3 references
3. Images of Past Work: a minimum of 3 examples of past work appropriate to this project including a brief description of each.
4. Project design proposal: 1 – 5 images of the artist's proposal (sketch or digital) and a project statement describing the approach and intention of the mural project.
This is a preliminary design. The final design will be complete AFTER the selected artist meets with the selection committee.

Questions should be submitted in writing to Kate.haher@cwenorthcid.com by 5:00 PM Monday August 10th, 2020.