

MURAL REQUEST FOR PROPOSAL

DEADLINE

12pm | Tuesday, January 31, 2017

LOCATION

Parking Deck, South Façade at Studioplex on Auburn Avenue
Airline Street | Atlanta, GA 30312



Opportunity Presented By:



PROJECT OVERVIEW

Studioplex on Auburn Avenue seeks to have an artist install a mural painted on the south façade of the new Studioplex parking deck. The approximately 75' long by 30' high wall (representing 2,500 square feet of paintable space) is a huge neighborhood canvas for the installation of public art, continuing a tradition established by Studioplex dating to 1998.

MURAL LOCATION



PROJECT THEME

There is no specific theme requested; however, the mural should be relevant in some manner to the building, neighborhood, community or other context related to why it should be installed in this location.

PROJECT DESCRIPTION

- Projected budget is not to exceed \$12,500 for an artist or team of collaborative artists.
- Project budget includes the artist(s) fee, supplies, travel related expenses, preparation, power washing the wall, as needed, priming and any equipment rental.
- Maintenance budget will be allocated for the upkeep of the mural outside of this scope.
- Location of mural—see image above, Airline Street, two blocks North of DeKalb Avenue, Atlanta, GA 30312.
- Dimensions: approximately 75'W x 30'H
- Surface is pre-cast concrete.
- Design will be suitable and acceptable for public viewing of all ages.
- Title of ownership for the artwork will pass to Historic District Development Corporation upon completion.
- The mural has a duration of three years, at which point the installation will be primed for a new art installation.
- Mural must be completed by April 15, 2017.

For more information or questions, email:
info@studioplexlofts.com



SUBMITTAL REQUIREMENTS

- All required application materials as outlined in this RFP. All components must be in digital form and emailed. If items are too large for email, please contact info@studioplexlofts.com for dropbox transmittal. Files may be zipped or reduced so that the email's attachments are no larger than 15 MB. The selection committee may reach out to request higher resolution images.
- Submittal materials will not be returned and incomplete applications will not be considered.

SELECTION CRITERIA

A selection committee has been assembled for the Mural on Airline art project. Members of the committee are stakeholders representing the owner, the neighborhood, the BeltLine and the holder of the historic façade easement on the Studioplex building.

The following criteria will be used in the selection process:

- Submittal of all required application materials as outlined in this RFP.
- Attention to context: architectural, historic, geographical, and/or cultural.
- Proven ability to create distinctive site specific artwork as exhibited.
- Originality: creativity and uniqueness of proposed artwork concept for this project.
- Quality and craftsmanship of product as exhibited by past work.
- Maintainability: structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance, repair costs.
- Appropriateness for placement on an urban pedestrian site and ability for artwork to withstand public interaction where it can be touched.
- Public safety, and compliance with Americans with Disabilities Act.
- Feasibility: artist's proven track record/ability to complete the work on time and on budget.

COMMITTEE

Committee members represent the following organizations:

- Atlanta BeltLine Inc.
- Studioplex
- Historic District Development Corporation
- Easements Atlanta

SEE NEXT PAGE FOR APPLICATION FORM AND PROPOSAL REQUIREMENTS.

For more information or questions, email:
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APPLICATION FORM

ARTIST INFORMATION

Name		Date
Phone	Email	
Website		
Address		
City	State	Zip

APPLICATION SHOULD INCLUDE

- Completed application (Above)
- Artist Bio or Resume
- Examples of your mural work including addresses of any locations here in Atlanta (number of submitted examples not to exceed 7) Up to 7 digital images of applicable work (jpeg format, 300 dpi, and sized at least 4-inches x 5-inches).
- Your process for transferring your work from small to large scale.
- A list of proposed project materials.
- Proposed budget allocating costs of wall prep, equipment rental, mural production and project clean up.
- Your proposed timeframe.
- A detailed full color sketch or rendering to scale of your proposed mural, submitted in digital format.
- Overview of the design concept conveying the artistic intent: A one-page letter describing your work as an artist and the nature of the work you propose to execute. What is the new work about? Why is it important?

Questions will be answered if submitted by email up until the day before submittal is due.

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12PM | TUESDAY, JANUARY 31, 2017

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