

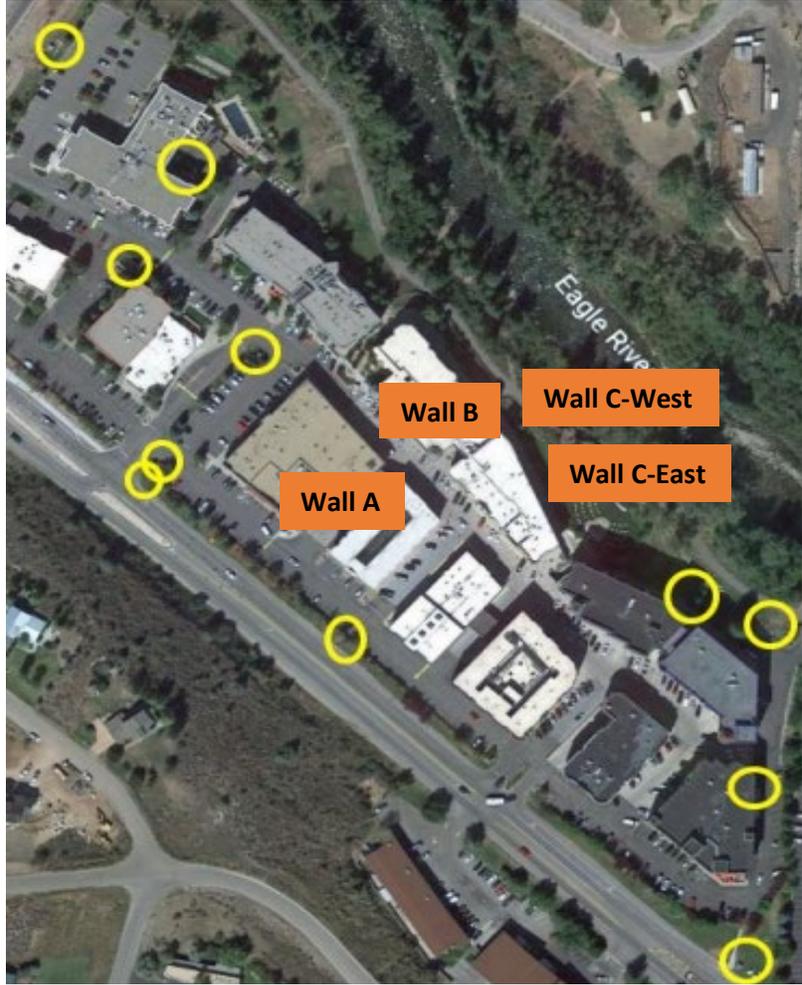




**Mural Wall Sites**  
(2022/Current Project)



**Electrical Box Murals**  
(2021 Project)



**Wall A:** This is the largest mural wall and is located on the east side of the Village Market building adjacent to the loading dock. It is visible from Riverwalk and Hwy 6 but the main audience is people in Riverwalk. The total wall area is 1,470sf; however, due to site constraints and to ensure artists are paid fairly, the artwork is envisioned to cover a minimum of 800sf of the most visible portions of the wall. We request creative concepts to maximize the impact of the mural design in this space. There is a \$12,000 artist stipend for Wall A and an additional up to \$3,000 reimbursable materials stipend.



**Wall B:** This is the smallest mural wall at 66sf but has high visibility along Main Street and is easily accessible for pedestrians. This wall is therefore envisioned as a “selfie wall” where people will interact with and take photos of themselves with the artwork to let people know they were in Riverwalk. It is located on a small plaza off Main Street that has a rotating bronze sculpture and seasonal holiday displays. It is also near the stairs to the lower area of Riverwalk and the C Walls. The existing wall sign visible in the photo will be removed by Riverwalk at Edwards POA prior to the mural being painted. Wall B has a \$1000 artist stipend and an additional up to \$250 reimbursable materials stipend.



**Walls C-East and C-West:** These walls are on the lower area of Riverwalk on the first floor of a multi-story, mixed-use building and are each 326sf in size. They are highly visible from the Eagle River Trail and Riverwalk Amphitheater, where seasonal concerts are held. The walls are directly adjacent to each other, but physically separated by a stairwell leading up to Main Street in Riverwalk. The East wall is adjacent to a bike parking area and is a key entrance point to the community and trail and a background to the amphitheater. The walls are easily accessible to pedestrians and should be designed to be interactive, engaging, uplifting, nature-inspired and welcoming as they’re located adjacent to community gathering areas and the trail. The Committee will consider proposals to hire one artist or artist team to paint both walls, or to hire two separate artists/artist teams to paint each wall, depending on proposed design concepts. There is a \$4900 artist stipend for each wall and up to \$1,200 reimbursable materials stipend for each wall (stipends combined if one artist/artist team is selected for both walls).



**SELECTION CRITERIA** Artists and designs will be evaluated and selected based on, but not limited to, the following criteria:

- Artistic quality of past work samples.
- Extent of previous outdoor mural experience.
- Appropriateness of artwork in scale and imagery to be visually effective.
- Consistency of proposed design concept with project theme, as described in this call.
- Ability to relate primarily to people who live, work, and play in Riverwalk, and secondarily to trail users along the Eagle River Trail and motorists on Highway 6.
- Understanding of and ability to achieve the project vision as described above and within the project timeframe.

All artwork must be original and abide by all copyright/trademark regulations. The art must be apolitical, non-religious, non-commercial, and not government-centric. No vulgar, profane, discriminatory, violent, or pornographic references.

Entries not meeting eligibility guidelines will be withdrawn from consideration. Riverwalk POA reserves the right to reject any application or design concept at any time.

#### **GENERAL CRITERIA**

- Up to three (3) semi-finalist artists or artist teams for each of the four (4) walls will be invited to submit full design concepts. Each semi-finalist artist/artist team will be paid a \$250-\$450 design fee, depending on wall size.
- Artist stipends listed in the four (4) mural wall site details above are inclusive of all travel, lodging, insurance, and logistical costs. Reimbursable materials stipends are to be used for high-quality, outdoor-grade materials that will have longevity in Colorado's climate. Receipts must accompany all reimbursement requests.
- Artists are responsible for cleanup of their site and safe disposal of all materials throughout the project.
- Riverwalk at Edwards POA will oversee and help coordinate the installation of the murals and provide the following support to artists:
  - Power wash prep of all mural walls a few days prior to murals being painted.
  - Supply of lift for Wall A (if desired by artist).
  - Application of UV/anti-graffiti sealant on each mural when completed (or purchase of sealant for artist to seal if they desire to do this themselves).

**ARTIST ELIGIBILITY** Colorado artists are strongly encouraged to apply and will be given highest consideration. Non-Colorado based artists who are mountain enthusiasts and have a connection to Colorado mountain communities are also eligible. Artists must be 18 years of age or older. Artists younger than 18 may apply with an experienced muralist over 18 years of age as the project lead.

**HOW TO APPLY** Applications will **ONLY** be accepted through email. Please package all items requested below into a single PDF and submit materials in a single email to: [alexis@placeplanning.com](mailto:alexis@placeplanning.com) by 11:59pm on Sunday, **March 6th**. Note: submission must be packaged in one file and sent in one email. Incomplete or late submissions will not be accepted.

1. Artist Name (or names of team members if applying as a team):
2. Address:
3. Phone:
4. Email:
5. Website and/or Social Media Links:
6. A brief statement of interest in the project and a maximum one-page written description of your mural concept, specifically identifying which wall/s your concept relates to (Wall A, B, C-East and/or C-West, as described above). Artists may submit one written concept that could apply to multiple walls or separate concepts for individual walls. Each concept is limited to one-page max. Please note the Committee is excited to hear which wall inspires your concept/s but will weigh all submissions and reserves the right to assign concepts to walls as they deem appropriate, in consultation and agreement with selected artists.
7. List any previous mural experience relevant to this project, and share any links to completed projects.
8. Include up to six (6) images (2mb or less) of past work that indicates your ability to successfully complete the project. Images should represent the artist's style, format, medium, or breadth of work. Please include scale and medium for all works—and if a public installation, include the year installed and its location.
9. Please tell us how you heard about this project.

*Thank you for your interest in the Riverwalk at Edwards Mural Walls project. Should you have any questions or technical issues with your submission, please reach out to Alexis Moore at [alexis@placeplanning.com](mailto:alexis@placeplanning.com) for assistance.*