

Jeffersonville Public Art Commission

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502-558-5500

Call To Artist:

Request for Proposal for Alleyway Name Mural

2021 Theme: NoCo Name/Text Mural

Click this link to be taken to the application: <https://forms.gle/za4BW3uEaAbstsqKA>

Project Sponsored by:



Overview | Vision

The Jeffersonville Public Arts Commission (JPAC) in 2021 is focusing on raising the visibility, accessibility, and marketability of the NoCo Arts and Cultural District therefore 2D artists are invited to submit a proposal for a **name mural to be placed at the future entrance to the district.** This mural will serve as a connection point for visitors between the public parking area and the district. The mural will be painted on the surface of a repurposed metal corrugated shipping container that is 40 feet X 8 feet. The mural will face the alleyway that will house the future NoCo Paint Box Garden (opens summer of 2021) and will be on the opposite side of the NoCo Wildflowers Murals. The mural should feature the “NoCo Arts and Cultural District” name

prominently. Examples for this kind of mural can be viewed at the end of this document. Designs should be fresh, bright, current, and align with the aesthetic of the district. It is not necessary that the NoCo logo be present. Designs can be representational or based on shape/line.

Program Goals include:

- Enhance Jeffersonville's arts district with an exhibit showcasing unique pieces of art.
- Stimulate interest in Jeffersonville's public art efforts and add cultural value to the area.
- Serve as an economic development and community engagement tool by attracting visitors, residents, and businesses to the area.
- Provide a method of using artwork as wayfinding to drive engagement and visitation of the arts and cultural district.

Project Requirements and Information

The style, imagery, and color palette of the design submitted is up to artistic interpretation; however, strong consideration will be given to designs that highlight the beauty and character of the required text. Designs should support the aesthetics of the district (eclectic, bright, graphic). Designs should **invite pedestrians to walk into the district**. Submitted designs should be original works of design but do not necessarily have to be made for this project.

This mural is the first in a multi-step project for activating the alleyway on which the mural will face. Therefore mural designs should be created with an understanding of artistic signage.

The accepted artist will receive an agreement (that will need to be signed before payment) outlining further information and payment methods. Artists will be responsible for upholding the timeline discussed and agreed upon with the Public Art Administrator. Artist(s) will be expected to attend a ribbon cutting ceremony for the mural, and support the marketing efforts for the mural.

Award – Artist Stipend

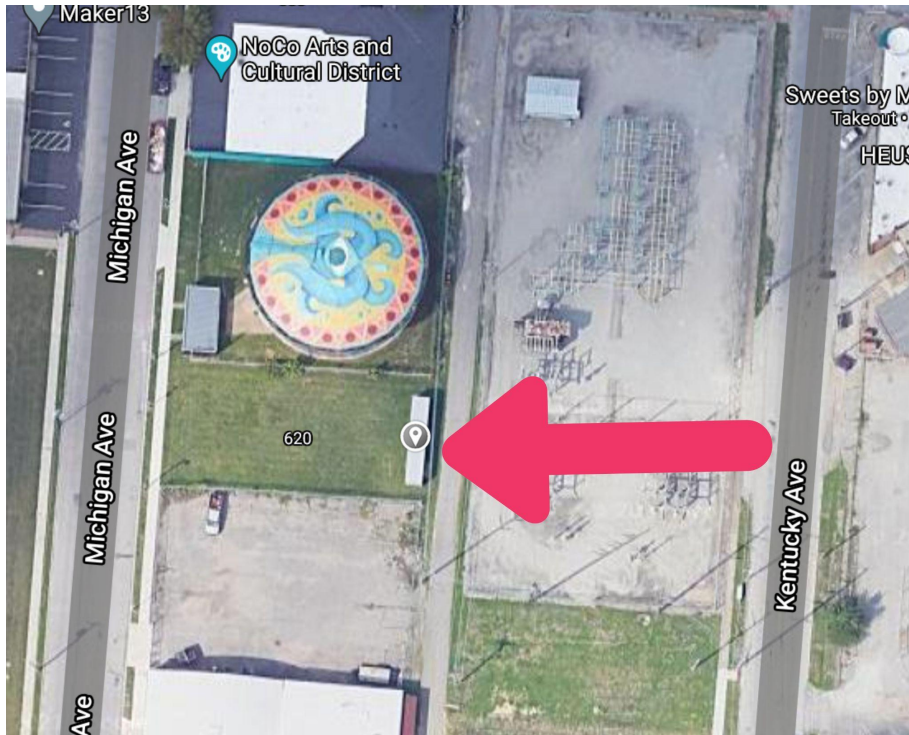
The artist whose concept is selected will receive an honorarium of \$5,000 for designing and painting the mural. \$1,000 will be awarded in advance for covering the artist's mural supplies with the final installment of \$4,000 being delivered at the completion of the mural.

Artist Benefits:

1. Artist will be cited on Jeffersonville Public Art Collection and the City of Jeffersonville's Social Media sites
2. Artist will be cited in the press materials regarding this project.

Location of Mural Path - Alley Side of the shipping containers of the NoCo Wildflowers.





Selection Process and Criteria

The selection committee is composed of the Jeffersonville Public Art Commission, and a representative from the City Engineering Department. RFP submissions may be juried based on the criteria below; the JPAC reserves the right to adjust the jury criteria/jury panel if necessary:

- Overall strength and visual appeal of the design concept
- Artistic excellence and innovation
- Appropriateness (understanding that this mural is playing a role of artistic signage for the district)
- Value as part of the City of Jeffersonville's portfolio of public art
- Aesthetic impact on the NoCo Arts and Cultural District

Project Timeline

May 12th: Request for Proposal is Opened

June 16th: Request for Proposal is Closed (All applications must be submitted)

July 5th: Notification of Selection for Chosen Artist

Sept 10th: Finished Mural is Completed

Eligibility

1. Artist or Artist Teams, 18 and up of all professional levels who are able to fulfill the requirements above are welcome to apply for this call
2. Artist must be able to submit a W9 and Invoice to receive payment.

Submissions

Complete Entries (see list below) are due to Jeffersonville Public Art Commission (care of Public Art Administrator) **All entries must be submitted online through the online portal on the due date before midnight of that day.**

Click this link to be taken to the application: <https://forms.gle/za4BW3uEaAbstsqKA>

Questions about this RFP or to request accommodations in the application process can be directed to Emily Dippie, the Jeffersonville Public Art Administrator. 502-558-5500 or edippie@cityofjeff.net

Submission Checklist

1. Completed Application with contact information including Name, Address, Telephone, and e-mail. Click this link to be taken to the application: <https://forms.gle/za4BW3uEaAbstsqKA>
2. **Concept renderings for the Mural**
Rendering may be done by hand or digitally rendered. Artists may submit up to 3 different mural ideas for consideration
3. Resume describing artistic experience and 3 references

4. A brief artist statement that gives context or support to your mural design. This statement should not exceed 2 paragraphs. If multiple sets of concept rendering are submitted, each set of rendering should have an accompanying statement.

Submissions should adhere to the following guidelines:

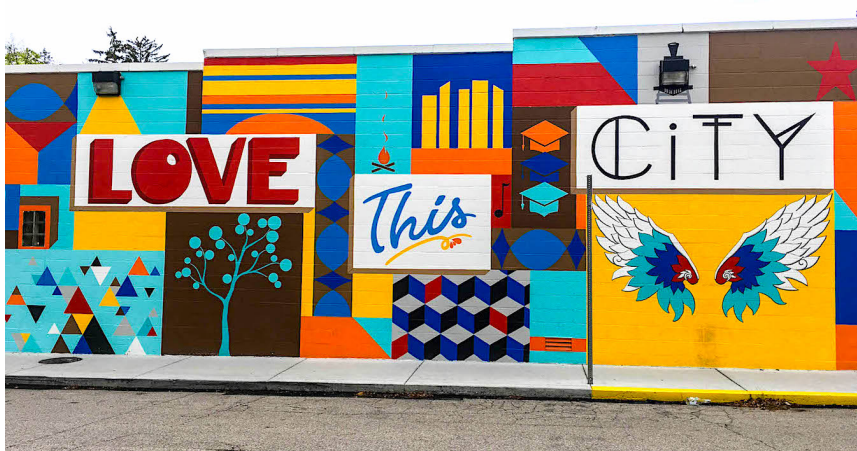
1. Quality: The initial concept sketches should be thoughtfully rendered and of high quality.
2. Context: The artwork is to feature the theme of Designs may be literal interpretations, metaphorical interpretations, or abstract interpretations of this concept
3. Commercial Aspect: The artwork shall not promote goods or services or be “signage” for a business.
4. Compliance: Artworks shall not violate any federal, state, or local laws or be blatantly offensive.
5. Additionally, the artwork shall not reflect partisan politics, negative imagery, religion, and sexual content.

ARTISTS WILL NOT BE COMPENSATED FOR INITIAL RFP CONCEPT SUBMISSIONS. The Jeffersonville Public Art Commission (JPAC) reserves the right to accept or reject any and all submittals, waive technicalities and informalities, change the work scope, and amend said Request for Proposals as desired by the JPAC. The JPAC reserves the right to select the artist who best meets the JPAC’s and community needs.

JPAC DOES NOT AND SHALL NOT DISCRIMINATE on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status in any of its activities or operations.

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Examples From Other Communities of Name/Text Murals





Artwork in the Area (for aesthetic alignment)

NoCo Wildflowers (the front side of the container that the new mural will be placed)



Rendering of the New NoCo Paint Box Garden (on the same alleyway as the mural)



NoCo Story Trail Install



Drone Imagery of the District



NoCo Logo

