

CALL TO ARTISTS // GRANDcorridor Mural Projects

PROJECT OVERVIEW

The GRANDcorridor Beautification Project fuses arts and the natural environment to create a more walkable, beautiful, grand corridor. The project includes installing murals at three local businesses and planting new street trees along the commercial corridor. The murals will draw interest to and support new business growth and the trees will provide beauty and shade, enhancing the pedestrian street and sidewalk experience.

Grandmont Rosedale Development Corporation and Project 561 invite local artists to submit for consideration mural designs and proposals. Three murals will be installed along Grand River Avenue from April through June. One proposal will be chosen for installation at each location, following a selection process including business owner and stakeholder feedback. Artists are encouraged to submit concepts for more than one mural theme. The selected artists will receive a monetary award to install the proposed mural. As part of the mural installation process, student and community volunteers must be involved in at least one work day. Students will be coordinated by GRDC and Project 561.

The Grandmont Rosedale Development Corporation is a non-profit, community-based organization working to preserve and improve the Grandmont Rosedale Neighborhoods of northwest Detroit. We take a comprehensive approach to community revitalization, with programs designed to renovate vacant homes, assist local homeowners and businesses, beautify our community and keep our neighborhoods safe and vibrant.

Project 561 is a student led organization which aims to bring students together for service projects by building relationships with Detroit residents in neighborhood partnerships.

The project is supported by Community Development Advocates of Detroit, the Detroit Historical Society, the Michigan Council for Arts and Cultural Affairs, Michigan Economic Development Corporation, and individual businesses through Patronicity (a crowdfunding platform).

REQUIRED SUBMITTALS

Each artist must submit the following materials for consideration:

1. Completed application (including cost proposal)
2. 24" x 36" display board including a sketch or image depicting the proposed mural or otherwise representing the design intent for the proposed mural
3. Photos of three or more examples of the artist's previous work, including other public murals when possible (digital files or web links preferred)
4. A brief statement of the artist's vision or design intent for the proposed mural

TIMELINE

Friday, March 10, 2017	Call for Proposals released
Friday, March 31, 2017	Proposal Deadline
April 3 – 7, 2017	Stakeholder review period
Monday, April 10, 2017	Selection Committee selects winning proposal and notifies artists
Friday, June 30, 2017	Mural installation must be complete

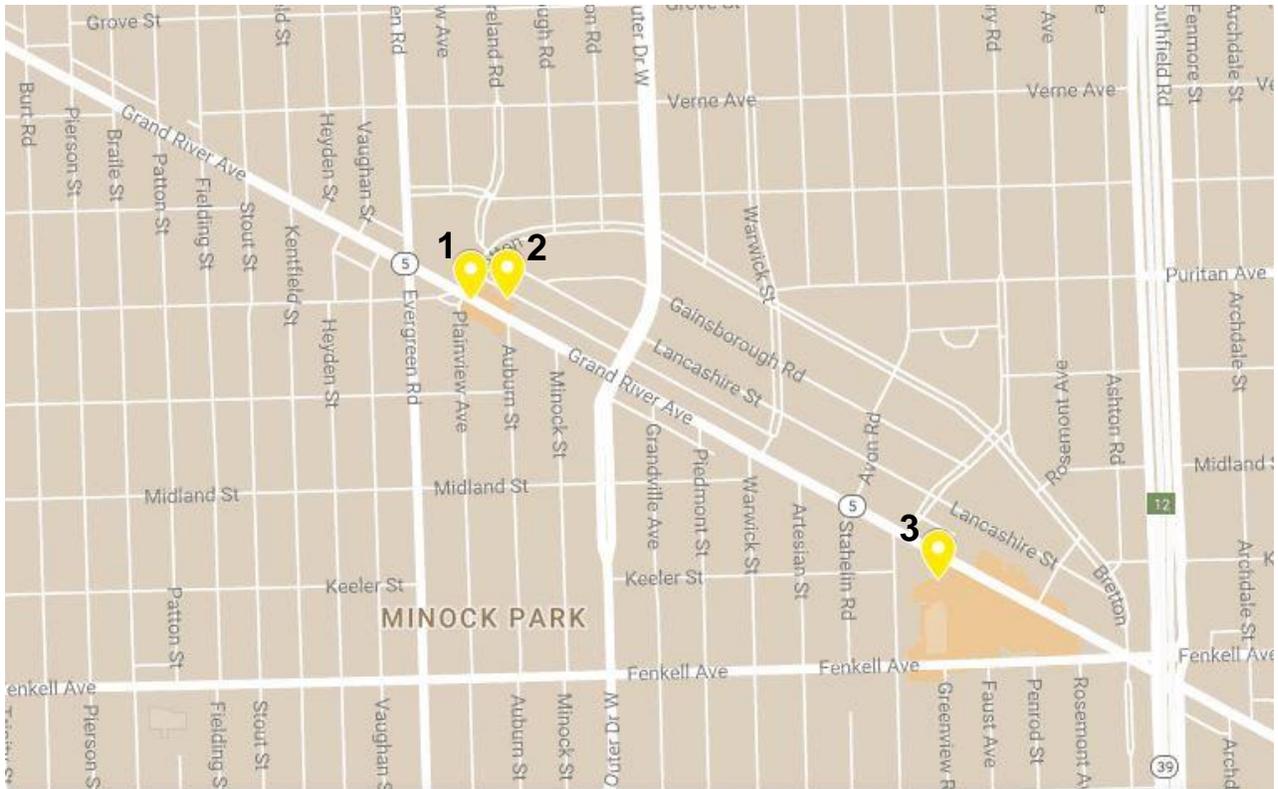
LOCATION INFORMATION

You can find all three mural locations in this link: <https://goo.gl/iwl8Vj>

Location One: Cutz Lounge The Grooming Shop, 19655 Grand River Ave, Detroit, MI 48223

Location Two: Detroit Vegan Soul, 19614 Grand River Ave, Detroit, MI 48223

Location Three: Royal Fresh Market, 18551 Grand River Ave, Detroit, MI 48223



Please find a photo's of the mural walls below. The mural dimensions will be approximately 50' wide by 20' tall:

Mural One: Cutz Lounge



Mural Two: Detroit Vegan Soul



Mural Three: Royal Fresh Market



MURAL THEME INFORMATION

*All mural themes were developed by the business owners and/or funders.

Mural One: Cutz Lounge the Grooming Shop

“Looking Back to Move Forward”

Cutz Lounge the Grooming Shop is a modern barbershop with a vintage flair that focuses on the hair cutting for men and women. Their goal is to provide a professional and safe environment for individuals and families while delivering excellent customer service, in a timely fashion. They are a multi-faceted business with an emphasis on community and entrepreneurship. Their location also houses a community meeting space and business incubator. They have also hosted events such as Jazz Nights.

The mural at Cutz Lounge is supported by the Community Development Advocates of Detroit’s 67 Placemaking Grant, a community engagement project of the Detroit Historical Society that aims to use the 50 year commemoration of the summer of 1967 as a catalyst to engage, reflect and provide opportunity to inspire collective action to bolster and improve our communities, instead of letting this significant moment in Detroit history pass.

Cutz Lounge is looking for their mural to depict a timeline of Detroit; from the year 1967 to present year. They would like to show important moments or events in Detroit’s history. The timeline (does not have to be literal, but can be) should show ten year increments or decades and highlight significant events, people and/or places. The mural should incorporate the Cutz logo.

Mural Two: Detroit Vegan Soul

Detroit Vegan Soul was born out of a desire to make good, healthy food accessible to everyone, and to break the cycle of diet related diseases in Detroit. The mission is to help people live healthier lives by providing great-tasting, high-quality, nutritious vegan food that appeals to everyone, while at the same time supporting a sustainable earth.

The plant-based restaurant is looking for an abstract mural that depicts their mission in art form. The mural should be warm, and welcoming. It should have a focus on natural, earth tone, and calming colors. They are looking for a clean design, and clean shapes. The mural does not need to include the name or logo in the design as there is a plaque of the name on the wall; this plaque can be incorporated into the mural design, or simply go around or below it.

Mural Three: Royal Fresh Market

Royal Fresh Market is a full service grocery store, located in the Grandmont Rosedale community of Detroit. At Royal Fresh Market, they take pride in providing customers with a safe, clean, and well-organized store. The store recently underwent renovations to better provide customers with a great

shopping experience. Royal Fresh loves to hear from their customers, and supports community groups and events.

The mural at Royal Fresh Market should depict a farm feel. The mural should show a working farm, and the mural should also incorporate fresh produce ready for sale either through baskets and bushels or a roadside stand. The colors should be vibrant and reflect the colors found in many fruits and vegetables. The Royal Fresh logo and name should be incorporated into the mural.

COMPENSATION

GRDC is prepared to offer our winning artists approximately \$4,500 per mural. This will cover supplies, labor and compensation. The selected artist will receive 1/3 of the commission funds at the time of award and 2/3 upon satisfactory completion of the project.

AUTHORSHIP AND PLAGIARISM

All submitted art must be original work by the submitting artist. No exceptions.

INSTALLED ART

Once installed, GRDC will have the right to display the mural in perpetuity or to remove the mural at a later date at its sole discretion. GRDC also reserves the right to reproduce images of the mural for use in organizational publications and promotional materials.

RETURN OF SUBMISSIONS

Unsuccessful submission materials will not be returned to the artist, unless the artist makes arrangement to pick up submissions from the GRDC office within one week of notification of non-selection.

SELECTION CRITERIA

- Quality of proposed mural (40 pts.)
- Quality of past work (30 pts.)
- Previous experience with public murals (10 pts.)
- Experience with volunteer activities (10pts.)
- Cost (10 pts.)

**** BONUS 10 POINTS FOR DETROIT-BASED ARTISTS**

For questions or clarification about the Call to Artist or mural themes, please contact GRDC Program Manager Chelsea Neblett at cneblett@grandmontrosedale.com or 313.837.4732 X103.

APPLICATION FORM

Name:

Email:

Phone Number:

Organizational or Community Affiliations: Description of Art Work (300 words or less):

Describe any previous experience you have had with mural design and/or installation (500 words or less):

Briefly summarize your experience as an artist including any previous exhibitions or installed public art works (500 words or less):

Briefly describe any experience you have with volunteer involved art projects (500 words or less):

Please break out your total proposed budget, including the costs of all materials and labor needed to design and install the proposed mural: