

# 3624 Market Street Public Art Opportunity



Managed by Mural Arts Philadelphia  
on behalf of the uCity Square Partnership

Deadline **December 31, 2020**



# 3624 Market Street Public Art Opportunity

## Introduction

Wexford Science + Technology, the University City Science Center, Ventas, People's Emergency Center CDC, 3624 Condo Association and Mural Arts Philadelphia are collaborating on the installation of a wall artwork in the vicinity of [uCity Square](#) in West Philadelphia. The artwork will be a painted mural at 3624 Market Street, on a wall that faces a pedestrian through-block passage and is a few steps away from a pocket park called Innovation Plaza.

The artwork is part of a broader placemaking initiative throughout the uCity Square area. The mural at 3624 Market Street would highlight a connection between uCity Square and the Penn campus and build on the themes of Innovation Plaza. Concurrent with this project, a printed mural will be commissioned for 3701 Market Street on a wall facing Pivot Park. Also, a pop-up street mural is planned for a newly constructed segment of 37<sup>th</sup> Street that connects to Lancaster Avenue. These concurrent projects provide an opportunity for collaboration in community engagement and potentially for creative direction.

Art has been and continues to be a foundation of the uCity Square neighborhood through collaboration with the Redevelopment Authority's Percent for Art Program, the Esther Klein Gallery and the Science Center's BioArt Residency program in 2017. More information about the history of art at uCity Square can be found [here](#).

The project is expected to begin early in 2021 and to be completed by June 30, 2021. One artist will be selected for this opportunity. It is being facilitated by Mural Arts Philadelphia on behalf of the project partners.

## About uCity Square

Located in Philadelphia's University City neighborhood, uCity Square is an 8.0 million-square-foot mixed-use community consisting of laboratory, clinical, office, retail and residential space. As a central hub for medical and life science innovations, particularly in cell and gene therapy, uCity Square is surrounded by top-tier colleges and universities, independent research institutions and world-renowned hospitals, and is a center of connectivity for residents, students, professionals and entrepreneurs alike. Driving Philadelphia's economic growth in University City, uCity Square is a dynamic environment for innovation and collaboration between the private sector and top-tier research institutions such as the University of Pennsylvania and its Hospital, Drexel University, Children's Hospital of Philadelphia and The Wistar Institute. The project is a joint development of the University City Science Center, developer Wexford Science & Technology, and real estate investment trust and capital partner Ventas, Inc For more info: [www.ucitysquare.com](http://www.ucitysquare.com)

For more information about the Science Center, visit [www.sciencecenter.org](http://www.sciencecenter.org)

For more information about Wexford, visit [www.wexfordscitech.com](http://www.wexfordscitech.com)

For more information about Ventas, visit [www.ventasreit.com](http://www.ventasreit.com)

## About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change.

For 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 nearly 100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

In recent years, Mural Arts has evolved into a multi-disciplinary arts organization exploring the intersection of muralism, public art and contemporary art. In addition, Mural Arts has collaborated with an increasing range of community, civic, cultural and development organizations to realize projects that have expanded the city's public art portfolio in new and exciting ways. Increasingly, Mural Arts has assisted in private organizations in commissioning artworks that engage the communities where they are working.

For more information, visit [www. https://www.muralarts.org/](https://www.muralarts.org/)

### **About PECCDC**

PEC Community Development Corporation (PECCDC) is based in West Philadelphia. Its programs respond to community needs and build on neighborhood assets to help bridge the digital divide, expand mixed-income housing opportunities, stimulate economic growth, create wealth and improve the quality of life for all West Philadelphia residents. PECCDC focuses on amplifying the existing arts community by supporting many arts initiatives in West Philadelphia. Galleries, film screenings, live music shows and family events occur monthly along Lancaster Ave, bringing out neighbors and visitors alike.

For more information, visit [www. https://www.pec-cares.org/](https://www.pec-cares.org/)

### **Goals**

The goals for creating the mural, and for the process that leads up to it, are to:

- Provide prominent visual features on Market Street to announce entrances into the uCity Square neighborhood
- Use public art to honor West Philadelphia innovators of diverse interests, accomplishments and backgrounds, exploring and expanding the idea of what innovation means to this community
- Engage the community in the development of the themes and the design concepts for the mural
- Provide new artworks in the context of uCity Square's long tradition of public art and artistic programming
- Engage local youth, potentially including youth at the nearby Powel Elementary and the Science Leadership Academy Middle School (P-SLAMs)

### **For More Information**

Artist Information Session

The project sponsors will hold an artist information session on December 3, 2020, from 5:30 to 6:30 p.m. It will be hosted by the Venture Café, a public engagement program of the Science Center. It will be presented on a videoconference platform, and will be accessible via the following link:

<https://venturecafephiladelphia.org/event/ucsc-public-art-information-session/>

Lindsey Rosenberg, Todd W. Bressi  
Mural Arts Philadelphia  
[ucitysquare@muralarts.org](mailto:ucitysquare@muralarts.org)

Questions and answers will be posted periodically at <https://www.muralarts.org/artist-resources/calls-to-artists/>

# Project Location



## How to Apply

### Preliminary Consultation

Artists who are interested in submitting their qualifications are encouraged to contact Mural Arts with any questions about the project, its scope or requirements, or how to complete an application. Periodically, questions and answers of general interest will be posted to the Mural Arts web site where this RFQ is posted (<https://www.muralarts.org/artist-resources/calls-to-artists/>).

### Submission Requirements

Interested artists should submit:

- The attached application checklist, including artist contact information and an inventory of all material that is being submitted.
- A CV or resume (up to 2 pages).
- A current artist statement
- A short written response that addresses your artistic practice, relevant past experience with community-engaged projects and interest in this specific project. The letter should also explain:
  - What motivates you / interests you most about the project?
  - How would you approach your engagement with the stakeholders (neighborhood residents, community leaders, people employed at uCity Square)?
  - How would you specifically explore the idea of scientific research and innovation in the context of your project?
  - Your general availability during the project period, indicating other professional obligations and any other constraints on your availability
- 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.*
- A list of images, including the following information:

*Image name, Artist's name*  
*Title of artwork, Location, Date of Completion, Budget*  
*Medium and Dimensions*  
*Brief description*
- Two professional references that can speak to your creative talents and your ability to undertake this project. Include name, address, email address and telephone

### Submission Instructions

Submissions will be accepted electronically by email, Drop Box or WeTransfer, sent to the following email address. Mural Arts will reply with an acknowledgement of all submissions it receives.

Mural Arts Philadelphia  
1727-29 Mt. Vernon Street  
Philadelphia, PA 19130  
[ucitysquare@muralarts.org](mailto:ucitysquare@muralarts.org)

# Miscellaneous

## Proof of Insurance

**Please note that Mural Arts and PEC can assist artists in obtaining the proper insurance and clearances.**

Prior to performing any Works or Services, or 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.

## Clearances

### Child Abuse Clearance

All artists and independent contractors working for MAA and/or MAP who will have contact with minors on a regular basis in the course of their work day are required to obtain and maintain valid child abuse clearance. It is the Artist's responsibility to obtain and provide to MAA and MAP the original clearance to be copied and maintained appropriately, without break in coverage. The Artist fully understands that if the Artist is named as a perpetrator of a founded report of child abuse, or has been named as the individual responsible for injury or abuse of a child, the Artists will be terminated from his or her position. By signing this contract, each Artist also affirms that he/she has made application for the official Child Abuse Clearance and will provide this clearance within 30 days of the start date of this Agreement, or cease work.

### Criminal Background Clearance

All artists working for MAA and MAP who will have contact with minors on a regular basis in the course of their work day are required to obtain and maintain valid criminal background clearance. It is the Artist's responsibility to obtain and provide MAA and MAP the original clearance to be copied and maintained appropriately, without break in coverage. Any clearances with record of criminal activity will be reviewed on an individual basis by an authorized MAA and MAP representative who will determine if the Artists may continue to work for MAA and MAP.

## 3624 Market Street Application Checklist

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Instagram: \_\_\_\_\_

- A CV or resume (up to 2 pages per artist).
- A current artist statement
- A short written response
- Up to 10 images of past completed work that you consider relevant to this project.
- Image list
- References

### Submission Instructions

Submissions will be accepted electronically by email, Drop Box or WeTransfer, sent to the following address. Mural Arts will reply with an acknowledgement of all submissions it receives.

Mural Arts Philadelphia  
1727-29 Mt. Vernon Street  
Philadelphia, PA 19130

ucitysquare@muralarts.org

## 3624 Market Street (Painted Mural)

### 1. Project Scope

The project will involve a painted mural to be installed on the west wall of 3624 Market Street. The approximate dimensions are approximately 53 feet tall by 27 feet wide.

While the painted mural has been scoped as a project directly painted on the wall, Mural Arts can explore the possibility of parachute cloth, which would facilitate direct community engagement (if public gathering is allowed at the time). The scope also includes substantial community engagement leading up to the creation of the artwork. Mural Arts will provide logistical support for the installation and community engagement.

### Artist Scope

Artists will be expected to provide the following services. Because of COVID restrictions, it is expected that meetings can occur via videoconference:

- Conduct research as necessary to understand the site, the project, uCity Square (its partners and the work that goes on there), the community's history and culture and other considerations as necessary to inform the artistic approach
- Develop a concept for a site-specific artwork
- Present concept to Mural Arts and to a stakeholder advisory committee
- Collaborate with Mural Arts production team on the completion of mural
  - Prime wall; paint and seal mural
- Participate in community and stakeholder engagement activities, to include:
  - A "Meet the Artist" event
  - At least two artist-led events related to themes important to the mural
  - Community Paint Day
  - Dedication
- Fulfill artist responsibilities within contracted budget and schedule
- Carry insurance necessary for artist design and mural production services

### Mural Arts Role

Mural Arts will provide the following support to the selected artists:

- Assist with reviews and permissions
- Provide production support, including the provision of technical assistance, materials, supplies, equipment and labor as required
- Organize logistics of community engagement events and access to community and stakeholder participants
- Coordinate marketing and documentation

## 2. Budget and Fees

The artist budget for the above scope of work is a maximum of \$25,000.

This budget includes all artist fees and artist assistant costs.

Supplies, materials and equipment (including swing-stages and lifts); technical consultants; and other costs of fabrication and installation of artworks are not included in this budget.

## 3. Preliminary Schedule

The project partners would like for the project to be completed by summer, 2021.

	<b>3624 Market</b>
<b>Artwork Production Steps</b>	
<b>RFP Issued</b>	November, 2020
<b>Information Session</b>	December 3, 2020, 5:30 p.m. <a href="https://venturecafephiladelphia.org/event/ucsc-public-art-information-session/">https://venturecafephiladelphia.org/event/ucsc-public-art-information-session/ -</a>
<b>RFP Due</b>	<b>December 31, 2020</b>
<b>Artist Selected and Contracted</b>	January, 2021
<b>Design Process</b>	February-April, 2021
<b>Design Approval</b>	April, 2021
<b>Installation</b>	May-June, 2021
<b>Community Engagement Steps</b>	
<b>Venture Café: Project Introduction</b>	December, 2020
<b>Venture Café: Meet the Artists</b>	January, 2021
<b>Artist-Led Engagement Activity</b>	February, 2021
<b>Artist-Led Engagement Activity</b>	March, 2021
<b>Community Paint Day</b>	May, 2021
<b>Dedication</b>	June, 2021

## 4. Artist Selection Process

### Eligibility

The project at 3624 Market St. is an open call, but it is limited to artists who are based in the Philadelphia region, and with preference for artists from West Philadelphia.

### Selection Process

One artist will be selected. This will be a two-round, qualifications- and interview-based selection, as we would like the art concepts to emerge from the research and community engagement process.

#### Round One

Artist qualifications / portfolios will be solicited by Mural Arts Philadelphia on behalf of uCity Square. The RFQ will be due on December 31, 2020. The meeting will be accessible at:

<https://venturecafephiladelphia.org/event/ucsc-public-art-information-session/> -

There will be an optional informational meeting at 5:30 p.m., on December 3, 2020. The meeting will be recorded and posted for artists who cannot attend directly.

Mural Arts and a stakeholder committee will review the artist submissions and identify a short list of finalists for each opportunity.

Up to three artists will be short-listed for this opportunity.

#### Round Two

Shortlisted artists will be invited to attend a site visit to meet stakeholders and tour the site, on a date to be determined.

Shortlisted artists will also be invited to participate in a 30-minute interview, on a date to be determined. During the interview, artists will be asked to address:

- What motivates you / interests you most about the project?
- How would you approach your engagement with the stakeholders (neighborhood residents, community leaders, people employed at uCity Square)?
- How would you specifically explore the idea of innovation in the context of your project?

Mural Arts and the stakeholder committee will select the artist that will be awarded the final commissions. The decision will be based on a review of artist qualifications, the interview and the criteria that are listed below.

Mural Arts and the stakeholder committee are not required to make a selection from the submissions it receives if, in their judgment, the relevance, quality or the qualifications of the artists are not appropriate.

### Qualifications and Review Criteria

The evaluation of artist / team qualifications will be based on a review of completed public artworks, exhibited artworks, or as otherwise described in curatorial writings, critiques, articles or other publications. The artists' qualifications shall demonstrate:

- Artists should be capable of producing a mural design that can be produced at the scale required for the site.
- Artists should be able and willing to collaborate with the Mural Arts production team in installing the mural.
- Artists should demonstrate a track-record of community engagement, and a willingness to engage with a full variety of stakeholders – neighborhood residents, community leaders, people employed at uCity Square.
- Artists should be interested in exploring themes related to this site: scientific research and the history of innovation.