



Da Vinci Fest new mural: Creativity Is Just Connecting Things

In honor of the inaugural 2020 Da Vinci Fest, celebrating the intersection of art and the sciences, Mural Arts Philadelphia is seeking proposals for an exciting new mural around this theme. This project is a collaboration between Mural Arts Philadelphia, Da Vinci Art Alliance, Fleisher Art Memorial, and Bella Vista Neighbors Association and will be dedicated at the Da Vinci Fest in October 2020.

REQUEST FOR MURAL PROPOSALS

Deadline: 5 pm EST, Friday, February 21, 2020

Please email corin.wilson@muralarts.org with any questions or comments.

1. PROJECT OVERVIEW

Mural Concept and Theme: Da Vinci Art Alliance has resided in their 704 Catharine residence since 1957. Since being founded by 9 Italian immigrant artists, Da Vinci Art Alliance (DVAA) has continuously served as a space of creative refuge and acted as a hub for creativity, collaboration, and artistic innovation. While the mural will be located on DVAA's west facing wall, it will overlook Fleisher Art Memorial, further cementing Catharine street as a lively hub for visual art-making and exploration.

Mural Arts Philadelphia is requesting proposals that explore the idea that creativity flourishes at the intersection of disciplines. Following in the spirit of Renaissance artist/inventor Leonardo da Vinci, this mural aims to celebrate the innovative spark of brilliance that comes when the arts and sciences mingle. For this mural the fusion of creativity and innovation may manifest in a variety of ways, whether the mural's design depicts a union of artistic and scientific disciplines, the methods used to create the mural employ new technologies or characteristics borrowed from non-art sectors, or in a collaboration between artists and creatives from other fields of study. Ultimately prospective artists are called to submit applications for an innovative, inviting, and community driven work of public art.

New ideas and artists are welcome and highly encouraged to apply. Mural Arts Philadelphia is able to offer technical support to artists who may not have completed solo large-scale art installations, but have an otherwise strong portfolio and the concept that connects best with the goals of this project.

*"Principles for the Development of a Complete Mind: Study the science of art. Study the art of science. Develop your senses- especially learn how to see. **Realize that everything connects to everything else.**" - Leonardo da Vinci*

*"**Creativity is just connecting things.** When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while." - Steve Jobs*

Mural goals:

- Establish a vibrant work of public art inspired by creativity, innovation, and discovery
- Work with diverse communities of neighborhood residents and organizations to ensure that local voices are represented
- Reflect DVAA's historic presence in the visual art community of Philadelphia
- Share something that is impactful, visually engaging, and culturally inclusive
- Support the voices of new artists
- Celebrate the creative spirit in innovators of all kinds

2. PROJECT BACKGROUND

About Da Vinci Fest: Da Vinci Fest is a new art festival designed by Da Vinci Art Alliance, engineered by our community of volunteers and partners, and presented by PNC Arts Alive. Da Vinci Fest culminates in a street festival inspired by Leonardo da Vinci's fields of study: art, astronomy, engineering, botany, anatomy, architecture, zoology, physics, and many more. Festival attendees of all ages will be able to participate in a pinewood derby race, astronomy exploration with the Philly Moon Men, interactive art exhibitions from Da Vinci Art Alliance members, Jefferson University, Philadelphia Sculptors and 2019 Pew Fellow Lisa Marie Patzer as well as educational programming from the Bresslergroup, Temple University College of Science and Technology, The Franklin Institute and more!

Da Vinci Fest launches on October 11th, 2020 *starting with this mural dedication!*

About the neighborhood:

Bella Vista is a neighborhood of approximately 7,000 people roughly bounded by South Street and Washington Avenue, 6th Street and 11th Street. While Bella Vista will always have strong ties to the history of Philadelphia's Italian community, the neighborhood has historically served as a starting-out point for new Philadelphians since it began to be settled in the 1840s. Today the neighborhood reflects the arrival of new waves of immigrants from all over the world, most notably Mexico, Cambodia, and Vietnam. Alongside these growing communities, Bella Vista faces many issues related to gentrification and a growing affluent contingent. This new paradigm has created a unique blending of cultures and identities. It is our hope that the mural will feel inclusive to this diverse region of Philadelphia, bringing people together and promoting cross-cultural exchange.

3. ARTIST SCOPE OF WORK

Lead Artist / Artist Team Responsibilities

With support from Mural Arts staff, Artists will:

- Develop a design concept that keeps with the theme of the upcoming 2020 Da Vinci Fest

- Participate in up to 3 public community meetings regarding the design process
- Incorporate notes to finalize the design with input from the committee and community
- Produce the approved final design into a large scale art piece for the façade of the Da Vinci Art Alliance building at 704 Catharine St, Philadelphia, PA 19147, (approx. 21 ft by 32 ft)
- Plan and implement the installation of the mural
- Attend the mural dedication at the Da Vinci Fest kickoff on October 11th, 2020

Mural Arts Philadelphia's Responsibility

- Provide paint and sundries for mural production
- Provide all needs for community meetings with support from partners
- Provide technical assistance if needed
- Coordinate marketing of the project
- Coordinate equipment and permits regarding installation

Budget

- The total artist fee for the project will be \$10,500. This includes \$500 for the initial design concept and \$10,000 as an all-inclusive fee for the final design, mural production, and mural installation.
- The total budget for the mural to be located at 704 Catharine St is \$25,000, including minor wall repair, artist fees, artist assistant costs, supplies, materials and equipment (including lifts); technical consultants; fabrication and mural installation.
- External costs such as marketing, security and evaluation will be handled by Mural Arts Philadelphia.

Schedule

The following schedule is subject to change.

- Call for Proposals - January 2020
- Finalists will be contacted - March 2020
- Community Meeting - April 2020
- Decision - May 2020
- Mural Production - Summer 2020
- Mural Installation - August/September 2020
- Mural Dedication - October 11th 2020

4. HOW TO APPLY

Submission Requirements

Interested artists should submit:

- An application checklist including the names and contact information for all artists on the team, and an inventory of all material that is being submitted
- A CV or resume (up to 2 pages)
- A current artist statement for each artist
- A short written response to each of these following questions:
 - o What interests you about this project?
 - o How would you plan to integrate appreciation of the sciences into this artwork?

- What ways would you incorporate the diversity and texture of South Philadelphia into the artwork?
- References of two or more clients or partners who can speak to your work.
- Up to 10 images of past completed work that you consider relevant to this project.
Digital images must be JPEG files and must be no more than 300dpi and no larger than 1024 x 768 pixel resolution. Each image must be unlocked and downloadable for viewing. Each JPEG file must be titled with the artist's name and number that corresponds to the annotated image list. File name example: JonesJane001, JonesJane002.
- Please provide a list of images, including the following information:
 - Image name*
 - Artist's name*
 - Title of artwork, Location, Date of Completion, Public Art Budget*
 - Medium and Dimensions*
 - Brief description*

Submission Instructions

Submissions will be accepted electronically by email, Drop Box or WeTransfer, sent to corin.wilson@muralarts.org with the subject line "Da Vinci Art Alliance Artist RFP." Mural Arts will reply with an acknowledgement of all submissions it receives.

Corin Wilson
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 Mural Arts Philadelphia
 215.685.0755
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5. ARTIST SELECTION PROCESS

Eligibility

We are seeking artists who can make a commitment to working in Philadelphia as necessary to fulfill the responsibilities of this project. Both established and emerging artists are encouraged to apply. Collaborative groups may apply, but please note that we cannot offer additional funding to groups with multiple members. Artists must be citizens of the U.S. or have U.S. work authorization.

Selection Process

One artist/artist team will be selected for this opportunity.

This will be a two-round selection process.

Round One

Artist qualifications / portfolios will be submitted to Mural Arts Philadelphia.

Da Vinci Art Alliance, Mural Arts Philadelphia, Fleisher Art Memorial and the Bella Vista Neighbors Association will review the artist submissions and identify a short list of finalists.

Up to three artists will be short-listed and invited to create and present a design concept.

Round Two

Shortlisted artists will be offered a design fee of \$500 to create a 2D representation of their concept to be presented publicly at a community meeting held in the Da Vinci Art Alliance building on a to-be-determined date. Artists are expected to be in attendance for this public showing in order to answer questions about their design. Community members in attendance will be able to vote on their favorite design.

Following the community design meeting, Da Vinci Art Alliance, Mural Arts Philadelphia, Fleisher Art Memorial and the Bella Vista Neighbors Association representatives will meet to consider all variables and with weight to the community voting outcome will confirm the one design that will move forward to production.

Please note: though chosen through the committee and community process, the artist will still need to go through the internal design review process at Mural Arts Philadelphia for detail review and confirmation of budget adherence before the design can be considered finalized.

Qualifications and Review Criteria

The evaluation of artist / team qualifications shall demonstrate:

- Artist should be capable of designing a large exterior artwork.
- Artists need not have been a lead on a large public artwork. We welcome new ideas and artists to the table!
- Artists are expected to handle the bulk of mural production with the support of a small production team.
- Artists are expected to handle the bulk of mural installation with the support of a small production team.

6. PROJECT PARTNERS

MURAL ARTS PHILADELPHIA

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 process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in 60–100 public art projects each year, and maintains its growing collection through a restoration initiative. Our core program areas—[Art Education](#), [Restorative Justice](#), and [Porch Light](#)—yield unique, project-based learning opportunities for thousands of youth and adults.

FLEISHER ART MEMORIAL

Fleisher's mission is to make art accessible to everyone, regardless of economic means, background, or artistic experience. Fleisher is a source of inspiration, creativity and community. Every year, more than 20,000 people experience the transformative power of art by participating in our classes, tuition-free classes, workshops, exhibitions, and community-based programs.

Founded in 1898, Fleisher Art Memorial is one of the country's oldest nonprofit community art schools and are committed to advancing the vision of our founder, Samuel S. Fleisher, who believed that art is one of society's greatest assets and equalizers, and from the doorway of his Graphic Sketch Club, "invited the world to come and learn art."

DA VINCI ART ALLIANCE (DVAA)

Da Vinci Art Alliance builds community through art.

Founded by 9 Italian immigrant artists in 1931, Da Vinci Art Alliance (DVAA) has continuously served as a space of creative refuge. DVAA is a non-profit, membership organization based in South Philadelphia that provides resources, exhibition space, and community for our artist members and surrounding neighborhoods. Presenter of the annual Da Vinci Fest, DVAA inspires all who walk through our doors to explore their inner genius.

BELLA VISTA NEIGHBORS ASSOCIATION:

The Bella Vista Neighbors Association (BVNA) improves Bella Vista's quality of life and strengthens community bonds. BVNA encourages civic involvement, provides a neutral and public discussion forum, preserves and augments our institutions and character, supports the delivery of government services, and promotes dialogue with elected officials. We are an all-volunteer, nonprofit, registered community organization (RCO).

7. MISCELLANEOUS

Artist Contract

Artists who are interested in this opportunity may request a copy of the contract template that will be used as the basis of negotiations with the selected artist.

Proof of Insurance

Prior to entering into a contract with Mural Arts, the selected artist(s)/artist team(s) must show proof of the minimum insurance as indicated below. This insurance must be maintained during the term of this Agreement:

- a. Workers' Compensation Insurance (including without limitation coverage for Artist, its officers, owners, principals, directors, employees, volunteers, guests, and/or agents) if applicable.
- b. Employers Liability Insurance, if applicable, with minimum limits of the greater of \$100,000 E.L. each accident, \$100,000 E. L. disease-each employee, \$500,000 E.L. disease-policy limit or as required by the law of the state in which the Project is located.
- c. Commercial General Liability Insurance, Insurance Services Office (ISO) form Commercial General (CG) 00 01 (12/07) or equivalent occurrence policy which will provide primary coverage to the additional insureds (Owner) in the event of any occurrence, claim, or suit with limits of the greater of: (1) Artist's actual coverage amounts or (2) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate. Artist's insurer will add Owner as an additional insured on this policy using ISO endorsement CG 2010 (07/04) or its equivalent.
- d. Automobile Liability Insurance (1) having a combined single limit each accident in the amount of Three Hundred Thousand Dollars (\$300,000) or in the amount of Artist's actual coverage, whichever is greater, and (2) coverage applying to "any auto", including hired and non-owned auto liability. Artist may satisfy the insurance amounts by an umbrella / excess insurance coverage policy.

Mural Arts can provide C and D if artist does not carry General Commercial Liability. Details to be confirmed with the project manager, if needed.

Contact for More Information

Corin Wilson

Project Manager

Community Murals Department

Mural Arts Philadelphia

corin.wilson@muralarts.org

Questions and answers will be posted periodically at

<https://www.muralarts.org/artist-resources/calls-to-artists/>

Application Checklist

Please complete this checklist and submit as the cover sheet of your application.

- o Cover page with name and contact information

Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

- o A CV or resume for each artist (up to 2 pages per artist).
- o A current artist statement for each artist
- o A short written response
 - o What interests you about this project?
 - o How would you plan to integrate appreciation of the sciences into this artwork?
 - o What ways would you incorporate the diversity and texture of South Philadelphia into the artwork?
- o Up to 10 images of past completed work that you consider relevant to this project.
- o Image list
- o References

Submission Instructions

Submissions will be accepted electronically by email, Drop Box or WeTransfer, sent to corin.wilson@muralarts.org with the subject line **“Da Vinci Art Alliance Artist RFP.”**

Mural Arts will reply with an acknowledgement of all submissions it receives.

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