



The Sustainable Development Goals Campaign in Philadelphia: A Request for Qualifications From Artists

The Global Philadelphia Association and Mural Arts Philadelphia are engaged in a significant, community-wide initiative in Philadelphia. This initiative, the Sustainable Development Goals Campaign in Philadelphia, is intended to celebrate seventeen critical goals that have been established by the United Nations for the benefit of humankind. The Campaign has multiple layers, but its most visible component will be a series of works of public art, as generally described below. This Request for Qualifications (RFQ) has been prepared to help assemble a group of artists that would like to participate in the Campaign by creating these works.

This Campaign has created significant opportunities for artists in the Greater Philadelphia Region. If you have experience in the creation of murals, or have skills that could be adapted to the creation of murals, please review this RFQ and communicate your interest to Corin Wilson of Mural Arts, with a copy to Zabeth Teelucksingh of Global Philadelphia, as outlined below.

Background

The Sustainable Development Goals

Under the auspices of the United Nations, organizations, institutions, and globally-minded citizens from around the world worked together to establish a set of objectives for the betterment of humankind at the U.N. Global Summit, 2015. These objectives consisted of a set of 17 "Sustainable Development Goals", as set forth in the following array:

SUSTAINABLE DEVELOPMENT GOALS



The Sustainable Development Goals ("SDGs") have gained world-wide traction as an agenda that humanity must address. Many organizations, from multinational corporations to NGOs, from institutions of higher learning to city planning departments, have responded by recognizing their importance.

Creation of the Sustainable Development Goals Campaign in Philadelphia

Given their fundamental character, the SDGs are important to the City of Philadelphia. Moreover, because it is the first city in the United States of America to be recognized internationally as a World Heritage City, Philadelphia is uniquely positioned to support the goals and by identifying with them to underscore its stature as a global city

Accordingly, as part of the World Heritage City Project that GPA conducts in collaboration with the City of Philadelphia, GPA developed a concept for a unique "Philadelphia Sustainable Development Goals Campaign" (the "Campaign") that it intends to carry out in Philadelphia over the next 2-3 years with the assistance of a variety of participating organizations. Mural Arts Philadelphia (MAP) has been engaged to work with GPA on the Campaign.

Concept of the Campaign

The Campaign's fundamental concept is to make a broad public commitment to the SDGs on behalf of the Philadelphia community. This commitment is to be expressed visually (through the creation and display of murals), intellectually (through research and writing directed toward each goal), substantively (through various activities and encouragement of

support for organizations actually doing the work of the several goals), and ultimately in the form of an illustrated and annotated catalog summarizing the Campaign.

Murals to be Created

17 free-standing, large-scale murals are to be created for outdoor display, each one roughly 100 square feet in size and each one devoted to one of the SDGs. The intent is to install them at public locations throughout the City of Philadelphia. Each mural will be an original two-dimensional work of art. Once created, most likely at the artist's own site, it will be framed and then attached to the wall of a site that has been secured for its display. Each mural will interpret one of the goals, and each will be supplemented by supportive activities of the kind described in the foregoing paragraph. It is hoped that each will be regarded both as a cultural asset of the City and as a focal point in the community in which it is located, serving among other things as an object of pride, a way to draw attention to the community, an education resource, and a beacon for neighborhood-based tourism.

One mural has already been completed, commemorating the subject of SDG No. 5, Gender Equality. (The mural is on display on the wall of Friends Select School at 17th Street and the Parkway.) This leaves 16 more to be commissioned. You are encouraged to log on to www.globalphiladelphia.org/sdg for information on the great variety of SDGs that remain.

In parallel with this solicitation, we will be recruiting sponsors to underwrite the creation of the murals and identifying locations at which to install them.

Recruitment of An Artists Pool

Until recently, our approach in the case of each SDG project has been to secure both the needed sponsorship and the needed site before beginning the process of selecting the artist to create the mural.

Going forward, however, we wish to expedite the process. Accordingly, GPA and MAP have decided to identify at the present time a group of artists – an Artists Pool – who would be interested in being considered for commissions to create the contemplated murals as and when those commissions become available. With the pool being created now, pool members would be in place and ready for consideration. We plan to choose a substantial number of qualified artists to be members and to identify them as such. Samples

of the backgrounds and prior work of the pool members will be included in an electronic brochure that will be used to promote the artists to prospective sponsors.

By becoming a member of the pool, you will be expressing an openness to being considered for the broad range of SDG mural possibilities. You will, however, also have an opportunity to signify that you have a particular interest in – or that your work has a special relationship to – one or a subset of the available SDGs.

We believe that proceeding in this parallel fashion will facilitate the implementation of SDG projects by putting a group of talented artists in front of prospective sponsors at the outset, making sponsorship more interesting to the potential sponsors and at the same time eliminating a past cause of delay. The Artists Pool would be the presumptive source of the artists considered for future SDG commissions, giving them a head start for consideration for those commissions.

We invite you to submit your credentials for inclusion in the pool, in the manner outlined at the end of this RFQ .

Artists for Particular Commissions Will Be Selected Subsequently

Being a member of the pool will not guarantee a commission. However, as and when a sponsor has been secured for a particular SDG project, GPA and MAP will review the membership of the Artist Pool with the sponsor. It is expected that the sponsor would then join with GPA and MAP in interviewing various members to determine which artist would be considered to perform the project. Once selected, the artist will be expected to enter into a dialog with GPA, MAP, and the sponsor and after that discussion to create two or more preliminary sketches of the artist's vision for the mural. Once a consensus has been reached and the artist has agreed to GPA's form of project agreement, the commission will be awarded.

Until the pool has been established, we will proceed to secure artists for SDG projects primarily through requests for proposals, as we have in the past. (In this regard, prospectively interested artists should be aware that a selection process is presently underway via an RFP in the case of the project involving SDG No. 4, "Quality Education". You can obtain a copy of the relevant RFP on request.) However, we want to establish the pool as soon as possible and once it has been created, we will regard it as the preferred route to becoming a candidate for selection.

Compensation

Artists finally selected for commissions will receive financial compensation for the artwork created in the range of \$2,000 to \$2,500, depending on experience. By way of still further incentive, pursuant to the agreement to be entered into among GPA, the sponsor, and the artist after selection, the artist will retain a co-ownership interest in the right to copy the artwork and be able to do so for his or her own account.

Beyond the forgoing, the opportunity to take part in this important and highly visible public campaign will itself constitute a reason for artists to participate. The Campaign has invested in public relations assistance to promote the SDG projects as they are accomplished. In addition, each sponsor will want to promote the project it has underwritten and the artist who has performed it. Accordingly, each artist commissioned to perform an SDG project will be the subject of significant publicity and recognition.

Submitting qualifications

Applications should be submitted before May 31, 2020 via email to:

Corin Wilson
Community Murals Department
Mural Arts Philadelphia
1727-29 Mt. Vernon Street
Philadelphia, PA 19130
215.685.0755
corin.wilson@muralarts.org

with a copy to:

Zabeth Teelucksingh
Global Philadelphia Association
100-120 No. 18th Street
Philadelphia, PA 19103
215.563.2482
zabeth.teelucksingh@globalPhiladelphia.org

Submissions should be made to each of the foregoing email addresses, with the subject line "Artist Submission – SDG Art Initiative" and with written attachments in pdf format and images in jpeg format. Submissions should consist of:

1. A CV or resume (up to 2 pages)
2. A 1-2 page PDF document including:
 - a. Contact Information: Name, Address, Email, Phone Number, Website Address, and/or Instagram account
 - b. A description (500 word maximum) of the nature of your work and the way in which you might approach this project
 - c. A 3-5 sentence paragraph explaining why you should be considered for inclusion in the Artists Pool
 - d. Finally, you may, but are not required to, express a particular interest in one or more of the goals set forth at <https://globalphiladelphia.org/sdg> and/or describe how your work might speak to them.
2. Up to 8 images of past completed work that you consider relevant to this project.
3. 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.
4. Each JPEG file must be titled with the artist's name and number that corresponds to the annotated image list, i.e., LastNameFirstNameImageNumber. *File name example: JonesJane001, JonesJane002.*
5. Please provide a list of images, including the following information:
 - Image name*
 - Artist's name*
 - Title of artwork, Location, Date of Completion*
 - Brief description, including Medium and Dimensions*

Each submission will be acknowledged and a record maintained of the artist's interest.

For more on the Global Philadelphia Association and the first piece in the Sustainable Development Goals series, see <https://globalphiladelphia.org/> and <https://globalphiladelphia.org/news/philadelphia-unveils-sdg-5-public-art-display>. For more on Mural Arts Philadelphia, see www.muralarts.org. For more on the UN's sustainable development goals generally, see <https://sustainabledevelopment.un.org/sdgs>