



CITYREACH CHURCH PHILLY MURAL

RFQ DEADLINE:

CONCEPT: Mural Arts Philadelphia is partnering with CityReach Church Philly to create a new mural on the façade of their building on the 6800 block of Torresdale Avenue in the Tacony neighborhood of Northeast Philadelphia. This mural is part of a series of public art projects in Tacony created by Mural Arts Philadelphia in partnership with the Office of Councilman Bobby Henon and the City of Philadelphia's Division of Housing and Community Development. Other projects include a fresco at the corner of Torresdale and Disston, a series of community-created street pole banners along Torresdale, a seasonal parklet outside of the Tacony LAB Community Arts Center at 6918 Torresdale Avenue, and the LAB itself. The LAB is a storefront arts hub that hosts artist residencies and free arts-focused classes and events. (For more information, visit facebook.com/tacony)

CityReach Church Philly is part of the CityReach Network, a non-denominational, national network of Christian churches focused on urban ministry. CityReach Church Philly purchased 6816 Torresdale Avenue in 2015. The building has a long history in Tacony. It dates from before 1920 and was originally the Liberty Theatre. It was a movie theatre until the 1960s and was a catering venue and a fitness center before closing its doors in 2010. (For more information, visit philly.cityreachchurch.org)

WE ARE INTERESTED IN A MURAL THAT:

- responds to the historic architecture of the building through a non-figurative design
- artistically references the core values of CityReach's mission: generosity, community, love, freedom, purpose, peace, truth
- is inclusive towards the entire Tacony community
- brings energy and color to the Torresdale Avenue Business Corridor

SITE: The mural will be painted on the façade of the building. The facade is approximately 2,300 square feet in area. The building's metal security grate may be incorporated into the design.



DESIGN PHASE AND COMMUNITY: Mural Arts is committed to giving a voice to communities through a collaborative and project-specific community engagement process. For this project, three artist finalists will be selected and contracted to participate in a design phase with a stipend of \$1,750 each. Each artist will create designs and participate in a structured design review process for

this project. Artist Finalists will be asked to participate in additional meetings with CityReach and other project stakeholders to help inform the final designs. Artist finalists may be asked to participate in community events where their designs will be shown to members of the public.

FABRICATION AND INSTALLATION: Once the final design has been confirmed, the selected artist will enter into an additional agreement with Mural Arts for the fabrication of the mural, painted directly upon the facade. The Mural Arts Program has years of expertise and will work closely with the artist throughout the process. Nonetheless, artists submitting proposals must have a firm grasp of mural making skills or submit a team proposal with a muralist on their team. The Mural Arts Program will be responsible for maintaining the mural after its completion, which is expected to have a lifespan of at least 10 years.

MURAL PROJECT AND ARTIST SELECTION SCHEDULE:

Deadline for submissions: Monday, February 26, 2018

Finalists Contacted: Week of March 5, 2018

Finalists develop designs and participate in reviews: March-April, 2018

Finalists present their final proposed designs to the community: early May 2018 (date TBD)

Selected artist to be notified: May 2018 (date TBD)

Production Phase: June-August 2018

Completion: September 2018

Dedication Event: September 2018 (date TBD)

BUDGET: Artists or artistic teams who are invited to produce final designs for consideration will receive stipends of \$1,750. The budget for the production of the mural is \$45,000. This includes all artists' fees and labor estimated at around \$30,000 and mural making supplies and equipment estimated at around \$15,000.

ELIGIBILITY: This call is open to established and emerging artists, or artist collaboratives, with priority given to artists who have experience creating large-scale works and strong design and painting skills. Candidates from or with ties to Northeast Philadelphia are strongly encouraged to apply.

HOW TO RESPOND:

Please submit the following elements by email and all labeled with your name:

1. Artist/Collaborative Statement of Interest, two pages maximum, (a) explaining how you would approach this mural design (b) describing relevant experience that would contribute to your success in completing this project, and (c) confirming your availability to undertake this project within its timeline in Philadelphia.
2. Current Resume or Bio
3. 5 digital images- examples of your work that give a sense of your skill and approach to this project

Submissions or questions should be addressed to: maria.moller@muralarts.org

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For over 30 years, Mural Arts has united artists and communities through a collaborative and equitable process, creating nearly 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to understanding with projects that attract artists from Philadelphia and around the world, and with programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, which has earned Philadelphia worldwide recognition as the "City of Murals." For more information, call [215-685-0750](tel:215-685-0750) or visit muralarts.org. Follow along on social media: @muralarts on Twitter, Instagram, and Snapchat, MuralArtsPhiladelphia on Facebook, and phillymuralarts on YouTube.