



In Partnership with



ANNOUNCE

# **2017 Public Art MURAL PROJECT**

## **Call to Artists**

**Request for Proposal  
Request for Qualifications**

## OVERVIEW OF JONESBORO MAIN STREET ADVISORY BOARD MURAL PROJECT:

### “SUBMIT YOUR MURAL PROPOSALS TODAY”

The Jonesboro Main Street Advisory Board requests proposals and qualifications from artists for the design and implementation of a public art mural. This project is a joint project of Jonesboro Main Street Advisory Board/DDA and Art's Clayton. It is part of the ongoing revitalization of the City of Jonesboro's downtown area. This project is funded in part by grant funding and also DDA funding.

This project marks the first public art mural in Jonesboro commissioned by the Jonesboro Main Street Advisory Board. The Jonesboro Main Street Advisory Board will appoint a Mural Design Committee, which will select one artist. The selected artist will present and develop concepts, and oversee production and installation of an approved mural; which will simultaneously meet the artistic/technical/public safety goals specified below. All rights to the artwork will be that of the Jonesboro Main Street Advisory Board. The artwork may be used for marketing purposes.

Interested and qualified artist are requested to make a response to accomplish the scope of services as described herein. The response is to be signed by a duly authorized official of the artist and must be submitted in time, manner and form prescribed.

This solicitation does not constitute an offer by the owner to enter into a contract and is not an offer which can be accepted by the artist as a contract. No offer made in response to the terms and conditions of this RFQ may include any terms or conditions which can bind the owner to the qualified artist who meets the requirements and criteria set forth in this RFQ. The owner reserves the right to reject any and all services proposed and to waive technicalities as deemed to be in the best interest of the project. The owner reserves the right to request additional information from artist(s) as deemed necessary to analyze proposals.

This mural project proposes the creation of a art mural in the northern downtown area. The mural will reflect the unique offerings of the city, while highlighting its deep history. This project is also intended to encourage local artists from diverse backgrounds and experiences to apply and offer their ideas and designs for the mural. The proposed mural shall be painted on the north-facing façade of a building on the city square (see attached photos facing South Main Street and North Avenue (building on the corner of South Main Street and North Avenue).

The organizers of this project ask that all details regarding the 2017 Mural Project remain confidential until an official announcement is made to the public. A formal press release will be distributed once the artist has been selected for the project. Response to this RFP/RFQ signifies confidentiality between the organizers and the artists involved in this process.



## PROJECT GOALS:

The project should incorporate one of more of the following goals:

- Visually promote the benefits of the arts and arts education to the community
- Display and promote the artistic talent of our community's young people and professional artists
- Reflect community, culture and pride
- Celebrate the community's unique identity while symbolizing the commonalities
- Beautify a highly visible, gateway area in Jonesboro
- Utilize a the new branding collateral as the principle subject

The Project will be implemented in two phases:

- Once the artist is selected, he/she will work with the Jonesboro Main Street Advisory Board Design committee, Arts Clayton and the building owner to select their final image/design based on his/her proposal. The artist will then submit the final design for approval.
- The selected artist will collaborate with the Jonesboro Main Street Advisory Board and the building owner to implement the proposed design onto the façade.

## SITE INFORMATION:

The northwest corner of the South Main Street and North Avenue intersection. The total area to be covered is approximately 700 square feet. (Artist is responsible for measuring mural area for proposal and project purposes.) Area for mural is included in pictures below. Physical address is 7 South Main Street, Jonesboro, Georgia.



**PROPOSALS:**

The request is for pro bono conceptual development and submission of proposals. Proposals should include design concept and an estimated budget for all materials, prep and clean up and production - all inclusive. Please include relevant qualifications concerning past experience with public art projects and/or artworks created in conjunction with municipalities. Payment to selected artist will not exceed a total the amount of \$5,000. Materials will be paid for by the Jonesboro Main Street Advisory Board directly to the vendor, as directed by the artist. The installation shall be completed by December 1, 2017. This project is being funded by the Jonesboro Main Street Advisory Board.

Artists interested in this project must prepare and submit a single PDF and include the following:

1. Letter of Interest (Required): A letter not to exceed two pages outlining your interest in this project, experience working on comparable projects and a statement of conceptual approach including lighting. Letter must include address, email, and web site of artist.
2. Resume/References (Required). A resume not to exceed two pages. Include artist training, professional design experience. If submitting as a team, submit a resume for each team member.
3. Images (Required). A maximum of six (6) images of a variety of prior projects. At least four of these images must be of relevant outdoor public art pieces. Each image must be numbered and include the title, date of completion/installation, media, dimensions (height x width x depth, in feet), location, final project cost and a brief description of the work.
4. Support Materials : A maximum of three (3) pieces of support materials, such as exhibition announcements, reviews, or newspaper clippings. Additional imagery/drawing/sketches are highly encouraged, but no more than ten pages for preliminary Artistic and Technical proposals.

**Artist Selection Process:**

All proposals submitted in response to this RFP/RFQ will be reviewed by members of the Jonesboro Main Street Advisory Board (DDA) and Arts Clayton. Based on the information reported in the proposal and the quality of the presentation, the DDA/Arts Clayton will determine whether the artist is qualified for consideration. Any or all of the artist may be requested to expand on their proposal or to make a formal presentation. A selection will then be made based on the most qualified artist proposal, presentation and other (i.e. fair and reasonable fee) criteria.

**Indemnification and Insurance:**

The artist shall carry professional / public liability insurance coverage / worker's compensation coverage, covering itself and all of its employees and agents, and shall indemnify and hold harmless the

Owner and their representatives and employees from any claims, demands, actions, and cause for actions arising from any negligent act or non-act while under the terms of the contract. Proof of insurance shall be provided prior to contract execution.

### **Evaluation Criteria**

Arts Clayton will evaluate all submissions, before sending to the Jonesboro Main Street Design Committee, based on the following criteria:

- Professional Qualifications
- Proven artistic merit of prior relevant work
- Place making experience with original artistic vision
- Experience fabricating and installing permanent artwork suitable for the outdoor environment
- Experience working within the collaborative processes in public setting
- Project management experience
- Statement of conceptual approach to this project

### **PROJECT TIMELINE:**

The completed RFP/RFQ shall be submitted to Arts Clayton no later than September 1, 2017 at 5:00 p.m. The winning finalist will be notified on or before September 15, 2017 at which time a timeline for installation of the art shall be developed. The Main Street Advisory Board would like, if possible, to have the installation complete before the end of the year.

### **SUBMISSIONS:**

Submissions can be delivered by mail or in person (faxed applications will not be accepted) to:

Courtney Hurst  
Manager, Art Services & Social Media  
Arts Clayton  
(770)473-5488  
Courtney.hurst@artsclayton.org