REQUEST FOR PROPOSALS – LINEAR MURAL, LOWER FOOTWALL

City of Atlanta
Mayor’s Office of Cultural Affairs
Public Art Program
REQUEST FOR PROPOSALS: THE CITY OF ATLANTA MAYOR’S OFFICE OF CULTURAL AFFAIRS (OCA) PUBLIC ART PROGRAM SEeks PROFESSIONAL VISUAL ARTIST TO CREATE A MURAL FOR THE LOWER FOOTWALL ON THE EXTERIOR OF THE 160 TRINITY BUILDING

OVERVIEW

The City of Atlanta Mayor’s Office of Cultural Affairs (OCA) Public Art Program seeks proposals from local muralists to create designs that will adorn the linear lower foot wall of the 160 Trinity Ave building. The selected muralist will be responsible for installing the painted design as well. The goal of this project is to supplement and promote the City of Atlanta’s creative community and create an external visible identity for the 160 Trinity building.

CITY OF ATLANTA MAYORS OFFICE OF CULTURAL AFFIARS

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.

The Office of Cultural Affairs’ programming is executed in four key areas: Arts and Education Services, Contracts for Arts Services, Performing Arts, and Public Art. The OCA also manages the Chastain Arts Center/City Gallery at Chastain and Gallery 72.

160 TRINITY AVE BUILDING

The 160 Trinity Ave building is in the Atlanta’s government district nestled between City Hall and Castleberry Hill. The building is currently unoccupied but will be activated by December. The building will house The City of Atlanta Department of Parks and Recreation, The City of Atlanta’s Mayor’s Office of Cultural Affairs (OCA), and the City of Atlanta’s Department of Law.
THE INSTALLATION SITE
The City of Atlanta’s Mayor’s Office of Cultural Affairs (OCA) is interested in activating the lower wrap around footwall with a mural. OCA would like to see designs that are pattern based with no large fields of color. Design should fill entire space to discourage tagging. Artist will be responsible for using ram board or some other material to protect sidewalk. The linear lower footwall is 3-4’ high.

ARTISTS ELIGIBILITY
Eligible artists will be local artists with experience in painting or murals. Artists are not required to have a mural background but it is highly encouraged. All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

SELECTION CRITERIA
Proposals 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

BUDGET
Mural artist will receive artist fee/compensation of $15,000 for design, priming, materials, installation and installation of OCA approved protective topcoat.

BUDGET DESCRIPTION
Selected artists will receive 50% ($7,500) compensation at the start of the project and will receive the remaining upon completion.
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. Your perspective design on the supplied template or rectangular mockup.

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) and past work samples. Submit work images of past work (4 images maximum).

SUGGESTED APPLICATION MATERIAL

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. Click here for an external supplier overview guide.

TIMELINE

• July 7, 2020: RFP distributed
• August 3, 2020: Proposals due
• August 31, 2020: Finalists notified
• September 30, 2020: Installation completed

• Please send your proposals in a single PDF to PublicArtAtlantaGa@AtlantaGA.gov
• The subject line should read ARTIST NAME: 160 Trinity Ave Building – Lower Footwall

QUESTIONS

Please email us at PublicArtAtlantaGa@AtlantaGA.gov with any questions!
TEMPLATE
Linear Mural on Lower Footwall