



**2015 Art in the Street
Mural Program**

CALL TO ARTISTS

Request For Proposal



REQUEST FOR PROPOSAL (RFP):

The Hendricks County Arts Council (HCAC) requests proposals and qualifications from artists for the design and implementation of a public arts mural. This project is part of the ongoing Art in the Street Mural Program sponsored by the HCAC in an effort to create a cultural mural trail in Hendricks County to generate awareness of the arts and create a positive economic impact for the community where the mural is located.

HCAC will commission one (1) artist or group of artists (up to 5) to present and develop concepts, and oversee production and installation of an artwork, which will simultaneously meet the artistic/technical/public safety goals specified below.

The HCAC Art in the Street committee overseeing this project asks that all details regarding the 2015 Art in the Street Mural Program project remain confidential until an announcement is made to the public. A formal press release will be distributed once the artist has been chosen for the project. Response to this RFP signifies confidentiality between the organizers and the artists involved in this process.

OVERVIEW OF HCAC 2015 MURAL PROJECT

The proposed mural shall be installed on the west-facing side of the building currently housing Diesel's restaurant/bar at 20 W Main St, Danville, IN 46122. The proposed mural shall be painted on the west-facing façade of the building (see photo below) which overlooks a parking lot.

PROJECT GOALS:

The project should achieve the following goals:

- Improve the overall aesthetic look of the side of the building and provide an attractive view for passers-by and attract visitors to view the mural artwork.
- Generate a continued interest and awareness of public art.

The project shall be implemented in two phases:

- Once artist(s) is selected, they will work with the HCAC mural committee, the Downtown Danville Partnership and the building owner to select the final image based on the proposal. The artist(s) will then submit the final design for approval.
- The selected artist(s) will work with HCAC, Town of Danville and the building owner to bring the chosen design to life onto the western facade of the building.

SITE INFORMATION:

Building: 20 W Main St, Danville and the total area to be covered is 1,256 square feet.



The building side will be prepped with an EFIS (Stucco) finish which will provide a solid color and surface for the mural. The base color can be white, other color options are available.



PROPOSALS:

The request is for pro bono conceptual development and submission of proposals. Proposals should include design concept and an estimated budget for materials and artist fee. Please include relevant qualifications regarding past experience with public art projects and/or artworks.

Budget for the HCAC 2015 Mural Project is still being defined through In-kind contributions, grants and public funding efforts. The artist(s) will be required to participate in media interviews, fundraisers and promotional events for the mural along with participating in the official “unveiling” upon completion.

The mural shall be completed by October 1, 2015. Proposals must include a cover sheet with contact information, a two page written description and sketch of the artist's concept and images of at least 3 works that he or she has previously produced. Additional imagery/drawings/sketches are acceptable but please limit your application to ten pages.

These are to briefly outline:

- Artist's abilities, resume
- Artist vision for project
- Timetable
- 11" x 17" illustration of proposed mural
- Estimated budget for materials and artist(s) fee

Guidelines:

- The preference is for a design that covers the entire surface of the wall.
- The mural should be distinctive through use of design, color, and subject matter.
- The design will be suitable and acceptable for public viewing of all ages.
- The medium used must be durable and able to withstand minor wear and tear and harsh outdoor elements for at least five years.

SUBMISSIONS:

Completed RFPs are to be emailed, delivered or post marked by April 15, 2015 to the Art in the Street Mural Committee C/O Hendricks County Arts Council at info@hendrickscountyarts.org, mailed to PO Box 315, Danville, IN 46122 or delivered to Gallery on the Square at 51 S. Washington Street, Danville, IN.

The winning finalist will be notified on or before May 1, 2015. The selected artist will begin work on the project no later than June 1, 2015. The installation of the Art in the Street Mural shall be complete by October 1, 2015.

Contact HCAC President, Sloan Shockley with any questions

info@hendrickscountyarts.org

317-979-4468



Request for Proposal (RFP) Submission:

Artist(s) Name: _____

Email: _____

Address: _____ City _____ Zip _____

Phone: _____ Phone 2: _____

Website if applicable: _____

Title of submission: _____

BUDGET: (ESTIMATED)

Artist(s) fee \$ _____

Materials \$ _____

Other \$ _____

TOTAL \$ _____

Artist

Narrative: _____

_____ I am willing to participate in fundraising activities with the Hendricks County Arts Council for the Art in the Street Mural Project #1

Signature

Date