

## CALL FOR MURAL PROPOSAL

The developers of Rafferty a new residential block located at 401 N Main St., Santa Ana, California is issuing a Call for Mural Proposals to muralists or muralist teams for the design, fabrication, and installation of an original outdoor mural suitable for placement on this property. The budget for the project is **\$75,000**. The developers will review complete proposal submittals and award one artist/team the contract to execute their public art concept(s).

The deadline for proposal submission is **(4/7/2023) at 5:00 PM (PST)** and must be submitted via email to [abarbour@tollbrothers.com](mailto:abarbour@tollbrothers.com).

### **PROJECT OBJECTIVE**

This CFP is intended to engage local artists to create a point of interest that will reflect the history and diversity of the surrounding community where this new residential block is located. The developers are open to a wide range of art styles.

### **SITE INFORMATION**

The buildings designated mural wall is 1,020 square feet (60'h x 17'w). See attached files of "Elevation Rendering" and "Site Plans" for layout of property.

### **PROPOSAL SELECTION CRITERIA**

The developers will select one finalist based on:

- Artistic merit and originality that represents the Santa Ana culture
- Experience creating artwork for public spaces, preferred by not required
- Track record working within a timeline and budget, preferred but not required
- Availability and ability to work for the term of the project
- Local artists are preferred but not required

### **DESIGN & INSTALLATION**

Design Criteria:

- Mural design should integrate well with the building design and the local community

The artist/team will paint the mural within the agreed-upon time frame. The all-inclusive award of NTE \$75,000 will include artist fees, design fees, travel expenses, fabrication cost, site-preparation costs, and any other expenses related to the mural. The artwork and all rights to it shall be owned by the developers.

### **HOW TO APPLY**

A complete submission must include all the information and materials described below:

***\*\*Artists/Teams may submit multiple designs; however, each design needs to be submitted in separate applications.\*\****

#### ***1. Application Cover Sheet:***

Please complete and submit the Application Cover Sheet, as provided at the end of this CFP. The form must be signed to be acceptable.

*2. Letter/Statement of Interest:*

Describe in a couple of paragraphs your interest in the project and preliminary ideas for how you would approach this project. The letter should demonstrate your understanding of the project objectives and a preliminary proposal on how they would be achieved.

*3. Concise 2D representation/drawing and/or 3D model of your artist concept:*

In a single or a series of up to five images, please present your idea(s) for your artwork.

*4. Current Resume(s):*

If submitted as a team, please identify the team leader and include resumes for each team member, with each resume being no longer than three pages. Resume(s) should reflect artist experience designing, fabricating, and installing artwork in outdoor public settings. Resume(s) should include information regarding past public art commissions, design team experience, exhibitions, awards, grants, and education.

*5. Images of Past Work & Annotated Image List:*

Artists/artist teams must submit up to five images of relevant work samples. Please submit pdf or jpeg files with a minimum 72 DPI resolution. Every image file must be titled first with the number of the image in the order to be viewed, followed by the artist's last name (for example: 01\_Alvarez; 02\_Alvarez). Number must correspond to an annotated image list. Images should be labeled with the title of the piece, the specific medium, the dates, and the dimension of the art. Artists applying as a team may include examples of existing collaborative work.

*6. (Optional) Two Professional References:*

References should have an intimate knowledge of your work and working methods in public settings. Please include name, affiliated organization (if appropriate), address, phone number, and email address for each. Please indicate relationship to each reference.

**The proposal must be submitted via email.** Emails, including all attachments, shall not be larger than 25 MB in size. If you wish to submit materials over this size, contact the developer. Hardcopy and/or handwritten materials will not be accepted. Application materials must be received by **4/7/23, 5:00 PM PST** and be addressed to [abarbour@tollbrothers.com](mailto:abarbour@tollbrothers.com) with the subject heading "Rafferty Proposal"

*(Scroll down for Application Cover Sheet)*

## APPLICATION COVER SHEET

Date:

### **Artist/Artist Team Contact Information**

Name:

Address:

Phone(s):

E-mail:

Website:

If an artist team, please list all other members:

### **Please check the following items to indicate they are attached:**

Letter/Statement of Interest

Current Resume(s)

Images of Past Work & Annotated Image List

Two Professional References (optional)

Artist or Head of Organization Signature:

Type or Print Name:

Date:

Exhibit A

