



Request for Proposal:  
Experiential Mural Painting Designs  
For the Tours Department

**RFP Issued:** July 10, 2023

**Deadline for Submissions:** July 23, 2023

**Artists Notified:** July 28, 2023

Contact:

Ellen Soloff, Director of Tours & Merchandise

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## Introduction

Mural Arts Philadelphia, the nation's largest public art program, is seeking an artist to create designs to be used by the **Department of Tours and Merchandise** in its experiential mural painting activities, this includes tour experience and standalone activities. School, corporate and convention groups all book these types of activities to paint on parachute cloth, as a simulation of the mural-making process, so your designs will be enjoyed by participants from different backgrounds.

The designs should be representative of Mural Arts Philadelphia and our tagline of "**Beautify, Inspire and Empower**", as Mural Arts Philadelphia exists to provide transformative experiences, progressive discourse, and economic stimulus to the City of Philadelphia through participatory public art that beautifies, advocacy that inspires, and educational programming and employment opportunities that empower.

The budget for this project includes a **\$1,500** fee for the selected artist to create either three iterations of the same or three different designs. This project has a quick turnaround and final designs would need to be completed by the beginning of **August**. (Specific date TBD, based on selection and design review).

We are seeking an artist/designer who can create a bold and beautiful design(s), which would be easy for non-artists to paint in approximately a 90-minute timeframe. Anyone interested in the project is encouraged to contact **Ellen Soloff** at [ellen.soloff@muralarts.org](mailto:ellen.soloff@muralarts.org). Applications are due by **Sunday, July 23<sup>st</sup>**.

## Background

This experiential mural painting activity allows guests to work on painting panels of parachute cloth (similar to a large-scale paint-by-numbers) simulating the process of mural making.. This activity gives a sense of the process and a unique perspective on the concept and offers a hands-on experience. The three main groups which usually book this are: **Schools**, **corporate** (team-building) and **convention** groups. Since the pandemic, this activity has not been offered to groups due to lots of changes in capacity and logistics, therefore we are looking to recreate this offering in a way that will allow us to create "kits" for groups that would be ready to go, therefore we are not relying on project managers, artists etc...

## Scope of Work, Schedule & Fee

### **Scope:**

Artist to design the outline of three iterations of the same concept in the following sizes: 5' x 5', 10" x 10" and 6' x 2'. Depending upon which type of activity selected by the group booking the experience. People might be painting as individuals (i.e. students – everyone takes their own home), smaller corporate groups working together or a large number of people over a period of hours in the Convention Center.

### **Schedule:**

An artist will be chosen by mid-July and begin working on the designs. Design completion is expected to be by the beginning of **August**.

### **Artist Fee:**

The budget for this project is a one-time fee of \$1,500 for the selected artist (\$500 per design size/concept).

## **How to Apply**

Artists interested in applying for this opportunity should apply through our [Airtable application form](#) or send materials to Ellen Soloff [ellen.soloff@muralarts.org](mailto:ellen.soloff@muralarts.org) by **Sunday, July 23, 2023**.

## **Application Checklist:**

1. One paragraph statement of Interest (Docx/PDF).
2. Short biography of the artist (Docx/PDF).
3. Three (3) to five (5) images of work that depict artistic style.