



MARTIN LUTHER KING JR. DRIVE INNOVATION CORRIDOR IMPROVEMENT PROJECT

Request for Proposals

Adamsville Community Mural



MAYOR'S OFFICE
OF
CULTURAL AFFAIRS

Deadline: May 16, 2022

Eligibility: Artists or teams should live or
have businesses based in Metro Atlanta

Budget: \$45,000

OVERVIEW

- The City of Atlanta Mayor's Office of Cultural Affairs invites artists and artist teams to submit proposals for a community mural in the Adamsville neighborhood that will be painted at 3455 MLK Jr. Drive Atlanta, Georgia. The concrete wall is 8' high by 180' long. Our mission for this mural is to engage the community through the creation of this artwork. This gateway community mural will provide a sense of place and pride that will have a positive effect on the Adamsville neighborhood.
- This mural should celebrate the individuals who have contributed to the legacy of civil rights in Atlanta and specifically Adamsville community leaders.
- The mural should reflect your artistic style while incorporating portraits of Adamsville local heroes
 - Longtime member of the Fulton County Commission [Emma Darnell](#)
 - Civil Rights Leader and Councilmember [CT Martin](#)
 - Community Leader [Cathy Richards](#)
 - Community Leader **Juanita H Gardner**
 - Revered Dr. [Gregory A Sutton](#)
 - Late Senator [Horace Tate](#)
 - Community Leader **Patricia A Floyd**
 - Former Principal Peyton Forest Elementary **Anne English**
 - Spelman Dance Program Founder [Dr. Mozell Spriggs](#)
 - Musician [Alfred Wyatt](#)
- This budget should be all inclusive, the mural design, supplies, and material costs must be integrated into the budget of the artist selected.
- The selected artist will engage the community to create the mural. Proposals should include a rough framework as to how you will engage the community during this process. An example would be a "community paint day" where the public is invited to come join you in painting the artwork. Muralist should have extensive experience working with communities and hosting such events.
- 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.
- Years of community-driven planning, detailed analyses, stakeholder support, and political and financial commitment have come together and integrated social justice to transform the corridor in the heart of Atlanta into a world-class "boulevard."
- 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.

MARTIN LUTHER KING 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), [State Farm Arena](#), the new Mercedes Benz Stadium, Atlanta University Center, historic Westview Cemetery, and four MARTA rail stations. 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 Multi-use Trail](#). The corridor also parallels I-20, the region's major east-west freeway and crosses I-285, the region's perimeter freeway. The eastern end of the corridor intersects with the [Atlanta BeltLine Southwest Trail](#) that is currently under construction.
- There are three [MARTA](#) 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. ELEVATE had been named one of the Top 50 Public Art Projects in the country by Americans for the Arts and has also been nominated for the Livable Cities Award. 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

- The mural will be painted at 3455 MLK Jr. Drive along a cast concrete retaining wall next to the River of Life Christian Center. The wall is 8' in height by 180' in length.

ARTIST ELIGIBILITY

- The City of Atlanta is seeking artists with portfolios that demonstrate professional experience creating and executing public outdoor murals.
- Artists or teams should live or have businesses based in Metro Atlanta.
- You must be a citizen of the United States.
- All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

BUDGET

- **The all-inclusive budget is \$45,000**
- If awarded the project the artist will be responsible for materials, tools, equipment, transportation, travel costs, insurance, and community engagement expenses.
- Artists are responsible for cleaning and prepping wall, priming, painting and clear coating the mural per OCA specifications.
- Artist should budget for at least 1 assistant (or more) for community engagement event(s).

SELECTION CRITERIA

Artwork will be selected via an artist selection committee including professional artists, community stakeholders, and partnering agencies.

Artwork will be selected based on the following criteria:

- Artist merit and technical expertise
- Demonstrated successful, innovative and effective murals and public project with a similar scope
- Express interest in creating artwork with stakeholder's input
- Engage and work with the Adamsville community to complete mural

REQUIRED APPLICATION MATERIALS

- **Concept drawing and narrative** regarding this specific artwork and the community engagement component
- **Statement of Interest** in a one-page pdf using no smaller than 10 pt. font, address the conceptual approach of the project; aspects of the site that are of interest; how you would engage the public; and, how the project will contribute to your existing body of work.
- **Résumé** that outlines professional accomplishments (maximum 2 pages per person).
- **References** for three (3) individuals with whom you have worked, collaborated, or who have commissioned your work in the past (name, affiliated organization, email address and phone number).
- **Images** (6 maximum) of previous artwork and/or commissions (not proposals) which demonstrate your qualifications for the project.
- **Annotated image list** which must include title, location, date completed/performed, media, dimensions, brief description of the project/conceptual information, and budget (if applicable).

We strongly recommend that you register as a City of Atlanta Vendor Prior to submitting a proposal. Please remember to 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.

TIMELINE

For Questions, Please Contact:

- Emily Sorgenfrei, Public Art Project Coordinator:
esorgenfrei@atlantaga.gov

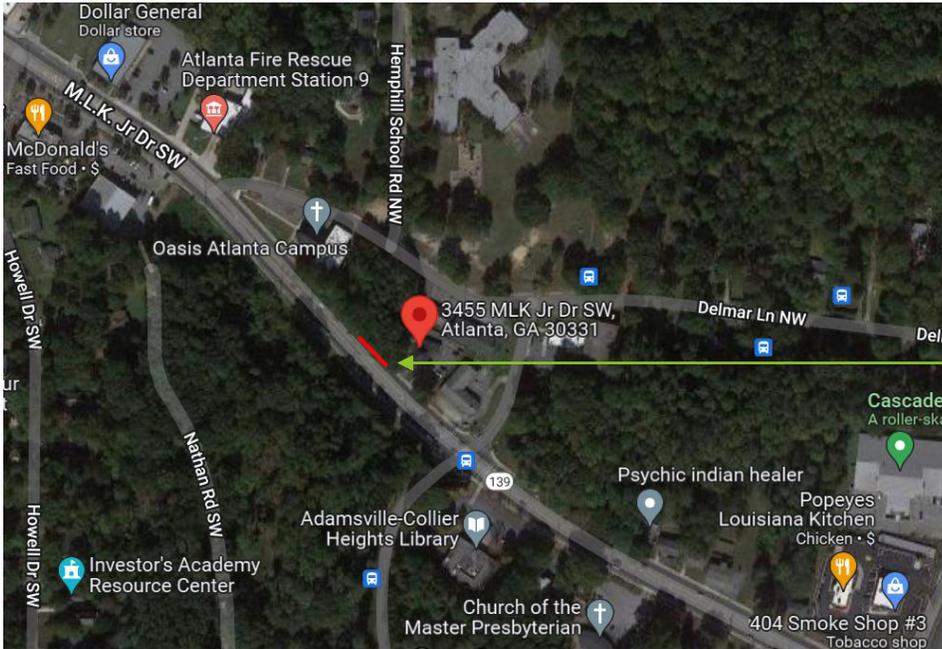
How to Apply:

- Please send your proposals in a single PDF to esorgenfrei@atlantaga.gov. The subject line should read **ARTIST NAME: Adamsville Community Mural**.
- Proposals must be received no later than **May 16 at 5PM**. Proposals received after **May 16 at 5PM** shall not be considered. Proposals received after the scheduled deadline for filing will not be opened.

Schedule Dates:

- **April 18**: RFP issued
- **May 16** : Proposals due
- **May 16 – 20** : Evaluation of Proposals
- **May 23** : Artist or artist team selected and announced
- **July 31** : Artwork must be complete

SITE FOR ADAMSVILLE COMMUNITY MURAL



Red line indicates mural wall location.

Not to scale. Identification purposes only.



SITE FOR ADAMSVILLE COMMUNITY MURAL



IMAGES OF LOCAL ADAMSVILLE HEROES



Emma Darnell



CT Martin



Horace Tate



Dr. Mozel Spriggs

More images of additional heroes will be provided to the selected artist