

## **CALL FOR ARTISTS - Hartford downtown mural**

**\*Bids due June 25 at midnight\***

### **Overview**

Seeking bids from artist(s) to create and install a mural on a metal building in downtown Hartford, Iowa.

### **Location**

The mural will be on a large metal building on Elm Street in downtown Hartford, directly across from the Sportsman Club. The mural will be on the side of the building facing Elm Street. A picture is included below. (Please note that the surface of the wall is ridged, so this will need to be considered when creating the design.)

### **Design Considerations**

Theme: Artistic themes are open to artist interpretation. Ideally we would like to see something lively and modern that will help show the vitality of our community.

Scale: We expect that the artist's design will cover the majority of the wall surface.

Longevity: The artist should use technique and materials that will allow the mural to last as long as possible. With proper maintenance, murals can last for decades.

### **Artist Requirements and Desired Skills**

The selected artist will possess:

- Ability to design and implement the mural
  - Artist will be expected to both create the design and complete the painting/installation
- Willingness to work with community representatives on the design.
  - The artist will do up to two conference calls with community representatives to discuss and revise the design (if needed), before final approval is given.
- Technical knowledge of materials/techniques needed to create mural on this surface.
- Ability to work within the parameters of the "design considerations" section above

### **Budget**

\$4,750 is the maximum amount budgeted for the mural project, including the costs of the artist's fees, supplies, and prep work. Artist bids should not exceed this amount. Cost will be one of the factors used to make the artist selection.

### **Selection Process & Estimated Timeline**

- Priority will be given to artists located in or near Hartford, but artists from any location are encouraged to apply. Artist experience, aesthetic, quality and cost will all be considered as part of the selection process.

- June 25: Artist bids due
- July: Artist selected
- Late July/Early August: Finalize design
- August/Early September: Installation/painting

### Submission Requirements

Interested artists should submit the following by midnight on **Thursday, June 25 2020**:

- Samples of your work, especially past mural work
- Rough concept of your artistic vision for the mural
  - This could be a draft of the mural design, or could be a combination of inspiration images and text explaining the concept.
- Statement of your qualifications for completing this project (e.g. - previous experience with public art or large scale artwork such as this) (No more than 1-3 paragraphs text please)
- Price for completing the mural, including design, painting, supplies and any necessary prep work.
- Submit via email to Mayor Kandi Petry at [kandi.petry@hartfordia.com](mailto:kandi.petry@hartfordia.com)

### Questions

Contact Mayor Kandi Petry at 515-494-9034 or [kandi.petry@hartfordia.com](mailto:kandi.petry@hartfordia.com)

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The picture above shows the wall to be painted. It is one-story high and 60 feet wide.