

Call to Artists

Edman Way Mural Project

Sebastopol has several murals in and around the downtown area that are historical and unique. There has been support to create additional murals to stimulate interest in the urban landscape and enhance Sebastopol's arts-related identity.

The concrete retaining wall (including the stairwell) of the Library parking lot on the west side of Edman Way is proposed as a site for a new mural and the City is seeking applications from qualified artists or teams of artists. This is a much used area, and the mural project will help improve its character. This will be the first mural commissioned by the City of Sebastopol. The wall consists of two sections: one 16.5 feet long ranging in height from 4'-8" to 5' and one 84 feet long ranging in height from 4.5' to 5.5' with the majority at 5.5' high. There are also two wall sections at the stairs: one 5'-8" long ranging in height from 4'-4" to 5' high and one 4.5' long approximately 5' high.

The City's goal is for the mural to be completed by the end of 2011.

The concept, design, and execution of the Mural will be directed by the Artist. The theme and general nature of the Mural, as developed by the Artist will be created with consideration of the interests of the City which owns the property, and the character of Sebastopol. While there is no preselected subject matter or theme for the mural, possible subject matter could include historical, geographical, cultural, or other unique aspects of Sebastopol. The City will have approval authority over the final mural design.

The budget for the total project, to include materials, preparation/priming of the wall prior to mural creation, equipment, insurance and the Artist fee is \$2,500. (Payment schedule: ½ be upon finalized contract between the Artist and the Sebastopol Community Development Agency/City of Sebastopol; ½ upon completion of the project.)

The selection of the artist will be based on a careful consideration of the following qualifications. A successful applicant should have strength in at least three of the following:

1. A record of successful public art projects, including murals.
2. Experience in working with community projects in the visual arts.
3. A record of professional exhibitions at Museums or Galleries.
4. An education in Art.

5. A practical approach to staging and implementing the project, given its setting on a busy public street.
6. Ability to provide liability insurance meeting the City's requirements.

Key criteria for the design selection include the following:

- Clear expression of community identity
- Unique and creative design conveying elements of the character of Sebastopol
- Conformance to size and content requirements
- Construction feasibility
- Installation logistics
- Durability of the paint and/or other mural materials, including resistance to weather and vandalism
- Suitability to an urban environment
- Low maintenance requirements
- Use of recycled materials as feasible
- Applicant experience/expertise
- Minimization of liability exposure

For questions, contact Evert Fernandez at evertf@aol.com

Prospective Artists shall not contact members of the City Council or Community Development Agency about this call for entries without specific authorization from the City Manager. Doing so may be grounds for disqualification.

MURAL PROJECT APPLICATION PROCESS:

Submit the following material, along with a self addressed stamped envelope:

1. Biography: Including: education, exhibitions, awards or grants, public art projects, teaching or community art experience, any publications, and contact information including phone, website & email.
2. Images: 5 – 10 digital images, on CD or DVD; in a protective case and clearly labeled with artist's name and address. Each image on the disk must be named with the artist's last name, artwork title and image number corresponding to ID Sheets. Images should be in .JPG format with a minimum resolution of approximately 800x600 pixels (higher resolutions like 1900x1500 pixels provide greater clarity).
3. Image ID Sheets: An image identification page (printed in color on 8-1/2 x 11 paper) that provides info for each submitted image that is on the CD or DVD including: image number, enlarged image of the work (not a thumbnail image), title of work, medium, dimensions, date of work, price of work or amount of commission.

4. An Artist statement, concerning your interests and ideas about an Edman Way mural; and how you propose to approach the project relative to selection of artistic themes, necessary components in the fabrication/implementation process, and how you would approach staging the project in a public right of way.
5. Anyone under the age of 18 must include a parent or guardian's name and phone number with their application.

Prospective artists shall not contact members of the City Council or Community Development Agency about this call for entries without specific authorization from the City Manager. Doing so may be grounds for disqualification.

DEADLINE: Must be received by 4:00 pm Thursday, April 14, 2011.

The City may select 2 or more artists as finalists, who will be invited to make short presentations about their proposal to a selection committee. The committee will make a selection recommendation to the City Council and Community Development Agency.

No payment shall be made for submissions. All submissions become property of the City of Sebastopol and will not be returned.

The Community Development Agency/City reserves the right to require additional information from the candidates which supplements or elaborates on submitted materials.

All submissions must be received by the deadline. Late and incomplete submissions will be rejected.

The Community Development Agency/City reserves the right to reject any and all proposals.

Send Application to: City of Sebastopol, Edman Way Mural Project, PO Box 1776, Sebastopol, CA 95473 or deliver to 7120 Bodega Ave. Sebastopol. All materials must be received by 4:00 pm Thursday, April 14, 2011.