

CALL FOR ARTISTS: I-77/Trade Street Underpass Wall Mural

REQUEST FOR PROPOSALS

RFP Issuer: City of Charlotte, Charlotte, North Carolina

RFP Issue Date: Monday, November 30th, 2020

SUBMISSION DEADLINE

Wednesday, January 6th, 2020 by 11:59 pm Eastern Standard Time (EST). Responses must be submitted by email to erin.chantry@charlottenc.gov by **Wednesday, January 6th, 2020 at 11:59 pm** (EST). The issuer will be available to answer questions about this RFP via email until 12:00 pm (EST) on **Tuesday, January 5th, 2020**.

PROJECT OVERVIEW

The City of Charlotte is accepting proposals from local artists to design and install a wall mural at the West Trade Street and I-77 Underpass located in the Historic West End. Local artists should live in Charlotte, NC or the surrounding metro area. Artists who submit should have appreciation and in-depth knowledge of the history and culture of the project area.

The mural will be applied to approximately 185 feet of a retaining wall that is part of the Comprehensive Neighborhood Improvement Program (CNIP) I-77 and West Trade Underpass Enhancement Project. <https://charlottenc.gov/Projects/Pages/I77WestTradeUnderpass.aspx> This project includes a wide pedestrian and bicycle path and small pedestrian plaza. It is located adjacent to the CityLynx Gold Line streetcar route. These improvements serve as a gateway for the Historic West End and west side of Charlotte. It's elements and aesthetic coordinates with Five Points Plaza currently under construction located at the West Trade/Rozzelles Ferry/Beatties Ford/W 5th intersection. <https://charlottenc.gov/Projects/Pages/FivePoints.aspx>

The total wall length of the retaining wall is 385 feet. The mural will be on the retaining wall on each side of the underpass. The wall is concrete with a broom finish. The mural will be painted on 113 feet on the west side of the underpass and 69 feet on the east side of the underpass. The segment of the wall underneath the underpass and 20 feet to each side of the underpass will remain unpainted to accommodate the "Passing Through Light" installation. The wall varies in height from approximately 2 feet to 10 feet in height. The chosen mural artist will be expected to complement the following existing art pieces adjacent to the site:

- **Passing Through Light by Erwin Redl** – A public art installation at the I-77 underpass at West Trade Street, featuring sequences of light, creating a gateway between Uptown and West Charlotte. <https://www.youtube.com/watch?v=FHrLkXDDuCU>
<https://vimeo.com/38948653>
- **Ever Upward by Stacey Utley & Evoke Studio Architecture** – A public art installation that will be completed as part of the underpass enhancement project. These four sculptures are

made from folded metal panels representing the collective work of a community. They are 7 ft. tall and are interactive for pedestrians. An image of the concept is at the end of this RFP.

The wall is in North Carolina Department of Transportation (NCDOT) right of way. The mural design will need to be submitted to the NCDOT Right of Way Art Committee for approval. This approval process can take 6-8 months. The City of Charlotte will submit the application, but the artist will provide an image of the design concept, artist statement, proof of community engagement, and any other required application materials. Artist will need to possibly revise the mural design based on Right of Way Art Committee feedback to receive approval by the NCDOT.

Economic ways of visually impacting the mural site are necessary. Successful designs will include, but are not limited to, elements such as patterns, repeating imagery, and tessellations. These elements could serve as a background for more prominently placed imagery or as the mural in its entirety. Special attention should be given to how the mural will transition to either side of the underpass.

The selected artists will be commissioned to design and produce original artwork on-site in the form of a wall mural. The following design requirements must be followed:

- No words, logos, commercial speech or advertising are allowed.
- The applicant is advised that the visual images are not intended to invite expression by the public. The City right-of-way is a closed public forum. The City reserves the right to control what is depicted in the City's right-of-way.
- The applicant must engage with neighborhood and community leaders to develop design.
- Applicant must prepare NCDOT Public Right of Way Art Committee application
- Applicant must clean up and dispose of waste in an appropriate manner. Paint may not be disposed of in the City storm drains, City sewers or waste containers.
- Paint shall be applied in a precise, high quality manner. Accidental spills, paint drips and messy edges must be cleaned up.

SELECTION PROCESS

Based on the number of submissions, city staff and neighborhood leaders will identify a limited number of possible mural concepts. These options will be presented to the surrounding community through an online survey. One mural artists submission will be chosen by City staff based on this feedback. This survey will be distributed through NextDoor and the City of Charlotte's Housing and Neighborhood Services department.

BUDGET & INSTALLATION

The selected artist will be paid \$30,000 for project design and installation. Paint and other supplies - brushes, drop clothes, etc. will need to be supplied by the artist. Wall will need to be cleaned and prepped by the City of Charlotte from areas of the wall where the mural will be installed. Benches may need to be removed. Coordination with city staff will be required. Installation of the mural will need to take place in an efficient and timely manner to deter vandalism or other disruption.

Upon completion, the selected artist will need to apply a graffiti coating to the mural provided by the City of Charlotte.

Please register as a City of Charlotte vendor when you submit your application.

<https://charlottenc.gov/DoingBusiness/Pages/vendors.aspx>

Timing of payment is subject to City of Charlotte vendor payment process.

ARTIST ELIGIBILITY

Applicants not meeting the following eligibility guidelines will be withdrawn from consideration:

- Lives in Charlotte, NC or the surrounding metro area
- Demonstrate an in-depth knowledge of the history and culture of the mural location
- Submittal of a complete application
- The proposed concept(s) meet the design requirements.

PROJECT TIMELINE

Monday, November 30 th	RFP Released
Tuesday, January 5 th at 12:00 PM	Deadline for artists to ask questions about the RFP process.
Wednesday, January 6 th at 11:59 PM	RFP response submission deadline.
Thursday, January 7 th to Wednesday, January 20 th	Review of submissions by city staff & neighborhood leaders
Friday, January 22 nd to Friday, February 5 th	Online community engagement via survey
Friday, February 12 th at 9AM	Submission awarded
Monday, February 15 th to Monday, March 29 th	Artist engages community and develops final mural concept
Friday, April 2 nd	Finalized artwork submitted
Monday, April 5 th to December	NCDOT Public Right of Way Art Committee Approval Process
By end of 2021	Installation

*Timeline is subject to change

TO APPLY

Emails containing application materials must be received via email to

erin.chantry@charlottenc.gov by 11:59 PM Eastern Time on Wednesday, January 6th. The following materials will be required:

1. **Acknowledgement of Availability** to meet the project timeline and requirements above.
2. **Local Residency:** Please provide your home address.
3. **Concept Image:** Please provide one concept image of your proposed wall mural. This can be as detailed or conceptual as you wish. However, the image submitted will be used to determine that the design requirements have been met and will be shared with the community.

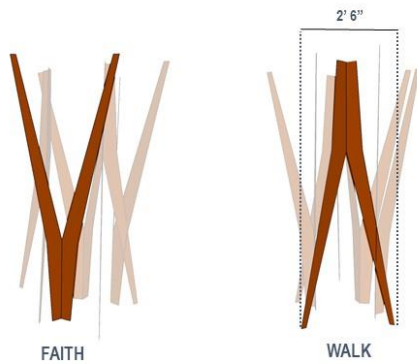
4. **Concept Description:** Please describe your proposed concept and its relation to the prompts in 3 to 5 paragraphs.
5. **Community Engagement:** Please provide a statement that describes how you would work with the community to further develop your design concept.
6. **Artist Statement:** Please provide a statement that describes your interest in being chosen for this project, and your commitment to representing the Historic West End and west side of Charlotte in your work.
7. **Samples of Work:** 3 samples of your completed and installed artwork, preferably of murals.

Ever Upward by Stacey Utley & Evoke Studio Architecture

EVER UPWARD



EVER UPWARD: FAITH WALK



Cluster of folded metal panels represent the collective work of a community. These are laser cut panels that interlock and fastened on a concrete foundation. The height of the work is at 7', and relatable and interactive at a pedestrian scale. These are reflective elements that will pick up city lights and vehicle lights.

The placement of the cluster elements are at various points alternating along W Trade Street on the south west side of 177.

