

City of Philadelphia

# MuralArtsProgram

25<sup>th</sup> Anniversary

City-Wide Mural Project

CALL FOR QUALIFICATIONS

MURALISTS WANTED

Respond by December 19th

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**The Philadelphia Mural Arts Program (MAP) invites you to submit a statement, resume and samples of your work to be considered for a mural project sponsored by Sunoco Inc. and in collaboration with Leadership Inc.**

The City of Philadelphia Mural Arts Program (MAP) is celebrating its 25th Anniversary from October 2008 through October 2009. To commemorate this milestone, MAP will embark on one of its most ambitious initiatives to date: a massive Citywide Mural Project which will involve thousands of citizens from every neighborhood in the city in the exciting and inspiring mural-making process.

For this project, the MAP will work in partnership with Leadership Philadelphia, which will concurrently celebrate its 50th Anniversary. The theme for this collaborative mural project will be: "City of Believers" based on the national media project "This I Believe" aimed at engaging people in the discussion of core values and beliefs that guide their daily lives.

The Citywide Mural Project will be formally launched in January 2009 and the public will be engaged through a series of town hall meetings at various key locations across the city. At these facilitated meetings, citizens will be invited to contribute their own thoughts, ideas, and imagery for the mural design based on the "City of Believers" theme. Two artists (and their teams) will be selected to compete in the mural-design process, each submitting designs based on the collective input of the community meetings. Each artist's mural design will be posted online and through the print media and citizens will be encouraged to vote for their favorite design.

Once the winning image is announced, the public will then be asked to participate in the actual creation of the mural, painted on cloth, through community paint days that will be held throughout the city in central locations. Once completed and assembled at the conclusion of MAP's 25th Anniversary celebration in October 2009, the mural will be hung on display in a central, highly-visible location. The extraordinary work of public art will remain on display for a set period of time before it is disassembled and portions of the mural are distributed to beneficiaries, such as schools and recreation centers, for permanent installation. The design will be created with this in mind.

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## Applicants:

We are accepting applications as teams. Each lead artist should include in their proposal information on two assistants who will work with them. We are particularly interested in teams that expand your own systems of beliefs and experiences and encourage you to choose a team that reflects the diversity of Philadelphia.

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## Timeline:

Between January and March of 2009 there will be seven town hall meetings organized in areas around the city. The selected lead artist and/or an assistant will be required to attend ALL meetings. Artist teams will be given a modest stipend to cover participation in these meetings.

Beginning in mid-March 2009 the two lead artists will compete for the best design through a major media campaign. Each artist will present one design that will be on-line as well as published in local papers. By the end of April 2009 the lead artist and his/her team will be selected based on the number of votes.

The mural will be completed on parachute cloth and painted at community days in each of the seven areas of the city beginning in May through June. The artist is expected to be present at all of these sessions as well.

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### Commission

#### Lead Artist

\$1050	7 - Town Hall Meetings (approx. 3 hrs each, \$50/hour)
\$2100	7- Community Paint Days (3 hrs each + 3 hrs prep time \$50/hour)
\$3000	design fee
<u>\$3850</u>	<u>additional prep, installation, contingency</u>
<b>\$10,000</b>	<b>Total Commission</b>

#### Assistant Artists (per artist)

\$750	7 community paint days (6 hours)
<u>\$250</u>	<u>additional prep, installation, contingency</u>
<b>\$1000</b>	<b>Total Commission**</b>

\*\*additional hours may be added

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### Application Presentation

Please do not staple any materials together  
All pages of your application should clearly indicate your name, the date, and the project name.

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### Application Content

- 1. Photographic Slides or Digital Images**  
10-15 images including 5 large scale mural projects  
please include an accompanying list of images in correct order and with actual dimensions
- 2. Professional Resume** (Two pages maximum for each team member); Teams must submit a resume for each team member.
- 3. Letter of Qualifications** (Typed, one page maximum)  
Please articulate in the letter specifically why you and your chosen team are the best qualified to represent the City of Philadelphia in this landmark mural

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**Self-Addressed Stamped Envelope:** To have your application materials returned following the competition, include a self-addressed stamped envelope with accurate postage

OR

Check box if you would like your information to remain in the slide registry at the Mural Arts Program, to be considered for future projects.

**Self-Addressed Stamped Postcard:** To receive notification of receipt of mailed materials, please include a self-addressed stamped postcard with your application.

<b>Timeline:</b>	
<b>December 19, 2008:</b>	Deadline for RFQ
<b>December 31, 2008:</b>	Selection of artists
<b>January 15-March 15, 2009</b>	Seven Town-Hall Meetings
<b>April 2009</b>	Design Review
<b>Early May 2009</b>	Selection
<b>Late May- June 30, 2009</b>	paint days
<b>October 2009:</b>	Dedication

**City of Philadelphia Mural Arts Program**

Attn: City Wide Mural Project

Lincoln Financial Mural Arts Center at the Thomas Eakins House  
1729 Mt. Vernon Street, Philadelphia, PA 19130

Questions regarding the project should be directed to the MAP office via  
e-mail, to [Lindsey Rosenberg@muralarts.org](mailto:Lindsey.Rosenberg@muralarts.org) or by telephone at 215-685-0729