



REQUEST FOR PROPOSALS Mercer Street Parking Garage Mural



PROJECT OVERVIEW

Arts & Education at the Hoyt is seeking proposals from qualified professional muralists for the design and execution of multi-level mural in the stairwell of the Municipal Parking Garage on Mercer Street, New Castle, PA. The mural represents the first public artwork commissioned by the museum in conjunction with the museum's annual Arts on the Riverwalk festival held in downtown New Castle, PA. The mural will be unveiled at the 4th annual event on Saturday, September 9, 2017.

PROJECT GOALS

The goals of the public art program are:

- To illustrate the Hoyt's mission "to expand and enrich the life of our community through participation in the arts".
- To beautify public spaces supporting New Castle's developing Riverwalk Trail (thereby increasing use and appeal of

these spaces)

- To positively impact the collective development efforts of all project participants.

MURAL CONTENT AND RESOURCES

The content of the mural, whether looking back or forward, should reflect the City of New Castle's rich cultural and/or industrial heritage. Information on that heritage may be obtained through the Lawrence County Historical Society at <http://www.lawrencechs.com> or the City of New Castle at <http://newcastlepa.org/History/history.html>.

SCOPE OF WORK

The mural represents a partnership between Arts & Education at the Hoyt, the City of New Castle and the New Castle Blueprint Communities team to develop a public art program supporting the implementation of the Riverwalk Trail, city revitalization and Blueprint Communities 5 Year Strategic Plan. Up to \$15,000.00 has been budgeted for the entire project.



The muralist will be responsible for site-preparation costs, supplies, travel-related expenses and all associated costs needed to complete the project. Lodging may be provided by Arts & Education at the Hoyt in the Hoyt's guest house for extended residencies at no additional cost.

The location of the mural is the stairwell of the Municipal Parking Garage located on the second block of Mercer Street in downtown New Castle (across from the New Castle News). The stairwell spans five levels and is visible from the outside through a series of floor to ceiling height windows. The measurements of levels 1 and 5 vary from levels 2-4. The total area is estimated at 800 square foot combined. (Please refer to drawings.) The artist is responsible for ascertaining the exact square footage and measurements prior to submitting a proposal. The surface is painted concrete block.

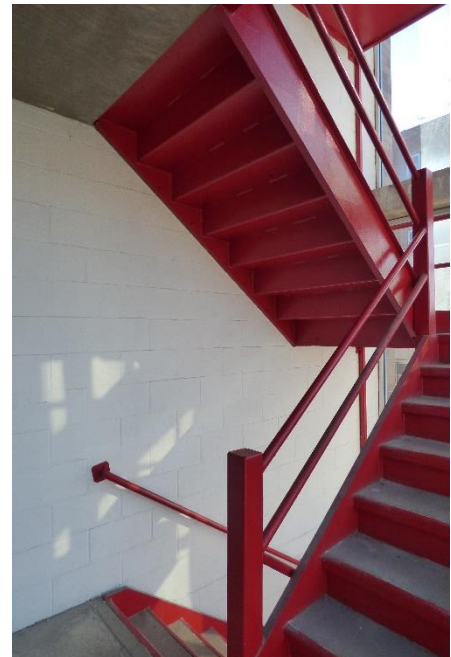
Work must be completed by August 30, 2017 for a dedication at the Arts on the Riverwalk festival on September 9, 2017. The artist may be required to present up to two public art workshops at the Hoyt during the residency.

All copyrights and materials will become property of Arts & Education at the Hoyt.

SUBMISSION REQUIREMENTS

Please include the following in your Proposal:

- **Cover Letter:** All Proposals must be accompanied by a cover letter summarizing your design concept, materials to be used and your experience to support implementation of the proposed design. The letter should clearly designate a point of contact during the Proposal review process.
- **Resume:** All proposals must be accompanied by a detailed resume illustrating the qualifications of the artist(s). This should include prior mural work. Other qualifying activities include a combination of the following: education and training as an artist; an exhibition record in museums, commercial art galleries, and/or or not profit art spaces; previous public or private commissions; participation in artist residency programs; or other related activities indicative of professional art practice. Artists must have experience creating, painting or reproducing large scale mural work, preferably on exterior walls and with scaffolding experience.
- **Concept Drawings & Narrative:** The proposal must be accompanied by a concept drawing with a brief narrative concisely conveying your artistic intent, style, etc. Describe the materials and processes used (so that future repairs can be made if necessary) and a schedule of completion.



- **Work Samples:** Work samples are required. Please include an image CD or jump drive with 12-16 clearly labeled images of past work in jpeg format. Work samples may be e-mailed with your proposal to Kimberly Koller-Jones at hoytdirector@hoytartcenter.org.
 - Include your name, title/location and number (for works with multiple views or details) for each sample in the file name. For example: "Pablo Picasso- Guernica- Madrid01.jpg".
 - Include an annotated image list clearly indicating title, dimensions, materials, date of work, locations, project budget and commissioning entity. The annotated list should be in same order as the work samples submitted. Including a thumbnail on the annotated list is highly recommended.
- **Fee Proposal:** Your total fee proposals should include the following:
 - Artist's Professional Fees
 - Site Preparation Costs
 - Supply Costs
 - Travel-related Expenses
 - Any Associated Itemized Costs
 - Protective Coating: The artist is required to apply a protective coating to the final project. The medium must be durable, cleanable and strong enough to withstand the elements for at least 10 years.
- **References:** Please provide a minimum of three (3) references for muralist services. The references should include the name of the organization, the address, the contact person and title, email address and telephone number.

EVALUATION AND SELECTION CRITERIA

A committee comprised of members of Arts & Education at the Hoyt, the City of New Castle, and Blueprint Communities team will review proposals for conformance with the Request for Proposals. Applications will be scored on experience, resume, references and quality of work samples. Artists selected for the final round will be interviewed by the panel. Interviews will provide the artist with the opportunity to answer any questions or provide clarification to the committee. The final selection must be approved by Arts & Education at the Hoyt.

SCHEDULE FOR SELECTION PROCESS

RFP available: October 15, 2016
 Proposal deadline: March 3, 2017, 4 pm.
 Review and Interview: March 20-31, 2017
 Intent to Award Notice: By April 7, 2017
 Contract: By April 14, 2017
 Mural Completion: August 30, 2017

CONTRACT

The successful proposer will be expected to enter into a professional services contract with Arts & Education at the Hoyt. The contract will specify the extent of services to be rendered, the means and methods of providing the services, and the amount of compensation.

INQUIRIES & SUBMISSION

Please deliver sealed proposals to:

Kimberly B. Koller-Jones
Executive Director
Arts & Education at the Hoyt
124 E. Leasure Avenue
New Castle, PA 16101
P: 724.652.2882 ext 11
F: 724.657.8786

hoytdirector@hoytartcenter.org

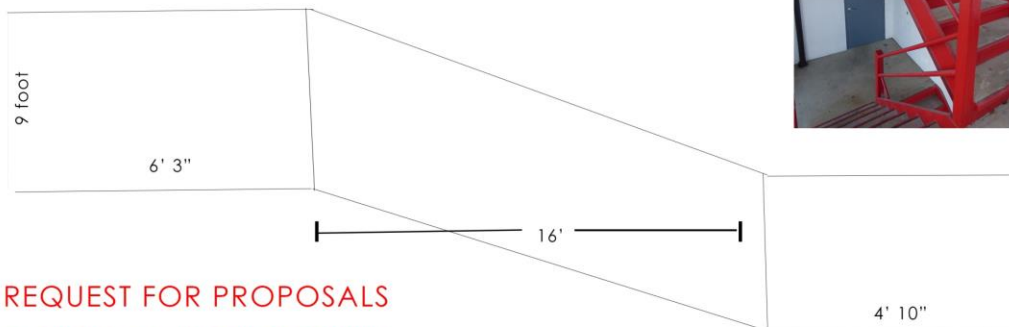
www.hoytartcenter.org

Deadline: 4:00 pm, March 3, 2017.

Please mark envelopes "Mural Project" in lower left hand corner.

The diagram below roughly represents the measurements of the wall space on levels 2-4. The surface is concrete block.

The height increases 9' to 11'3" at the top of the stairs on level 5.



REQUEST FOR PROPOSALS

MULTI-LEVEL PARKING GARAGE MURAL
Mercer Street, New Castle, PA

The ground level is 12' across and 10'8" high underneath the first set of stairs.

