



Open Call for Muralists

Location:

Westgate Apartments- 2 retaining walls. Along Hydraulic Road and Georgetown Road.
2619 Hydraulic Rd, Charlottesville, VA 22901

Submissions sent to:

director@thebridgepai.org

Questions: Alan Goffinski, Director of The Bridge Progressive Arts Initiative

Description:

Application materials due April 25

The Charlottesville Mural Project is seeking submissions from regional muralists in the design and creation of two thematically similar murals in Albemarle County. The mural will be located along Hydraulic Road and Georgetown Road, along the Westgate Apartment Community. This project is a partnership between The Charlottesville Mural Project, The Bridge Progressive Arts Initiative, The County of Albemarle, the Virginia Department of Transportation, Albemarle High School and local residents.

The scheduled deadline for completion is June 5 (flexible). Muralists' applications will be reviewed by a selection committee comprised of local resident representatives, Charlottesville Mural Project Advisory Committee representatives, representatives of The Bridge Progressive Arts Initiative, property owners, and student representatives from Albemarle High School. APPLICANTS ARE REQUIRED TO SUBMIT A RESUME, STATEMENT OF INTEREST AND WORK SAMPLES. The selection committee will select 2-3 finalists who will receive a \$200 stipend to meet/discuss with committee representatives and prepare a preliminary design concept/rendering. 1 selected muralist will be awarded a stipend of \$7,000 (to include travel) upon completion of the mural. Paint/Supplies will be provided (not to exceed \$2,000).

Community Input: as developed and shared

Throughout the 2017-2018 school year, Albemarle High School 11th graders have discussed what they would like to see in a community mural. In addition, property owners have indicated their preferences for design. The theme of the wall is the unity of diverse people in the area who call this place "home" and the geographic beauty of this area.

Diverse People: Albemarle County is home to people from many diverse cultures. At Albemarle High School, there are students from 48 birth countries and 36 languages, yet these students and their families form a united community who represent the motto of the United States: *E Pluribus Unum*. Our diverse cultures make us a better community.

Geographic Beauty: Charlottesville and Albemarle County are known for the beauty of our landscape. The Blue Ridge Mountains that surround this area are visible from Hydraulic Road at Albemarle High School. The beauty of Charlottesville/Albemarle unites the experience of all those who live here.

Selection Criteria:

- Artistic excellence and prior experience creating murals (sample images must be submitted).
- Commitment to the themes gathered from community input.
- Unique design and high visual impact.
- Content appropriate for all audiences.

Artist Eligibility:

- Must be 18 years of age or older.

- Prior experience and demonstrated technical ability to complete a mural on a unique surface.
- Muralist must be willing/able to work in public in proximity to traffic.

Artist Responsibilities:

- Executed work must be true to the submitted concept design, stay within the project budget, and be completed in a timely fashion.
- Artist must supply any unique equipment beyond ladders, brushes or rollers needed for the project
- Muralist must be willing to work with and engage high school students at points in the design and painting process. Muralist may include ideas for this in Statement of Interest.

Timeline:

April 3, 2018	Issue Call for Artists to public
April 25, 2018	Deadline for artist applications
April 30, 2018	2-3 finalists will be notified
May 1-10, 2018	Finalists may discuss design concepts and meet with jury members.
May 15, 2018	Deadline for final proposals
May 17, 2018	Selection announced; artist receives and signs Work for Hire agreement
May 20 -June 5, 2018 (flexible)	Work on mural commences and is completed.

Application Requirements:

1st Call for Artists:

- Current Resume and Bio
- Artist/Collaborative Statement of Interest, limit to one page, explaining how you would approach this project and describing relevant experience that would contribute to your success in completing this project. Why did you apply? Briefly share your experience with and/or connection to expressed themes and explain how you might engage Albemarle High School Students.
- Images or link to previous work samples (up to 5). Must include previous mural work.
- Image list (titles, mediums, sizes, years, locations).

Finalists' Submission of Design Proposals (For 3 finalists):

- One-page narrative describing the concept of the proposed mural.
- Sketches or other visual renderings of the proposed concept (up to 4).

Dimensions:

Hydraulic Road: 380 ft. long. Ranging in height from 5 to 9 feet. 2,491 total square footage.
 Georgetown Road: 85 ft. long. Ranging in height from 6 to 6.5 feet. 538 total square footage.

Hydraulic Road



Georgetown Road



*note: Bushes have been removed from Georgetown Road wall.

Disclaimer:

The Charlottesville Mural Project reserves the right to refrain from selecting finalists or a winner, if the submissions are not in keeping with the criteria outlined above. The Charlottesville Mural Project may also halt the project or terminate the artist at any point if necessary.