

# Alter/Kercheval Public Art Project

## Request for Proposals:

14841 Kercheval Ave., Detroit

14811 Kercheval Ave., Detroit

14619 Kercheval Ave., Detroit

Deadline for proposals: Wednesday, July 25 | Finalists notified: Wednesday, August 1

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## A. Overview

The Grosse Pointe Artists Association in collaboration with Arts Corps Detroit at Wayne State University and the College of Architecture and Design at Lawrence Technological University is proposing a community-curated art bridge between Detroit and neighboring Grosse Pointe Park with a focus on the intersection of Kercheval Avenue at Alter Road.

## B. Project Goal

The goal is to use engaging public art to warm up the unwelcoming intersection and improve the pedestrian connection between the existing Kercheval businesses on both sides of Alter Road. Grosse Pointe Park has invested heavily in placemaking along Kercheval and the City of Detroit is focused on revitalization along Kercheval. But there is a no-man's land at the intersection between the communities that prevents synergy. The hope is that quality public art (murals and installations) on each side of the divide can spark cooperation to benefit both communities and the people who live in them.

**C. Site locations and specifications** Pictures and approximate measurements are on pages 3 and 4.

**14841 Kercheval Ave., Detroit:** Four-story apartment building with unoccupied commercial space on the first floor. The owner is up for anything that improves the corner.

**14811 Kercheval Ave., Detroit:** A&C Collision

The business owner and his landlord want the artwork to incorporate the signage already on the building. They prefer an automotive theme.

**14619 Kercheval Ave., Detroit:** Texas Bar, to be rebranded as Rich Man/Pour Man

The new owners have greatly improved the building. They would like to draw attention to their new porch and encourage foot traffic from the restaurant/bar scene in Grosse Pointe Park.

## D. Project Considerations

- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by area residents and visitors alike.
- Design a work that fits well within the context of the site (i.e., scale and theme).
- Use durable materials that will sustain the quality of the mural.
- Complete project within an agreed upon timeline and within budget.
- The artist agrees to participate in any press/media related opportunities as they arise including, but not limited to, print, radio/televised interviews and discussions/presentations.

## E. Timeline and Budget

Time is of the essence. The community wants to see things happen. Artists are asked to give a detailed timeline. Completion date and project budget will be significant considerations in the selection process.

Project budgets should include all costs associated with the mural, including, but not limited to, artist design fee, materials, installation labor, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the mural.

Please keep in mind that, as a privately funded 501(c)3 nonprofit, the Grosse Pointe Artists Association relies totally on the leadership of volunteers and the generosity of individuals, businesses and foundations to help support all of our activities.

## F. Eligibility

The RFP is open to all artists or artist teams with legal status to work in the United States without preference to racial or ethnic origins, gender, sexual orientation, religious affiliation, disability. Artists must be 18 years of age or older to submit a proposal.

## G. Ownership

Artist will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist and the Grosse Pointe Artists Association. At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of the Artists Association as a work made for hire as defined by the copyright laws of the United States. The Artists Association shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of artist's services hereunder. In addition, artist will represent being the sole author of the Work and that all services are original by artist and not copied in whole or in part from any other work.

## H. Selection Process/Criteria

Arts Corps Detroit and representatives of the College of Architecture and Design at LTU will review all completed proposals. Proposals from up to three semifinalists will be presented to the community for its input. One finalist will be selected for the commission.

The following criteria will be used in the selection process:

- \_ Submittal of all requirements as outlined in the RFP
- \_ Attention to the goal of the project
- \_ Proven ability to create distinctive artwork as exhibited by past work
- \_ Quality/durability of product as exhibited by past work
- \_ Originality, creativity and uniqueness of proposed artwork
- \_ Artists proven track record/ability to complete the work on time and within budget

## I. Submission

All proposal materials should be titled ATTN: Alter/Kercheval Project and submitted via email to **gpaa@grossepointeartcenter.org** in a PDF format and in (1) single document. The art bridge collaboration will consider submissions on an ongoing basis.

## J. Proposal Requirements

By submitting a proposal for The Community-Curated Art Bridge, the artist acknowledges that the information contained in this RFP will be used as the basis for any formal agreement between him/her and the Grosse Pointe Artists Association. In addition, the following is also required to be considered a complete proposal, as incomplete proposals may not be considered: (see page three)

## Proposal requirements

1. Contact information; name, address, telephone number and email address
2. Biographical information or resumes including previous experience
3. Maximum of (5) images (JPEG or PDF) of previously completed works
4. Minimum of (2) references
5. Optional additional support material (i.e. news articles and relevant information on past projects)
6. Written narrative describing your artistic vision and proposal
7. Minimum of 3 sketches or images of the proposed work (JPEG or PDF) showing scale, dimensions and elevation
8. Proposed installation timeline
9. Line itemized budget

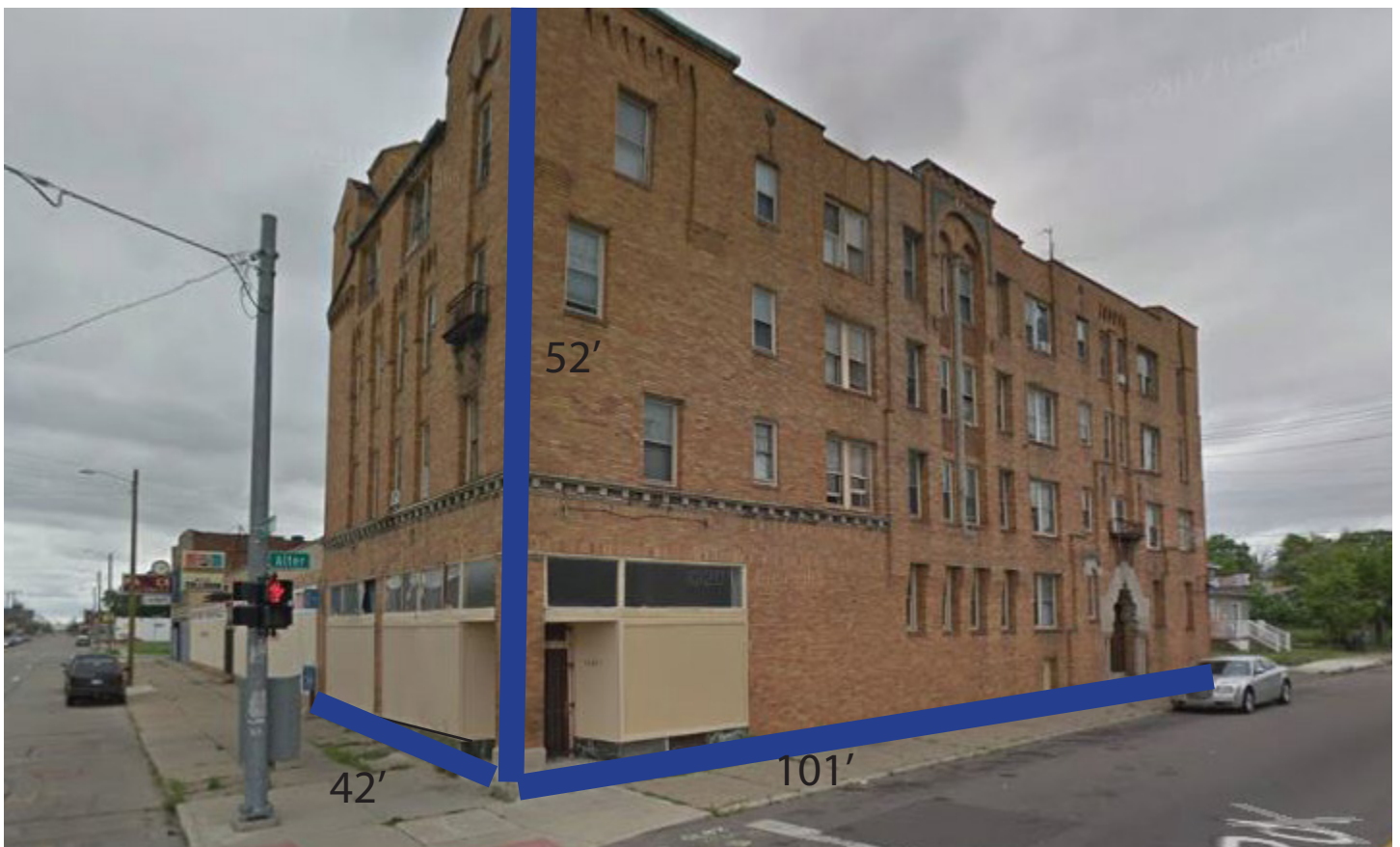
## K. Looking ahead

In the course of the final acceptance process a signed written contract will govern the terms of the project including but not limited to liability insurance requirements, and binding terms of the agreement including all hold harmless provisions and termination provisions. Such final contract will be considered under the laws of the state of Michigan and constitute the entire agreement between the parties superseding any prior agreements.

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### Site specifics

**14841 Kercheval Ave., Detroit:** Four-story apartment building with unoccupied commercial space on the first floor. The owner is up for anything that improves the corner. This could be the branding piece for the ongoing project. It is very visible from the commercial district of Grosse Pointe Park and dominates the intersection of Kercheval and Alter. (*Measurements taken by Google Earth*)



**14811 Kercheval Ave., Detroit: A&C Collision**

The business owner and his landlord want the artwork to incorporate the signage already on the building. They prefer an automotive theme. *(Measurements taken by Google Earth)*



**14619 Kercheval Ave., Detroit: Texas Bar, to be rebranded as Rich Man/Pour Man**

The new owners have greatly improved the building. They would like to draw attention to their new porch and encourage foot traffic from the restaurant/bar scene in Grosse Pointe Park.

*(Measurements taken by Google Earth)*



**OPEN TO ALL SUGGESTIONS**

This proposal includes only sites that have been approved by the owners/operators. There will be more. These sites lend themselves to murals, but the project is open to all suggestions. If you have a site and a public art project in mind, please query the Grosse Pointe Artists Association at [gpaa@grossepointeartcenter.org](mailto:gpaa@grossepointeartcenter.org). We and the many community groups involved in this project want to hear all ideas.

Thank you!