

RFQ FOR MURAL ARTISTS

Budget: \$10,000

Activated: 01/24/2022

Application Deadline: 02/28/2022

Call Summary

Artists who are residents of New Jersey, Pennsylvania, Delaware, or Maryland are invited to submit qualifications to paint an outdoor mural celebrating Downtown Runnemede and its variety of cultures. The purpose of this project is to help make Runnemede a truly enjoyable place to walk where people can experience art daily. It is intended to enhance our sense of community as well as attract visitors to strengthen our local economy. The location is on 811 North Black Horse Pike, Runnemede, New Jersey. The deadline to submit qualifications is February 28, 2022, at 5:00 PM. Three semi-finalists will be paid \$500.00 each to prepare design concepts. One finalist will be selected with the approval of the property owner and the Runnemede Arts Committee to complete their design and install the mural. The property owner, the Arts Committee and the Mayor and Council of Runnemede have final approval of the design. The projected budget is \$10,000.00. The completion date for the mural is August 31, 2022. This project is conceived and run by Reimagine Runnemede, Inc., a non-profit arts organization in Partnership with the Governing body of the Borough of Runnemede. It is funded in part by the New Jersey State Council on the Arts through a regrant from the Camden County Cultural and Heritage Commission.

Budget Description

The artist's commission is for design and execution of the mural. The selection committee would like the artist to involve the community in painting the mural where possible. The projected budget for that work is \$10,000. The artist will be responsible for materials, rental of equipment, insurance, travel, and lodging expenses. The artist will coordinate with the property owner on the wall preparation.

Project Description

This is a commission for a new outdoor mural of approximately 1000 square feet on the side of an existing building at 811 N Black Horse Pike in Runnemede. The building is two stories and faced primarily with painted stucco. Please refer to the accompanying images and make note of the wall's architectural braces. The wall is not completely flat, and the successful mural should take that into account. The artist will coordinate with the property owner for access to the site. The selection committee is interested in an artist working in the parachute cloth technique, who is willing to include community painting days. Reimagine Runnemede, the sponsoring arts organization will coordinate a painting area in the local community center. Additional community engagement is requested in the form of the artist providing a teaching session on-site for several local art students, a presentation for the public, and participation in a brief online video recording about the mural which will be produced by Reimagine Runnemede.

This project is suited to either an individual artist or a team of artists.

The wall is visible to upwards of 20,000 cars a day which pass this location on the Black Horse Pike. The wall has a southern exposure and receives direct sunlight. This necessitates the use of paints and a protective coating that will ensure the integrity of the mural's colors over the years. There is easy access to the wall as there is open ground surrounding the building.

Site History

The wall is the property of Runnemedede's local florist for more than 60 years. The building was formerly a dance studio but no longer serves that purpose. The committee is not looking for a mural reflecting the theme of dance. The mural faces a parking lot that is shared by a local Mexican restaurant.

Eligibility

Artists from New Jersey, Pennsylvania, Delaware and Maryland are eligible.

Application Requirements

Applications MUST be submitted in the recommended format so the selection committee may evaluate them in an objective manner. Entries that do not meet submission requirements will not be considered. All entries should be submitted in a digital form. All images and document files must be compiled into ONE (1) pdf document. File size should not exceed 25MB

Required Information and Materials to be submitted must include:

- Letter of Interest (500 words), including applicant's legal name, email, and contact info. We have intentionally left the theme open. Describe your approach to developing the imagery and your plan to engage the public in the fabrication process. Note: Unless it is your working method, you are not expected to involve the public in the design of the mural.
- Artist Bio, Resume or CV (2 pages MAX)
- Four to Six images of previous mural work and/or other work in similar scope/scale showing proficiency for mural work. Artists are allowed to apply in teams but do not exceed 6 images in total.

Note: This is not a Request for Proposals. Artists are not required to submit a mural design or concept until selected.

Applications Deadline

Monday, February 28, 2022, by 5:00 PM (EST).

Only complete submissions will be reviewed. Reimagine Runnemedede will not consider incomplete applications or those received after the stated due date and time.

Selection Process

The Selection Process has two-steps. It includes a selection committee which receives community input. The first step is submittal of qualifications beginning January 24, 2022 with a deadline of February 28, 2022. Three semi-finalists will be chosen with the approval of the Arts Committee and the property owner. Each semi-finalist will receive \$500.00 to create a detailed design concept for the mural.

The second step is the submittal of a detailed design concept by each semi-finalist. These will be reviewed by the selection committee which receives community input. One finalist will then be selected to receive the commission with the approval of the property owner, the Arts Committee and Runnemedede Mayor and Council.

The selection committee will include representatives from the Governing Body, community members, Reimagine Runnemedede, and the property owner. The selected artist will finalize their design and provide up to two iterations to respond to comments.

Selection Criteria

The Step 1 Selection Criteria for Semi-Finalists are:

- 1) Creativity and innovation
- 2) Mural experience
- 3) Community engagement experience
- 4) Skill and craftsmanship and the positive emotional impact of work
- 5) Community response

To proceed to the semi-final stage and receive the \$500 to prepare detailed design concepts, the selected artists will each be asked to confirm the following:

Their acknowledgment that their designs and written statements will be public and shared with the community to gather community input.

The Step 2 Selection Criteria for the Design are:

- 1) Creativity and Innovation
- 2) Positive emotional impact
- 3) Content/communication of a multi-cultural message
- 4) Community response

Timeline

February 28, Monday, at 5:00 PM: Deadline for Submissions

March 14, Monday: Semi-Finalists Announced

April 1, Friday at 5:00 PM: Semi-Finalists Detailed Design Concepts Due

April 11, Monday: Announcement of the Selected Artist and Detailed Design Concept

May 1 – June 30: Installation Period which allows for delays such as for weather or air quality.

TBD: Public Celebration and Dedication

Contact Information

Kenneth Leap

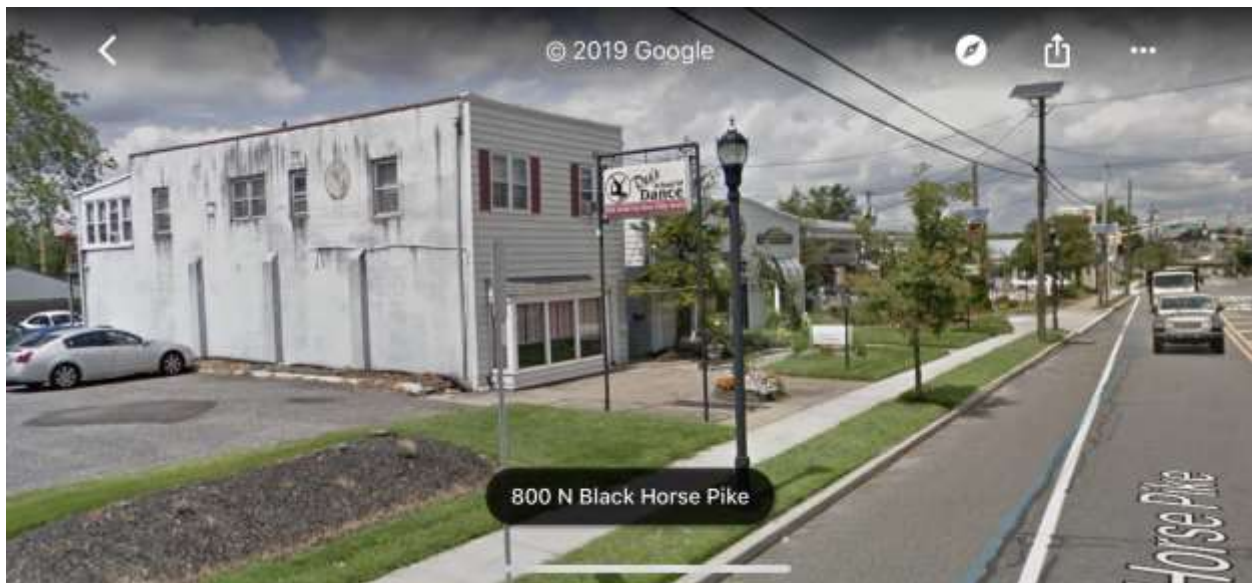
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Site Images



1 Street View 811N Black Horse Pike









2Existing Building Facade