



CALL FOR ARTISTS REQUEST FOR QUALIFICATIONS

Allentown Parking Authority Patriotic Mural Project at the New Maple Street Garage, 900 Maple Street, Allentown PA

January 20, 2022 | RFQ Application Deadline: February 11, 2022

About the Project

Allentown Mural Arts (AMA) in partnership with the Allentown Parking Authority (APA) seeks artist responses via this Request for Qualifications (RFQ) for the commission of an original work of art by a professional artist(s) to be painted/applied onto the facade over the new 6-story, 1,090 space parking garage under construction at 900 Maple Street (near 9th and Walnut Streets). The new garage adds important infrastructure to the rapidly expanding downtown.

APA is requesting the artwork to encompass the theme of patriotism with the artistic resemblance or interpretation of the United States flag.

Allentown, PA Background

Allentown is a city at an important juncture and has been noted as one of the fastest growing cities in the United States. In the last decade, Allentown has seen over \$1B in development and over 2M square feet of new commercial and residential construction in the downtown core. Downtown revitalization has helped to turn around decades-long trends of population decline in the city and has grown a vibrant arts, entertainment, and business district. At the same time, the neighborhoods outside of downtown are also vibrant and growing, although they have not seen the same attention as the central business area. The site for the new work of art is at the intersection of downtown Allentown, the waterfront corridor, and a neighboring community.

Since the early 2000's Allentown – the third largest city in Pennsylvania – has seen a wave of population growth, with the current population being the highest in the city's history. Allentown is a majority-minority city: about 53% of the city population is Hispanic, 34% white, 8% black, and 2% Asian. The City of Allentown values this diversity and how it makes for a more vibrant city and a stronger economy. Allentown has initiated a multi-year public art effort to create works of art across the city of Allentown.

Budget

The budget for the project is \$38,500 and is inclusive of ALL fees, including artist fees, supplies and materials, equipment, wall surface preparation & sealant, insurance, studio costs, assistant fees/production support, technical, travel and lodging, and all other costs related to the design and production of the work of art. AMA will cover the city mural permit fees and facilitate approvals.

Eligibility

The opportunity is open to artists or artist teams working in the mural arts field. Artists must have successfully completed a work of public art in comparable scale or budget to be considered for the

project. Lehigh Valley-based artists, female artists and artists of color are encouraged to apply. Allentown Mural Arts is committed to reflecting the diversity of our region in our selection process.

Submission Process

Artists who are interested in being considered for this project must submit their response to this RFQ by 5pm on Friday, February 11, 2022. Up to 3 artist applicants will be selected as finalists, notified, and invited to attend an in-person site visit. These artist finalists will be offered a \$500 honorarium in return for creating a proposal that they will present to Allentown stakeholders in March 2022. Full proposal details and requirements will be released to artist finalists at the time that they are selected.

Electronic and mail responses will be accepted. Electronic submissions can be emailed to: **Submissions@ALLMuralArts.org**. Proposals will also be received by Allentown Mural Arts, 645 W. Hamilton Street, Suite 600, Allentown PA 18101.

Application Must Include:

- **Artist Name, Address, Email & Phone.** List website or associated links if applicable.
- **Statement of Interest:** Explain why you (or your team) are interested in this project. Explain why you would be a good candidate and how your experience will inform how you respond to the themes and goals of the project. (1,000 characters max.)
- **Artist Resume(s):** Resumes should reflect artistic experience. Teams must include resumes for all artists. No more than one (1) page per resume.
- **Previous Work:** Submit four (4) jpeg images of existing artworks that demonstrate an ability to complete a project of this style and scope. Applicants may provide more than one photo of an individual artwork (showing different angles or details). If applying as an artist team, identify all artists of the work. Please list locations and budget.
- **Team Responsibilities:** Clearly identify the responsibilities of each team member. *Only applicable to artist team submissions and not individual artist submissions.*
- **Preliminary Budget and Materials List:** Provide a preliminary budget and materials list reflecting the scope of the initial concept design. (Must include any/all budget items listed in "Budget" section.)
- **Timeline:** Provide a proposed timeline for the project adhering to the outlined schedule stipulations. (See timeline below.)

The following criteria will be used to determine the finalist selections:

- Submittal of all required proposal materials as outlined in this RFQ.
- Artwork reflects authenticity and originality.
- Design relevance to the site and fulfillment of the criteria outlined in the RFQ Artwork themes and goals.
- Feasibility of the project.

Additional Information

- The budget for each artist/artist group must not exceed \$38,500. It will be the responsibility of the artist group to allocate, dispense and document funds accordingly. Funds will be distributed in two to three sections. Funds must be distributed to an account with a tax ID number.

- Artist and artist groups can have a fiscal sponsor to receive funds. F.S. may include institutions, non-profits, local businesses, etc. Required to submit a tax identification number.
- Outside sponsorships are also allowed to help match any funding. Sponsors can be recognized on sectional mural narrative descriptions online and on-site.

Important Timelines:

RFQ Release: January 20, 2022

RFQ Application Deadline: February 11, 2022, 5pm ET

Finalist Notifications & Site Visit Opportunity: February 25, 2022 (Visits TBD)

Artist Proposal (Sketch) Presentation: Week of March 15, 2022 (Selection announced 1 week following)

Final Designs Submitted to AMA (for approvals/permitting): by April 15, 2022

Installation Period: May 1, 2022 – June 30, 2022

About the Allentown Parking Authority:

The mission of the Allentown Parking Authority is to operate, monitor, and maintain convenient and accessible parking facilities and on-street parking opportunities within the City of Allentown. The Allentown Parking Authority works to balance the parking needs of residents, employees, business and property owners, and visitors while enforcing parking ordinances and providing appropriate access to parking. We believe that the safety of our visitors and our residents is the number one concern, so we maintain our integrity with our officers keeping you and your vehicle safe while in the City of Allentown.

About Allentown Mural Arts:

Incorporating art into daily life. A collaborative and engaging public art and beautification program that contributes to our communities' identities, fosters neighborhood pride and a sense of belonging, and enhances the quality of life for residents and visitors. Designed to empower artists to be change agents, stimulate dialogue about critical issues, and build bridges of connection and understanding while providing quality art education programming and mentoring to the city's residents. **ALLMuralArts.org**

3D GARAGE RENDERING OF NORTH FAÇADE



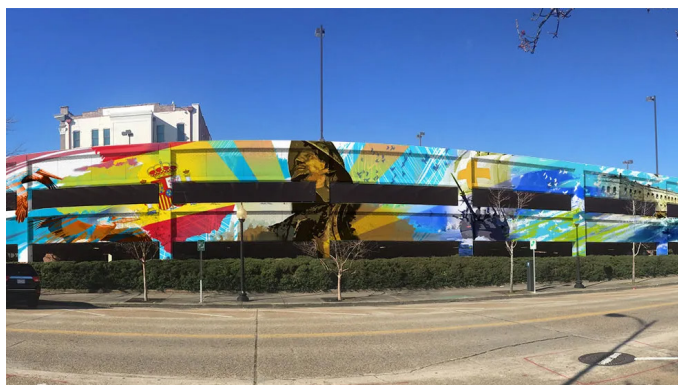
EXAMPLE ARTWORK ON SURFACE



PRECEDENT FLAG ART



PRECEDENT ARTISTIC STYLES





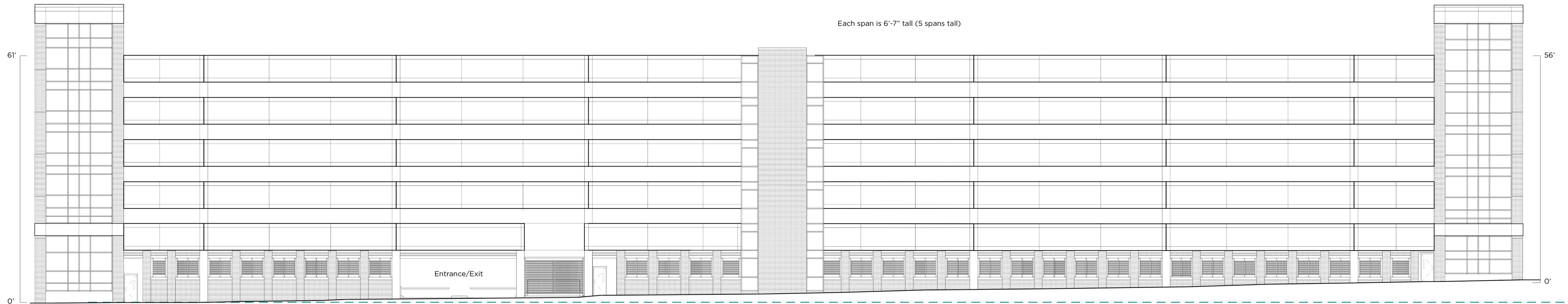
MAPLE STREET GARAGE | NORTH FAÇADE

900 Maple Street, Allentown PA 18101

Left (east) span 148-feet

Right (west) span 144-feet

Each span is 6'-7" tall (5 spans tall)



MAPLE STREET



INDICATES WALLS/AREAS OF INTEREST
Approximately 9,650 SF



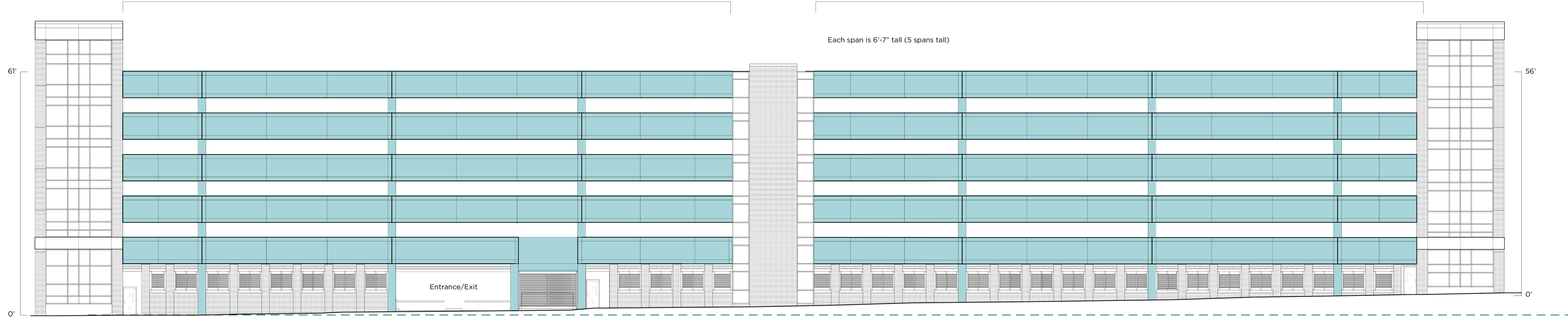
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