

Roseville MURAL PROJECT



Request for Proposals

State Farm / Rotary Wall

(414 Vernon Street Roseville, CA 95678)

Introduction

The Roseville Mural Project is an initiative led by Blue Line Arts in close collaboration with the Downtown Roseville Partnership and its property owners to bring new public art of high artistic quality and enduring value to the city of Roseville.

The primary purpose of this project is to beautify downtown Roseville in order to revitalize Roseville's arts and culture identity and spur economic development through the creation of inspired spaces that make the downtown district an exciting area for residents and visitors to work, live, and connect.

Project Description:

Blue Line Arts is seeking a creative, vibrant and engaging design proposal for a two-dimensional, outdoor mural on an external wall of the State Farm building in Downtown Roseville. The Rotary Club of Roseville is commissioning the creation of a mural to highlight the agricultural history of Roseville, and in particular pay tribute to the Fiddymment family, the owners and founders of Fiddymment Farms. You can learn more about Fiddymment Farms at: <https://www.fiddymmentfarms.com/history>

Artists are welcome to submit a proposal on their own or as a group. The selected artist will be contracted to paint a mural on the exterior wall near the back entrance of the location. The mural must be original and unique to the site. The mural must be two-dimensional with no protrusions from the

wall surface. The final mural should visually activate as much of the wall(s) as possible. The mural may be a single overall image or multiple images that create an overall composition. The mural should not obstruct the windows at the site but may be painted over other wall protrusions pictured in the diagram.

Please see the attached **Exhibit A: Visual Support Materials** for diagrams and photos of the site.

Interested applicants are encouraged to visit the site before submitting an application. Proposed designs will be submitted for approval for a Minor Design Review Permit, and should follow the City of Roseville's Downtown Specific Ordinances, which is attached as **Exhibit B**.

Project Timeline and Important Deadlines:

Artist Application Q + A: Friday March 20, 5-6pm

Deadline to Submit Proposal: March 29th, 11:59 pm, 2020

Notifications sent to Artists: April 15th, 2020

Anticipated Execution of Minor Design Review: April 30th, 2020

Timeline for Selected Artist(s) to Start and Complete Project: May 20th through June 5th 2020 (No later than June 10th)

Special Events hosted by Blue Line Arts:

Artists + Community Panel Discussion Event: May 28th 2020

Mural Tour and Mixer: Tuesday, June 2nd, 2020

Wrap Party: Friday, June 5th, 2020

Selection Process:

All eligible applications will be screened by a Selection Committee. The Selection Committee will consider all approaches to the project, including traditional and street art painted designs. Mural content should not contain political or religious themes. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications.

One artist or team will be selected for each location of the mural project and pending a Minor Design Review Permit process by the City of Roseville—to be approved before starting the project.

Selection Criteria: Artists will be selected based on the following

- Aesthetic Excellence – the aesthetic quality of the artwork upholds the principles of art and design excellence, originality and innovation
- Artist Experience – Experience in creating public art of similar scope and scale
- Relevance/Theme – Design must be appropriate for the site, contextually relevant to the community. The application may include a written description describing the relevance of the

theme or clarifying thematic references. The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.

- **Work Plan and Budget:** The work plan should demonstrate a well-thought out schedule for completion of the project and consideration of site-specific challenges, including use of ladders or lifts if necessary. A clear, line-item budget and a suggested commission appropriate to the scale of the project and commensurate with the experience of the artist will strengthen an application.

Artist Eligibility: Artist (s) must be 18 years or older to apply. This call is open to all artists who legally reside and are eligible to work in the United States. Proof of residency/work permit documentation may be requested.

Artists must sign a VARA waiver form to participate. Per the agreement with the property owner, after a two year period the property owner will be free to replace the mural if so desired.

Artists should have a business license and liability or contractor's insurance. The selected artist will be required to add the property owner and Blue Line Arts as additional insured to their insurance certificate for the duration of the work period.

Selected artists are strongly encouraged to attend and participate in events engaging the public in the project.

How to Apply:

All artists must submit an application form online using the following link: www.BlueLineArts.org/Call-to-Artist

Applications must be submitted by the deadline to be considered. Applications should be submitted as a single PDF document formatted to Letter size paper.

Application Requirements:

1. Application Cover Sheet
2. Letter of Interest – Short narrative expressing your creative approach, relevant comments on the visual material you are proposing, and your interest. Can include an artist's statement.
3. CV – of relevant experience as a professional artist, with up to 3 professional references that can be contacted.
4. Images – Provide up to 10 images of previous relevant work, with an annotated list detailing work Title, location, and date completed.
5. Proposal: Specifics of the work plan and proposed schedule for completing the proposed project on site, and sketches or renderings of proposed designs. Designs may be superimposed over photos of the site or submitted as a sketch

6. Budget – A line item proposed budget including supplies, materials cost, and commission. Proposals with competitive and realistic budgets will be given priority. The target budget range for this project is \$3,000-5,000. The Not to Exceed budget for the project is \$5,000.

Sources for Additional Information: www.BlueLineArts.org/RosevilleMuralProject

For general questions about the Mural Project and application process please contact BLA staff at gallery@bluelinearts.org or 916-783-4117

Exhibit A: Visual Support Materials

1. Street View

Note: The space immediately in front of the wall is occupied by cars for most of the day. The parking spaces in front of the wall will not be open for use during the work period, but the work plan should take into account cars entering from the street to access the other side of the parking lot during business hours. The final design should take into consideration that the lower area of the wall will be obstructed by cars for most of the day.



2. Diagram and wall dimensions (not to scale – measurements are approximate)

