City of Knoxville: Public Arts Committee
Request for Proposals: Jackson Avenue “Wordscapes” Mural

The City of Knoxville’s Public Arts Committee seeks proposals from artists or artist teams for a mural to be located on the retaining wall at World’s Fair Park Drive, between Broadway and L and N Station Drive, in downtown Knoxville. The selected artist or team will receive up to $22,500 to complete the project, including design, materials, equipment rental, insurance, site preparation, and installation.

PROJECT DETAILS:
Context: The City of Knoxville appointed its first Poet Laureate, R.B. Morris, in June 2016. In his role as Poet Laureate, Mr. Morris has identified locations throughout the city for his project, “Wordscapes”. Wordscapes is intended to make poetry accessible, engaging, and visible to all in our community with both permanent and temporary installations.

This Request for Proposals seeks artists to design and paint a mural, in response to the following quote by Cormac McCarthy:

“Keep a little fire burning; however small, however hidden.”

The quote must be painted in large, legible script and the accompanying mural should respond to the imagery described in the poem. The location selected for this mural is an important corridor between World’s Fair Park, the L&N Stem Academy, and downtown Knoxville.

Site details: The proposed site is a series of retaining walls at World’s Fair Park Drive, between Broadway and L&N Station Drive, in downtown Knoxville. The total available square footage for the artwork is 3,735 square feet, which includes the entire length of wall on World’s Fair Park Drive, and a portion of the wall which wraps around on L&N Station Drive. The height of the walls varies between 15’ and 20’, with the exception of the end portions which taper off to 6” from the ground.

ELIGIBILITY:
This opportunity is open to all artists or artist teams over the age of 18.

MATERIALS:
The mural must be created using the following or comparable materials:

- Acrylic gesso primer
- 100% acrylic resin paint from either Golden Company or Nova Color Paints
- Top coat of satin or semi-glass acrylic varnish applied via airbrush sprayer
- Anti-graffiti coat of either Soluvar or Repello

WALL PREPARATION:
All walls must be pressure washed; if paint residue is on the existing wall, a trisodium phosphate blast must be applied to remove any old paint, etc.
**BUDGET:**
The total maximum project budget is $22,500, which includes artist fees and costs associated with the design, fabrication, transportation to the site, equipment rental, permits, insurance, installation, materials, and protective coating.

**TIMELINE:**
- March 21, 2018: Announcement of RFP
- May 23, 2018: Deadline for submissions
- June 5, 2018: Review proposals and select winning artist(s)
- Summer/Fall 2018: Artwork installation
- TBD: Artwork unveiled to the public

**SELECTION PROCESS:**
The committee will apply the following criteria when selecting artists:

1. **Artistic merit.** The inherent quality and excellence of a proposed artwork together with the strength of the artist’s concept and design capabilities are the highest priorities of the public art program.
2. **Context.** Artwork must be compatible in scale, material, form and content with its surroundings.
3. **Relevant experience.** Experience and professional record of the artist(s) should provide convincing evidence of ability to successfully complete the project as proposed.
4. **Technical feasibility.** An artist must exhibit a successful track record of construction and installation of artwork or show that an appropriate professional has examined the proposed artwork and confirmed feasibility of construction and installation.
5. **Budget.** An artist’s proposal should provide a budget adequate to cover all costs for the design, fabrication, insurance, transportation, storage, and installation of the proposed artwork, plus reasonable unforeseen circumstances. Artists should have a history of completing projects within budget.
6. **Fabrication and installation schedules.** The artist’s proposal should include a project timeline that incorporates design review, fabrication, delivery and installation in accordance with project schedule. The artist should have a history of completing projects on time.

**SUBMISSION REQUIREMENTS:**
- Completed application form (see page 5)
- Current CV/resume
- Design proposal for the site submitted as a high-resolution JPEG or PDF format
- Artist statement (1 page maximum): applicants should briefly describe their interest in the project and include a description of their approach and proposed design for the project.
- 4-6 high-resolution digital images of previous work
- Image identification list: An image identification list corresponding to the submitted digital images. Each image should include image number, artist’s name, title, year, media, dimensions, location, project budget, commissioning agency, and collaborators (if applicable).
- Itemized budget
• Fabrication and installation schedules
• 3 professional references with current contact information
• Any unique consideration the proposer may wish to include

Please note: submitted materials will not be returned and incomplete applications will not be considered.

APPLICATION DEADLINE: WEDNESDAY, MAY 23, 2018. All materials must be received no later than 5:00 PM. Incomplete or late applications will not be considered. To mail or hand deliver your statement of qualifications please send them to the:
Arts & Culture Alliance
Attention: Liza Zenni
P.O. Box 2506
Knoxville, TN 37902

To submit your statement of qualifications electronically, please adhere to the following procedure:

1. Email Liza Zenni at LZ@knoxalliance.com stating that you would like to submit your proposal electronically. **Include your return email address. DO NOT INCLUDE ANY PART OF YOUR PROPOSAL IN ANY E-MAIL.**

2. You will receive a responding email from Liza Zenni (via Google Drive). This email will contain a link to a unique folder in the City of Knoxville Google Drive.

3. Click on the Folder Link in the email to be taken to the Drive (you may be required to open a Google account to use the folder. A Google account is free of charge. If you are not willing to open a Google account, you must mail or hand-deliver your application).

4. When prompted, “drop” your file into your Google folder.

5. Your Google folder will remain available to you but, for purposes of the RFP, sealed and secure until the stated deadline. After the deadline, it will be opened and your access will be removed. Until the deadline, you can add, remove, edit, and check contents.

6. If you have any questions about submitting electronically, please call 865-523-7543 or email LZ@knoxalliance.com.
City of Knoxville Public Arts Committee
Wordscapes Mural

APPLICATION FORM

APPLICANT NAME: ___________________________________________________

MAILING ADDRESS: ___________________________________________________________________
___________________________________________________________________

CITY: _____________________________ STATE: _______ ZIPCODE: ___________

PHONE: ____________________________________________________________

E-MAIL: ____________________________________________________________

WEBSITE (OPTIONAL): ________________________________________________

DEADLINE: Submissions must be **received** by 5:00 PM on May 23, 2018

APPLICATION CHECKLIST:

____ Application Form

____ CV/Resume (teams must submit one CV/resume per team member)

____ Proposed Design and Artist Statement (maximum 1 page)

____ 4-6 Images of Previous Work

____ Image Identification List, including image number, artist’s name, title, year, media, dimensions, location, project budget, commissioning agency, and collaborators (if applicable).

____ Itemized Budget

____ Fabrication and Installation Schedules

____ 3 Professional References, including name, title, affiliation, phone number, and email address.