

# **Downtown Idaho Falls Mural Project Request for Proposals**

## **Downtown Idaho Falls “Living Walls” 2019**

### **Project Overview:**

The Idaho Falls Downtown Development Corporation (IFDDC) and Idaho Falls Historic Downtown Foundation (IFHDF) is committed to the use of public art to convey positive messages about the community and to activate underutilized private and public space for the public to enjoy.

**Living Walls is as a project aimed at bringing public and private walls to life.** Through the years, we have seen the historical painted walls create dialogue in our community with both appreciation of the past and curiosity.

We believe this is an opportunity to share the community artist members visions and talents to represent and honor our community and the rich history and future. Our goal is to facilitate conversations between downtown patrons and artists to create work that represents the unique qualities of Idaho and our cultures that make this city so beautiful.

The mural design would be informed by the artist’s own research and approach to design.

The artist should be able to communicate the approach to research and develop their artistic content relevant to downtown Idaho Falls.

**The artist will be compensated \$2500 for the mural and provided \$500 for supplies.**

### **The Timeline 2019:**

- The Public Art Committee will open the RFP from March 1, 2019 to May 1, 2019
- Three proposals will be selected by May 15, 2019
- The selected artist will have their first planning meeting with the Public Art Committee by May 30, 2019. Budget, timeline, and scope will be reviewed and revised if needed. Project planning meetings will be scheduled to ensure the project is developing within the timeline benchmarks.
- A public announcement of the project and selected artist and location will be coordinated between IFDDC and media partners.
- The mural dedication and unveiling will be determined based on the artist’s schedule

**Artist Scope of Work:**

Artist Responsibility: The Artist will be responsible for providing all labor, materials, equipment and supplies needed to design and produce the mural, including transporting the work to the sites installation and installing the mural onto the wall. The Artist is also responsible for coordinating schedules for all phases of the installation with the Property Owner.

The Artist will be required to begin their mural project by the date indicated within the Award Letter and must complete their mural project by the negotiated date indicated by the letter. If an extension is needed due to unforeseen circumstances, the applicant must expeditiously request so in writing. Timelines can be adjusted per approval of the Public Art Committee.

Cancellation by Artist: Any cancellation of a mural project by the Artist must be done so in writing. If the Artist cancels a mural once the Artist Agreement is fully executed, the Artist is responsible to fully reimburse IFDDC for any and every mural expense incurred by IFDDC as of the cancellation date. Upon receipt of notice of cancellation by Artist, IFDDC will promptly invoice the Artist a list of itemized expenses to be reimbursed, and Artist will deliver such reimbursement to IFDDC within fifteen (15) days of the cancellation.

Payment: The applicant will be compensated by IFDDC as follows: 25% (\$625) advance + \$500 for supplies upon IFDDC receipt of fully executed Artist Contract and Property Owner Mural Consent Agreement. Full payment will be retained until IFDDC has inspected the work and deemed the project to be complete.

Property Owner Responsibilities: The property owner agrees to permit the Mural to exist on the Wall for a minimum of five (5) years after the date of installation, to notify IFDDC in advance if any repairs must be made to the wall and to prevent or minimize damage to the Mural during said repair of the wall.

In addition, the property owner agrees to provide the following to the artist/muralist during mural production: 1. Utility service 2. Use of restroom during regular business hours 3. Storage area for supplies, materials & equipment

## **Mural Guidelines:**

Purpose: The primary purpose for this specific mural project is to celebrate the vibrancy of downtown Idaho Falls. It is suggested the mural reflect the historic Eagle Rock, honors the geographic area and is reflective on the history of downtown Idaho Falls. It is also suggested the design be open ended, vibrant and can include typography.

- Definition of Original Art Murals: An Original Art Mural is a hand-produced work of visual art painted by hand directly on an exterior surface. Original Art Murals are not mechanically produced or computer-generated prints, stock imagery, including but not limited to digitally printed vinyl, murals containing electrical or mechanical components, or changing image murals.

Location of Murals: Mural should be constructed on a building located:

Villa Coffeehouse House – Park Avenue

Willowtree Gallery – Park Avenue

The SnakeBite Restaurant (Private Alley) – A Street

## **Mural Design Criteria**

Content: Murals must be an original design. The design must be suitable and acceptable for public viewing by all ages. The theme must be **strong and convey a positive message**.

Construction: 1. Murals shall be of exceptional design and quality, using high-quality materials that enhance the appearance of the site. 2. The mural will serve as a visual landmark and should be distinctive through use of design and color. Either vibrant or neutral colors are welcome but should be complimentary and harmonious with the exterior colors of the building structure and its surroundings, and consistent with the chosen theme. The use of neon, fluorescent, or reflective-type materials may be restricted. 3. The size and scope of the mural must be proportionate to the amount of unobstructed wall space. 4. No use of IFDDC funds may be used to depict, conduct, promote or benefit political messages, activities, candidates for office, political and partisan organizations or parties. Additionally, no use of IFDDC funds may be used to depict, conduct, promote or benefit any sectarian or religious facility or activity.

5. The proposed mural shall not obscure or detract from the significant architectural features of the selected structure. No altering of the building will be permitted to accommodate a mural.

6. The proposed mural shall not have an adverse effect on adjacent properties and their permitted use, or on the safe and efficient movement of pedestrian and vehicular traffic. The mural should contribute to the overall aesthetics and quality of life of the downtown Idaho Falls community.

7. The mural shall be designed and painted by a qualified artist/muralist who has sufficient knowledge and experience in the design and painting of such projects, and in the application of the medium selected for the project.

**Application Process:**

Applications should be submitted online at this link:

[https://seasonpresale1819.formstack.com/forms/living\\_walls](https://seasonpresale1819.formstack.com/forms/living_walls)

Application: The following materials must be included with your proposal:

- An artist statement, an introduction to you and/or your team, and a short narrative of why this project is important to you.
- A summary statement on how you would inform your design and creative process using research to strengthen your understanding of the project theme and develop a vibrant work. Completed artist contact information including address, email, and phone number(s) A narrative and 8½" x 11" drawing illustrating the concept, including supplemental information such as the artistic intent, colors, style of work is encouraged. An itemized budget of costs.
- A detailed timeline outlining your process and benchmarks to meet the completion deadline. Maintenance plan and projected cost. References for at least three (3) completed artistic and/or mural projects. At least three (3) samples of your work with descriptions of your process, turnaround, collaborations and materials used.
- Artist will indicate with location listed above is their choice in ranking order of 1, 2, 3.

Denials: Mural proposals that do not meet all the design criteria or are otherwise deemed unsuitable by the project planning committee will be denied, and applicants will be notified via email. The committee reserves the right to reject and/or deny funds for any mural proposal or project for any reason at its sole discretion. Should a proposal be denied for incompleteness, the applicants' application and all information will be returned. The applicant may resubmit once all the necessary documentation is gathered within five business days of notice of incomplete submission.

**Approval Process:** The committee will review proposals within 7 days after the RFP application deadline. The approved applicant will receive a written Award Letter and Artist Contract, which must be signed and returned to IFDDC within fifteen (15) business days or it will be understood that the applicant is no longer interested in moving forward. The Artist Contract will be fully executed upon receipt of a signed Property Owner Mural Agreement (issued by IFDDC).