

REQUEST FOR QUALIFICATIONS

Exterior Mural Call- An Ongoing Opportunity for Public Art

PROJECT OVERVIEW: BAKERS PLACE

We are pleased to announce an open call for the creation of two large-scale art murals. The development firm, The Neutral Project, and the non-profit organization the Madison Public Art Project have teamed up to create an exciting new opportunity. A rotating mural wall, and permanent mural wall will be created at this new development site which will offer ongoing opportunities for artists. Exterior Mural 1 will be updated every 5-7 years.

The mural walls will be managed by the Madison Public Art Project with the art submission timeline listed. This is a professional opportunity for creatives to have their artwork featured at public spaces. The intention of these walls will offer professional opportunities for artists, and to engage visitors and residents. This building is located at 849 East Washington Ave. The first mural wall dimensions are 20' tall x 38' wide. The second wall is 20' x 13'. A plaque including the artist's name, mural title, and project information will be installed.



THE NEUTRAL PROJECT

The Neutral Project is redefining conventional development strategies to mitigate the reprehensible damage caused by the built environment. They build sustainable, ethical, and timeless natural built environments and aim to leave the earth better than they found it. The Neutral Project team collectively has over two decades of experience in multifamily and mixed-use development. They've worked from inception to completion on development projects totaling over 2,000 multifamily units.



The Madison Public Art Project (MPAP) is a nonprofit arts organization in Madison Wisconsin. The MPAP fosters innovative contemporary public art projects strengthening communities with engaging art. Supporting emerging and established artists, the installations inspire imagination, civic participation, social justice action, fuel artistic development, and connect artists to local communities promoting a vibrant community for all.

PROJECT DESCRIPTION

Exterior Mural 1 | 849 East Washington Ave. Madison, WI | Rotating Mural Wall



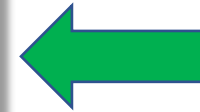
Your Mural Here!
20' tall x 38' wide

*Rendering courtesy of The Neutral Project Development

Exterior Mural 2 | 849 East Washington Ave. Madison, WI | Permanent Mural Wall



Your Mural Here!
13' tall x 20' wide



*Rendering courtesy of The Neutral Project Development

MORE INFORMATION

849 East Washington Ave. Madison, WI

Bakers Place is a 206-unit market rate development consisting of a 14-story residential building with 206 units and a full restoration of the existing bakery building. This new building will be situated on the former site of the Gardner Bakery on East Washington Avenue which closed in 2019. Famous for its bread and buns, the original bakery originally opened in 1928 and served the neighborhood for 90 years. The building pays tribute to the site in the architecturally significant details by renovating the original structure of the bakery and re-purposing it into lofted residential units and a future new bakery. The construction of this building was built to the LEED certification using mass timber construction which reduces carbon emissions by 42%. Less emissions reduces the overall carbon footprint for our planet.

Mural 1: Explain how your art will welcome people to this new site and reflect the history of the neighborhood. The work may draw in elements from nature and show the beauty of the natural world. Mural 2: Please explain how your design will honor the past, present, and future of this site and community through the theme of sustainability. The art may inspire greater awareness and care for our overall environment.

Colorful and bright interpretations of these narratives are welcomed. Public art is a powerful catalyst for building community pride and bringing people together. These murals will enliven the Capitol East District infusing new creative vitality into our city landscape.

PROJECT DESCRIPTION

849 East Washington Ave. Madison, WI

TOTAL PROJECT BUDGET

Finalist Artist Honorarium- Mural 1, Rotating Wall: \$22,800 | Additional Project Materials Budget: \$6,000

Finalist Artist Honorarium- Mural 2, Permanent Wall: \$7,800 | Additional Project Materials Budget: \$3,000

Three Semi-Finalists Honorarium: \$500/each

PROCESS

Artist submissions will be reviewed by a mural selection committee. This panel will identify three semi-finalists who will be paid an honorarium to develop specific renderings for their proposals. These artists will have the opportunity to further develop their proposals after an artist orientation and site visit. Renderings are not requested at this phase of the project.

DESIGN CONSIDERATIONS

Artists living/working in Wisconsin, ideally in Madison, are eligible to submit qualifications. The selected artists will work with the MPAP to paint their murals. We are seeking inspiring, colorful, contemporary designs that are site appropriate. No mixed media can be affixed to the walls. The walls will be professionally prepared, cleaned, and primed in advance of the mural painting start date. Advertising, political, or religious content is not permitted.

EQUAL OPPORTUNITY. We are committed to fostering equity, inclusion, and diversity in the arts. The selection panel is committed to equitable opportunities for historically marginalized communities.

GUIDELINES. Artists are expected to:

- Work with MPAP and staff on contracts, approval of project materials, equipment and insurance requirements, mural scope of work, meetings, site visits, and project timeline.
- Submit required paperwork for payment.
- Provide design reviews to the committee, if requested, including up to (2) revision rounds.

HOW TO APPLY. Submit a PDF document including:

- Cover letter explaining your interest in this project and proposed project. (1 Page)
- Up to 3-5 images of recent work/mural work as a (.jpeg) including title of artwork or project, date of completion, location, and dimensions.
- Artist CV/Resume. Include any community engagement experience. (1 Page)
- Artist statement (1500 words or less)
- Three professional references.

APPLICATION link: <https://form.jotform.com/240413275638153>

Application materials must be received extended to: Sunday, March 31, 2024 11:59PM CST.

Project funding made possible by The Neural Project.

PROJECT TIMELINE:

January 2024	Community Surveys with Neighborhood Groups & Public
February 2024	Call to Artists- Request For Qualifications
March 2024	Application Deadline. March 15th, 2024, 11:59PM
May 2024	Semifinalists Announced
June 2024	Artist Orientation & Site Visit
July 2024	Artists Renderings Due- Mural Finalist Announced
September 2024	Mural Painting Begins
October 2024	Mural Opening Event
March 2025	Community Programming & Building Projected Opening

*timeline subject to change based on weather and the current construction schedule.

ELIGIBILITY

Open to professional visual artists or artist teams based in Dane County.

Artwork must be original.

Submitting artists must be 18 years or older and live in Dane County.

Applications should demonstrate the artistic skill to successfully fulfill this scope of work.

DISCLAIMER

This RFQ is not intended as a formal contract or for participation in any future solicitation;

No information contained in submissions shall be deemed confidential and such information may be shared. Please do not submit any information that may be deemed proprietary in nature. MPAP shall not be liable for any costs incurred by any respondent in the preparation, submittal, presentation, or revision of its submission. Neither the MPAP nor The Neutral Project shall be obligated to pay and shall not pay any costs in connection with the preparation of such submissions;

The MPAP at its sole discretion reserves, without limitation, the right to withdraw the RFQ at any time.

QUESTIONS?

Contact: info@madisonpublicartproject.org
Bakers Place 2024 | Request for Qualifications