

Artist Request for Proposal (RFP)

Eli's Block Party Childhood Cancer Foundation

A Public Art Mural Project at 304 East Hobbs Street, Athens, Alabama 35611

Eli's Block Party Childhood Cancer Foundation (EBP) requests proposals from experienced mural artists for a professionally designed and painted interactive mural on the back wall of the building at 304 East Hobbs Street, Athens, Alabama, that faces Big Spring Memorial Park, a downtown municipal green space. Dr. Lorie Hedgepeth, the building and business owner, offered the opportunity as a way for the Foundation to achieve its childhood cancer awareness mission while adding aesthetic interest to the park's surrounding scenery.



Figure 1: The back wall of 304 East Hobbs Street, Athens, Alabama



Figure 2: A side view of the back wall showing the utility pole offset from the wall.

Objectives

The objective of the mural is to graphically represent Superhero Day, an annual EBP childhood cancer event held in the park that attracts about 5,000 people, and honor childhood cancer fighters by raising awareness to the disease and to the activities of EBP. Please, see Appendix B.

Considerations

The cinderblock wall measures about 960 square-foot total. Please, see the exact measurements and diagrams in Appendix A. Artists submitting should consider how they might engage with EBP volunteers and cancer kids in participating at some level, even briefly (i.e., preparing the wall for painting, painting the base layer, etc.). The community's participation for emotional buy-in and EBP's public relations outreach efforts are important considerations in

meeting the project's objective to raise awareness.

The wall is somewhat problematic for a mural. It has an air conditioning unit in the middle, various conduits and cabling, and a utility pole that sits away from the building but visually is in the middle of the wall. The Foundation's mural committee is open to designs that feature the subject matter on the west end (left side) of the wall where it is most open and then blending or finishing out the wall to the east (right) side as background. The utility pole is city property; whether it can be painted is yet unknown. However, the PVC, gutters, etc., are available for incorporating into the painting.

Requirements

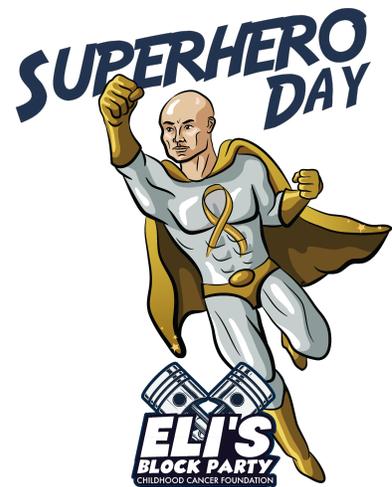
The design must:

1. Include an interactive element whereby visitors may join in the activity of the painting (e.g., a superhero cape they can stand in front of for their pictures; a superhero giving them a high-five)
2. Be sized for photos (e.g., the main subject matter must be positioned on the wall where visitors can take pictures and capture the main parts of the mural in the frame without visual hindrance or visual interruption. See Fig. 1 to view the wall).
3. Include the Foundation's superhero mascot, Captain Hope.
4. Include a space that could be easily repainted each year to add the current year.
5. Include the gold cancer ribbon representing childhood cancer and EBP's logo.

The design is not limited to the above requirements but must include the above requirements incorporated into the artist's design.

Expectations

The Foundation expects the mural to be professionally designed and painted (with some exceptions to having EBP volunteers help with some painting basics as directed by the professional artist) with materials and techniques that will remain vibrant and effective for at least 15 years, such as exterior commercial grade paint. The Foundation expects to enter into a



contractual agreement with the artist responsible for designing and completing the mural. This contract will require that the mural is completed according to the requirements and the agreed upon deadline for the agreed upon amount.

Eligibility

Candidates must be over 18 and artists with proven outdoor mural experience. Photo examples and references are required. An artist submitting a proposal may lead a team to execute the mural installation, but the eligible artist is ultimately responsible for meeting the requirements and fulfilling the contract agreement.

Proposal Requirements

The following is required for consideration as a completed proposal.

1. Typed using 12-point Ariel font, 1.5 to 2 line spacing, and saved in a PDF format.
2. Title Page with contact information: Name, address, telephone number, email address
3. Resume/CV for lead artist(s) (limit 1 page)
4. A written narrative describing your artistic vision and proposal, including (limit 1 page):
 - a. The labor approach
 - b. Timeline and milestones
 - c. Artist's requirements and considerations (i.e., weather limits, ownership)
 - d. Project closure steps
5. Sketches to explain your vision (Maximum of 4, each on its own page)
6. Ideas for incorporating community or volunteers in the design/installation process
7. Proposed installation timeline with milestones (limit .5 page)
8. Proof of Insurance as it relates to injury and property damage
9. Estimated total budget to include supplies and labor (Please, be detailed in what the budget includes, and if the Foundation can solicit for donated supplies. Limit 1 page)
10. Examples of past work, either attached as a PDF or with a shared web address to a digital portfolio (Maximum of 4)
11. References (Minimum of 2)
12. Optional additional support materials (i.e., news articles on past work)

Appendix A

Back Wall Measurement

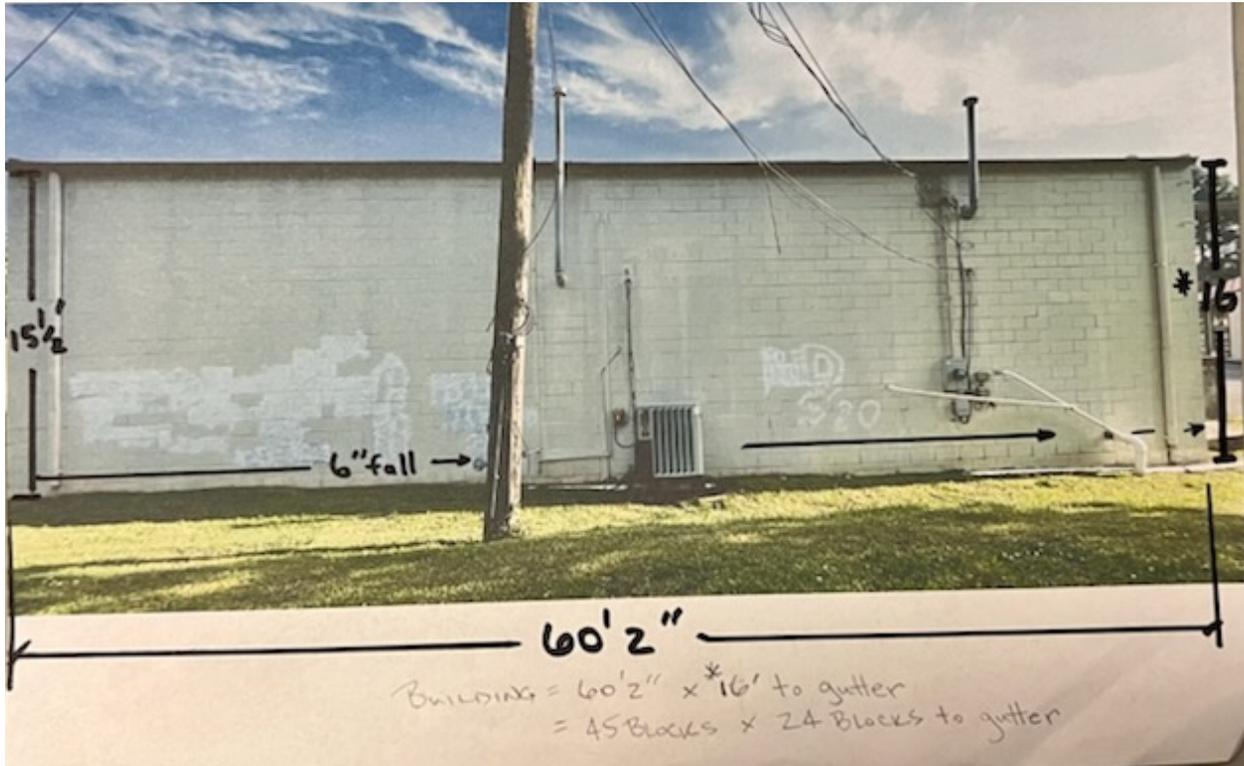


Figure 3: Total measurement

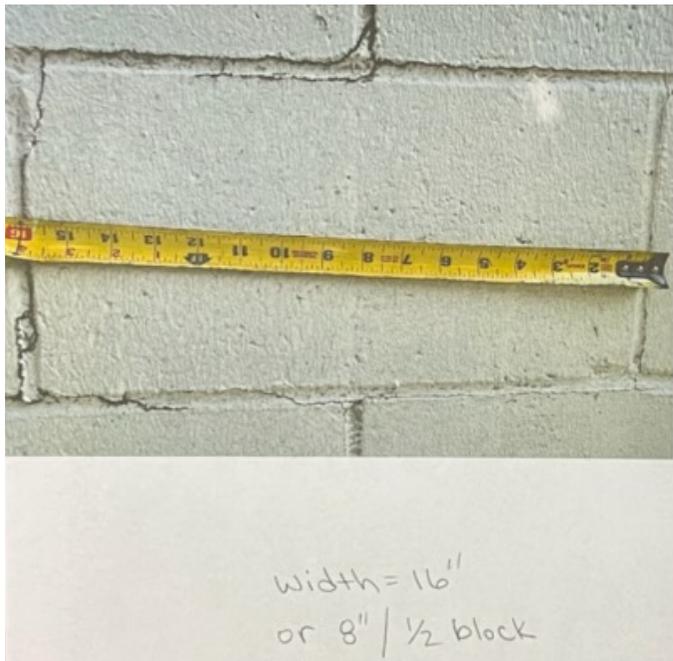


Figure 4: Block size horizontal

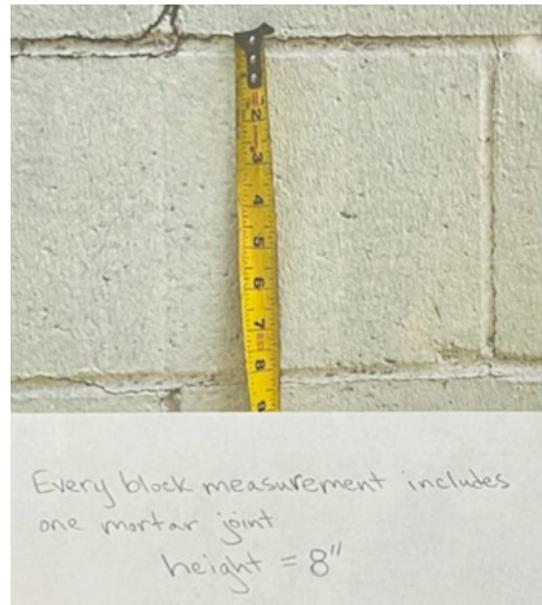


Figure 5: Block size vertical

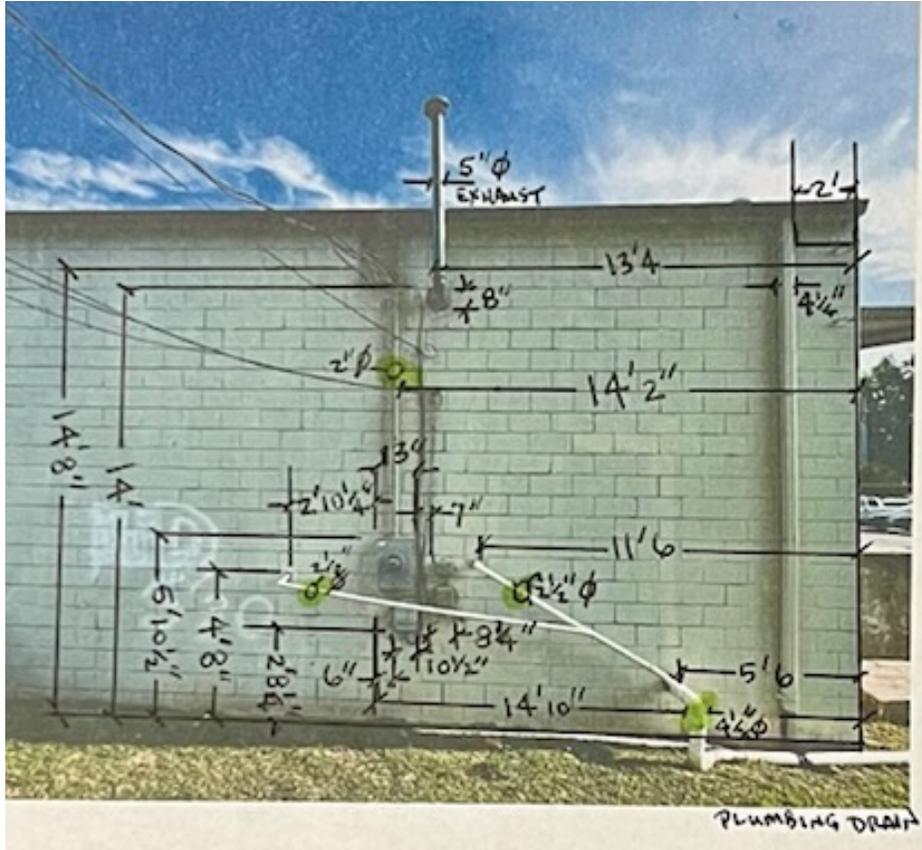


Figure 5: East/right end

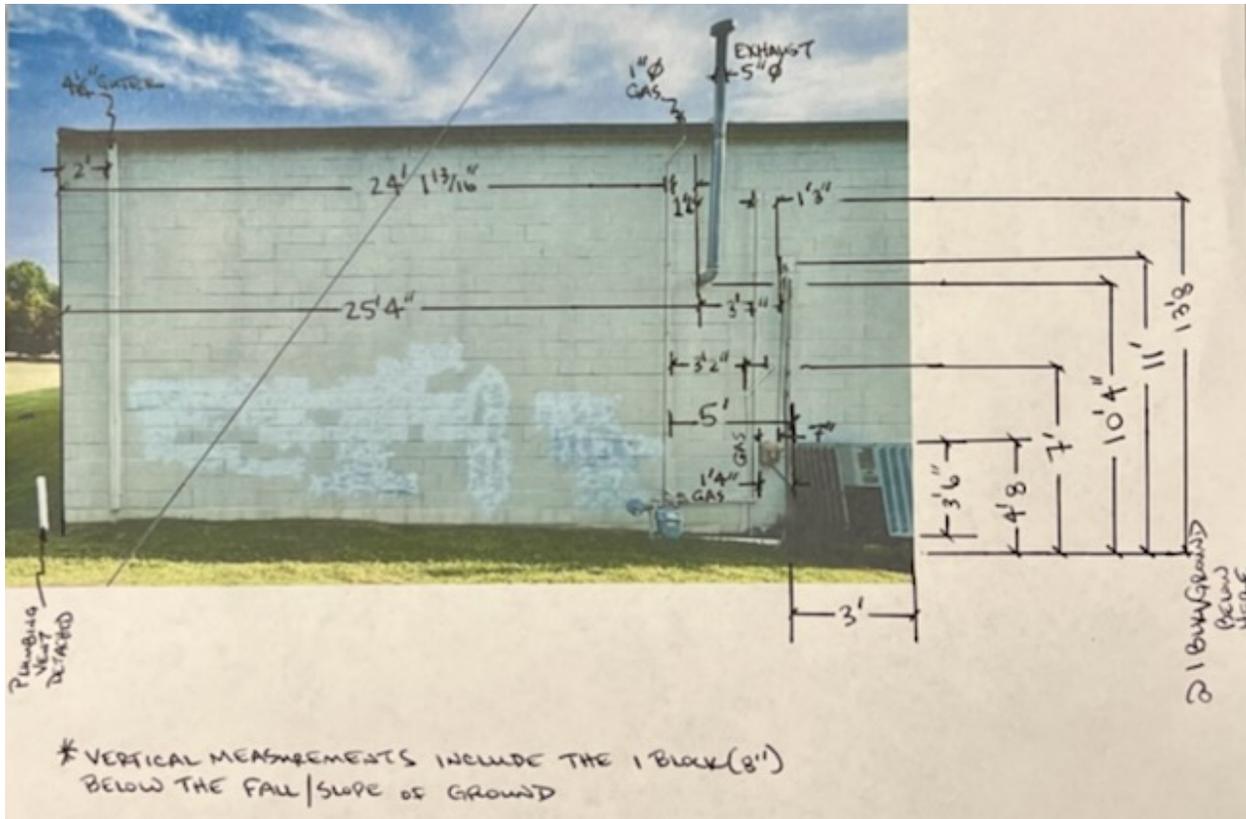


Figure 6: West/Left end

Appendix B
Event Pictures



Figure 7: DC's Batman and Robin



Figure 8: Marvel's Dr. Strange



Figure 8: Marvel's Wolverine



Figure 9: Marvel's Thor and Loki (since this picture, we do not feature villains)



Figure 9: Marvel's Spiderman



Figure 10: EBP's host of Supers



Figure 11: Marvel's Ironman