



Call to Artists: Temporary Public Art Mural at 107 S. Main St.

Overview:

The Downtown Memphis Commission (DMC) has partnered with the owner of 107 S. Main Street to commission and install a temporary public art mural. The mural will be located on the front of the building, facing the Main Street Mall. The purpose of this temporary mural is to improve the appearance of the site in the interim while the property owner finalizes a redevelopment plan for the building.

The property owner will add new plywood to the ground-floor storefront to create the priority area for the mural (see Exhibit A). All submissions must propose a mural that will completely fill the priority area. The artist will be responsible for priming the plywood panels and painting the mural on-site. The painted mural can only be located on portions of the building covered in plywood. Although not required, the artist may choose to incorporate the plywood covering the upper-floor windows into the mural area, if desired.



Project Goals:

- Vibrant, colorful, and visually interesting mural
- The mural must be completed by May 1, 2016
- Total mural budget will not exceed \$10,000
- Mural should last a minimum of 24 months without maintenance
- The desired outcome is a high-quality mural that is easily understood by the general public to be intentionally-commissioned public art.
- Artists are encouraged to consider mural themes that reflect the rich history, diversity, and character of Downtown Memphis



Artist Eligibility:

Any artist or team of artists with public art and mural experience may submit a proposal in accordance with the application guidelines provided below.

Application Guidelines:

- A **written proposal** is required for each submission. The proposal should include an artist statement and list materials and equipment to be used, timeline for completion, and identify portions of the project to be sub-contracted (if any). Include full contact information for the artist(s) involved in the project.
- An **itemized budget** is required for each submission. The total mural budget is not to exceed \$10,000 for an artist or team of collaborative artists. The budget should include the artist(s) fee, supplies, materials, equipment, travel-related expenses, insurance, and all other associated costs.
- A **design illustration** showing the proposed mural is required for each submission. The design illustration must be a realistic depiction of the finished mural. Scale, color, content, technique, texture, and any other pertinent details should be conveyed in the illustration.

- Include a **resume and examples of previously completed work**. Examples of previous work should list the size, materials, location, client, and budget of each piece. Providing references for example projects is encouraged.
- **All components of the application must be submitted in digital format. Please compile the written proposal, budget, design illustration, resume, and examples of previous work into a single PDF document. Send the application materials via email to Mr. Brett Roler at roler@downtownmemphis.com**
- The application deadline is **Monday, March 14, 2016 by 9:00 AM**
- Artist(s) are allowed to submit more than one proposal, if desired. Each application must be submitted separately and contain all of the required information.
- The DMC reserves the right to not select any of the proposals received as a result of this call to artists. Project is contingent upon property owner approval, DMC approval, and availability of funding.

Project Timeline

- Call to Artists published: February 22, 2016
- Application deadline: March 14, 2016 by 9:00 AM
- Artist selected & given notice to proceed: No later than March 25, 2016
- Mural completed: No later than May 1, 2016

Questions? Contact:

Mr. Brett Roler, Director of Planning
Downtown Memphis Commission
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