MARTIN LUTHER KING JR. DRIVE
INNOVATION CORRIDOR IMPROVEMENT PROJECT

Request for Proposals
Mural Bike Racks

Mural Bike Rack by KingPig, 2016, Little 5 Points
OVERVIEW

The City of Atlanta Mayor’s Office of Cultural Affairs (OCA) Public Art Program seeks proposals from local visual artists to adorn metal bike racks with original painted artworks for Mural Bike Rack Project. The goal of the Mural Bike Rack project is to supplement and promote the City of Atlanta’s biking infrastructure through the creation of functional Public Art.

The Mural Bike Rack Project will...

Provide additional parking for the increasing number of people who choose bicycling as a form of transportation in the City of Atlanta.

Further encourage and promote the use of biking as transportation.

Enhance Atlanta’s image as a bike and community arts-friendly city.

Engage and promote the work of regional and local painters and mural artists.

Encourage creative place-making through public art by creating aesthetic objects that symbolize the City of Atlanta’s creativity and livability.

The area’s culture is internationally significant. It was home to intellectual leaders of human rights, including W.E.B. DuBois, Booker T. Washington, and the Reverend Doctor Martin Luther King, Jr.

The Renew Atlanta initiative that is sponsoring this installation along with several others along the corridor will address vehicular and pedestrian safety concerns, provide additional pedestrian and bicycle access through the implementation of new multi-use trails, and introduce a new linear park along the corridor in addition to several public art installations. The goal is to transform MLK, Jr. Drive into an art filled pedestrian and bicycle friendly corridor with improved access to the Atlanta BeltLine and MARTA bus service.

Mobility & Access: The Martin Luther King, Jr. Drive corridor carries some 28,000 motorists a day and MARTA, which provides local bus service on and parallels the corridor with four heavy rail stations, provides 438,000 trips per weekday. Users of the corridor will benefit from improved operations, more multi-modal options and connections, and reduced conflict between modes.
**MLK, Jr. Drive**

MLK, Jr. Drive is a heavily used east-west corridor linking points of interest such as **Downtown Atlanta** (which includes the government center), **Philips Arena**, the new Mercedes Benz Stadium, Atlanta University Center (**Morehouse College**, **Spelman College**, **Clark Atlanta University** and **Morehouse School of Medicine**), historic Westview Cemetery, four MARTA heavy rail stations, and the **Fulton County Airport-Brown Field**. Suburban and historic urban neighborhoods line the corridor alongside notable parks such as **Mozley Park** and **Washington Park** and other community facilities such as the historic **Booker T. Washington High School**, **Adamsville Recreation Center**, **Atlanta BeltLine**, and the **Lionel Hampton Multis-use Trail**. At the intersection of Ralph David Abernathy Boulevard, MLK Jr. Drive becomes State Route 139 going westward past historic Westview Cemetery, through the Adamsville community and eventually to the Atlanta city limits and Fulton Industrial Boulevard in unincorporated Fulton County. The eastern end of the corridor intersects with the **Atlanta BeltLine Southwest Trail** that is currently under construction.

- There are three MARTA Heavy Rail stations within one quarter of a mile of MLK, Jr. Drive and one located on the street. There are 14 MARTA bus routes and three core and secondary bicycle routes on the Drive. I-20 an east-west expressway and I-285 an interstate highway loop encircling Atlanta both intersect MLK, Jr. Drive.

**CITY OF ATLANTA MAYOR’S OFFICE OF CULTURAL AFFAIRS**

- The **City of Atlanta’s Mayor’s Office of Cultural Affairs (OCA)** was established in 1974 to encourage and support Atlanta’s cultural resources. The initial mission was to solidify the role that arts and other cultural resources play in defining and enhancing the social fabric and quality of life of Atlanta citizens and visitors.

- Today the OCA understands that the arts play an essential role in defining the cultural vitality of the city and is working to enhance Atlanta’s reputation as a cultural destination. The OCA aims to provide programs that contribute substantially to the city’s economy and quality of life.

**CITY OF ATLANTA PUBLIC ART PROGRAM**

- The City of Atlanta’s Public Art Program (PAP) focuses on the conservation and maintenance of Atlanta’s Public Art Collection and produces ELEVATE, an annual free Public Art festival featuring local, national and international artists throughout the city. The PAP also manages the City of Atlanta Public Art Audio Tours which focus on educating the residents and guests about Atlanta’s Public Art Collection located in the central downtown Atlanta area.
THE SITE

- Twenty artists will be selected to paint twenty mural bike racks to be placed throughout the Martin Luther King, Jr. Drive corridor, between Northside Drive and I-285.

ARTIST ELIGIBILITY

- Eligible artists will be local artists with experience in painting or murals. Artists are not required to have a public art background but it is highly encouraged. Please note that artists are required to pick up their bike rack from downtown Atlanta and deliver the completed and dry bike rack to the OCA.

BUDGET

- Awarded artists will receive artist fee/compensation of $800.
- In addition to the $800 award, the Mayor’s Office of Cultural Affairs will provide protective breathing equipment (respirators) and will purchase oil enamel paints for each artist to use (up to $150). Artists will be required to provide their own preferred paint application supplies (sprayers, brushes, or other).

BUDGET DESCRIPTION

- Selected artists will receive $400 (50%) at the start of the project and will receive the remaining $400 upon completion.

SELECTION CRITERIA

Artwork will be selected based on the following criteria:
- Artist merit and technical expertise
- Demonstrated successful, innovative and effective approach to public art projects of a similar scope
- Ability to successfully execute a public art project in a culturally rich and complex area
- Express interest in creating artwork for the opportunities presented by this request for qualifications
REQUIRED APPLICATION MATERIALS

1. Statement of Interest. In one page using no smaller than 12pt font, address the conceptual approach of the project and how the project will contribute to your existing body of work.

2. Bike Rack design on the supplied template.

3. Résumé that outlines professional accomplishments (maximum 1 page per person) please include your address. Include three professional references (name, affiliated organization, email address and phone number).

4. List of works submitted for review that includes title, location, date completed/performed, media, brief description of the project/conceptual information, and budget (if applicable).

5. Past Work Samples. Submit work images of past work (4 images maximum).

6. One Shot Lettering Enamel supply list with colors and sizes (not to exceed $150 worth).

7. We strongly recommend that you register as a City of Atlanta Vendor Prior to submitting a proposal. Register as a Spend Authorized Supplier for the City of Atlanta. Click here to register online anytime. It is the sole responsibility of each respondent to ensure all business information is correct and current in COA online portal.

8. With your quote submission please submit (1) a signed and notarized E-Verify contractor affidavit (the IIREA form attached to the request for quote or an E-verify memo if respondent is an individual) with no employees) and (2) a copy of a government issued ID for the individual that signs the affidavit on behalf of the organization.

TIMELINE

- December 23, 2019: RFP distributed
- February 3, 2020: Proposals due
- March 2, 2020: Selected artists will be notified
- March 14, 2020: Artist orientation re: expectations and materials, bicycle and material pick up
- April 22, 2020: Completed bike racks due back to OCA
- May 2020: City of Atlanta installs bicycles at various locations
- Please send your proposals in a single PDF to PublicArtAtlantaGa@AtlantaGA.gov
- The subject line should read ARTIST NAME: Mural Bike Rack MLK
- Deadline: February 3, 2020 by 4 pm EST
LETTERING ENAMELS

130L Primrose Yellow  132L Lemon Yellow
134L Chrome Yellow  191L Imitation Gold
124L Orange  100L Vermillion
104L Bright Red  102L Fire Red
108L Maroon  106L Kool Crimson
108L Salmon Pink  120L Coral
164L Dark Magenta  163L Magenta
165L Rubine Red  160L Violet
162L Purple  161L Proper Purple
156L Brilliant Blue  158L Dark Blue
155L Reflex Blue  152L Light Blue
153L Process Blue  154L Peacock Blue
157L Kansas City Teal  150L Blue Green
149L Aqua  151L Robin Egg Blue
148L Dark Green  144L Medium Green
142L Emerald Green  143L Process Green
141L Sublime Green  195L Medium Gray
115L Dark Brown  114L Medium Brown
117L Tan  118L Chamois
116L Ivory  103L Polar White
101L Lettering White  199L Lettering Black

109L Metallic Gold, 111L Metallic Brass, 193L Metallic Silver, 110L Metallic Copper are available, but not shown. Because of variations in monitors and printers, the 1 Shot colors shown may vary from the actual paint color.

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