



Call for Artist/Muralist

Center Street Public Art Project

Leesburg Center for the Arts

1/1/2019

MURAL ARTS PROGRAM-LAMAP

REQUEST FOR PROPOSALS

The Leesburg Center the Arts, the City of Leesburg and Duke Energy have partnered to make visual improvements to the 14th St. and Center St., intersection. The City of Leesburg (City) possesses a unique aesthetic and a diverse community, and wishes to further its potential by increasing the quantity and quality of public art works on display in the City's public places, catalyze high quality arts programming, provide support for existing arts organizations, arts initiatives and artists, and to increase "Arts & Culture" tourism to Leesburg as a travel destination. As such, the City is offering an opportunity for an artist or team of artists (using the singular term "artist" herein) to submit responses to the call for artists relating to the design, fabrication, and installation of a unique, site specific exterior mural work of art (see location photo, Exhibit A). This mural will be viewed daily by citizens, and visitors. Career as well as emerging artist and artist-teams with prior experience working in a media suitable for outdoor murals are invited to respond to the call for artists.

About Leesburg Center for the Arts Mural Arts Program (LAMAP), it is a new public art initiative launched by the Leesburg Center for the Arts. Our program goal is to help artists, residents, and business districts uplift their neighborhoods and strengthen their communities through mural art. LAMAP provides curatorial leadership and project management support across all areas of making public murals, towards the shared goals of community enrichment, civic engagement, and beautification. We wish to help Leesburg join a national movement that embraces the power of public art and become a more culturally vibrant, livable city on the whole.

LOCATION AND DIMENSIONS:

The wall is located on the west corner of the intersection of U.S. Hwy 27/14th St. and Center St. in Leesburg, Florida. Wall Section #1 is 105.25' x 25' and Wall Section #2 is 168' x 25' each, (see location photo, Exhibit A for more details.) This is a concrete wall bordering the sub-station has been added to help protect the sub-station and further enhance the attractiveness of the area, draw more positive attention to the vibrant businesses along the street and surrounding neighborhood, as well as complement the mission of the Leesburg Center for the Arts.

STIPEND:

The selected artist will receive a \$7,500.00 stipend to complete the work. The artist will receive the stipend for materials and other costs as outlined in the proposed project budget, considering execution meets expectations of the proposal. The artist shall include the following considerations in their proposed budget:

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- Design and labor fee, site preparations, fabrication, and installation of the artwork;
- Acquired equipment such as stepladders, drop clothes, and other tools necessary for the execution of the artwork;
- Sanding, gesso, and acrylic paint; and any and all expenses. (Primer and protective coating will be provided and applied by the City of Leesburg)
- Artist is to understand that the ART WORK becomes the property of the City at the end of the project.

The stipend will be paid by the City as follows:

- Allocations: two (2) payments of in the amount of \$1500.00;
- First allocation, when the City agrees the substantial completion (fifty (50%)) of the artwork has been completed;
- Second (final) allocation, within ten (10) days of project completion, including clean up and removal of all equipment.

GENERAL PROJECT TIMELINE

January 31	Deadline for RFP submissions
March 15	Artist notified on acceptance status
March 25	Any design revisions are made if requested, permits secured, contracts signed, and materials obtained.
April 1	Painting can begin
April 25	Mural must be completed, to be sealed by City of Leesburg.

Please note: the LAMAP committee has reserved the right to extend the deadline if deemed necessary.

DESIGN AND THEME

The mural may be themed to represent Leesburg, however abstract submissions are also welcome. There are no specific criteria for color or content, but artists are reminded that only imagery appropriate for public viewing will be considered and the final decision will be made based on the overall visual impact of the design. The materials, design and palette must stand up to local weather and be suitable

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for ongoing maintenance for a period of five (5) years, at a minimum. The following are design parameters for the mural installation:

- Shall enhance and create an identity for the neighborhood, be a quality of work of art, and appeal to a broad constituency of facility patrons and guests;
- Shall be located as shown in Exhibit A; and
- Shall be all-weather, vandal/graffiti resistant (provided and applied by City of Leesburg) and require minimal maintenance.
- Artists are required to view the wall in person prior to submission of their proposal to ensure that context is appropriately understood.

SELECTION CRITERIA

Each application will be reviewed by a panel designated by LAMAP and its community partners, and considered with the following criteria in mind:

- Experience and qualifications of the artist(s)
- Thoughtful and creative interpretation of the subject
- Capability to carry out the project

SUBMITTAL REQUIREMENTS:

All components of your application must be in digital format and sent in one email with the subject line "Center St. Mural Project Proposal." You may either scan or photograph your sketch and submit as pdf or jpg by January 31, 2019 at 5:00 p.m.

Incomplete applications will not be accepted. To submit, please send your proposal to Maria Stefanovic at director@leesburgcenterforthearts.com.

The parts of your proposal are as follows and should be labeled as indicated:

- Application form (see next page), typed (Label "LastnameFirstname_ LAMAP_APP")
- Professional resume for lead artist. (Label "LastnameFirstname Resume")
- 4 images of 2-D artwork for lead artist. Include murals. (Label "LastnameFirstname_ Work#")
- Project narrative, describing the design, fabrication, and installation process.
- Project schedule, which reflects tasks to be performed in order to successfully finalize project by required completion date.

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- By submitting a proposal, the Artist agrees that if selected, the Artist will create and install the final mural on or before April 25, 2019 and the artwork will become the property of the City of Leesburg.
- Color sketch of mural to scale. (Label “LastNameFirstName_Design”)
- Itemized project budget including, but not limited to: Artist design and labor fee, site preparation, fabrication, installation of the artwork; artist acquired equipment such as stepladders, drop cloths, and other tools necessary for the execution of the artwork; sanding, gesso, and acrylic paint; and any and all required insurance, taxes, licenses or permits and the services of sub-contractors as necessary.

ARTIST SELECTION CRITERIA:

- Complete submittal, delivered to the Leesburg Center for the Arts prior to the application deadline.
- Artwork examples submitted represent the artist’s own original creative work.
- The artist’s work reflects artistic excellence, innovation and originality, as evidenced by a unique vision or perspective.
- The artist’s experience is adequate to meet the demands of the project.
- Qualifying activities would include some combination of the following: past mural experience; a portfolio of work; or evidence of sustained activity as an artist.
- The selected artist has submitted examples of previous works that demonstrate excellence in accurately representing a given design concept.
- The proposed artwork, materials, and installation are high-quality and durable, able to withstand harsh outdoor conditions for at least five years before major maintenance is required.
- The submitted project budget and timeline and competitive, reasonable and adequately consider all necessary aspects of project execution.

ARTIST SELECTION PROCESS:

- The LAMAP committee will review all submittals in conformance with this call for artists.
- The finalist will be chosen based on the quality of work and creativity in the submitted materials and proposed design, visual and technical sophistication, the ability to produce durable outdoor art, and a proven ability to coordinate and collaborate with project managers, design professionals and community stakeholders.
- LAMAP will choose the winning artist. After a selection has been made, the Leesburg Center for the Arts will notify the artist or team of artists and the design concept will be presented to City.
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- The Leesburg Center for the Arts reserves the right, without qualify action, to exercise discretion and apply its judgment with respect to any response to the call for artists submitted or to reject all responses to the call for artists. All responses to the call for artists shall become the property of the City upon receipt.
- The selected artist will be responsible for the following: choosing and ordering paints and materials, executing all aspects of the mural creation, adhering to the project timeline and budget, daily clean-up of site and care of materials during the project. The design must include specifications for the paints, anti-graffiti coating, and any other materials used. The artist must be available for meeting with CFA staff, as necessary. All painting supplies will be purchased by the artist by means selected by the artist.

RESPONSE DEADLINE:

January 31, 2019 at 5 p.m.

QUESTIONS:

Any and all inquiries and/or questions pertaining to this call for artists shall be submitted in writing only to director@leesburgcenterforthearts.com. Questions will be accepted until 5:00 p.m. on January 30, 2019. Questions will be answered by means of email only to the artist submitting the question.

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3. Do you have any conflicts with the schedule as outlined in the project description? Please explain.

ADDITIONAL MATERIALS

Please submit the following items with this application form:

- Professional resume for lead artist. (Label “LastnameFirstname Resume”)
- 4 images of 2-D artwork for lead artist. Include murals. (Label “LastnameFirstname_ Work#”)
- Project narrative, describing the design, fabrication, and installation process.
- Project schedule, which reflects tasks to be performed in order to successfully finalize project by required completion date. By submitting a proposal, the Artist agrees that if selected, the Artist will create and install the final mural on or before May 1, 2019 and the artwork will become the property of the City of Leesburg.
- Color sketch of mural to scale. (Label “LastnameFirstName_Design”)
- Itemized project budget including, but not limited to: Artist design and labor fee, site preparation, fabrication, installation of the artwork; artist acquired equipment such as stepladders, drop cloths, and other tools necessary for the execution of the artwork; sanding, gesso, and acrylic paint; and any and all required insurance, taxes, licenses or permits and the services of sub-contractors as necessary.

Please refer to cover sheets for file labeling instructions. Send all materials in one email to Maria Stefanovic at director@leesburgcenterforthearts.com.