



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

366 Central Avenue, Suite 201 Jersey City, NJ 07307

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www.CentralAveSID.org

August 2012

REQUEST FOR PROPOSAL

The “Chase Your Dreams” 2012 Central Avenue Trompe l’oeil Mural Project

Dear Artist,

The Central Avenue Special Improvement District Management Corporation (CASID), in partnership with the City of Jersey City, the Hudson County Office of Cultural & Heritage Affairs, and Rite Aid Pharmacy is pleased to announce the **2012 Central Avenue Mural Installation Project**.

Nestled at the heart of Hudson County just a stone’s throw from Midtown Manhattan, the Jersey City Heights is a great place to live, shop and work. To continue the Heights growth as a hub of culture and commerce, the Central Avenue SID will, for the third consecutive year, sponsor a mural installation in the Central Avenue business corridor. With three splendid murals already installed, the CASID is looking to install a large scale *Trompe-l’oeil* mural in the Central Avenue business district.

The theme “Chase Your Dreams” has been selected for this mural installation and all proposals should playfully and inventively address the concept of following your dreams and being the person you want to be.

With up to \$15,000 in available funding, the CASID is seeking well-executed proposals for a mural in the style of *Trompe-l’oeil*, also called photo realism, that also illustrate the “Chase Your Dream” theme we have selected. We hope for interactive mural designs that will contribute to a sense of wonder and encourage the engagement of bystanders. The winning submission will utilize the *Trompe-l’oeil* style to make a memorable, visually arresting, and positive statement that will inspire the community *and* encourage the interaction of bystanders. Included in this application are several photos of other *Trompe-l’oeil* murals for your reference. **The submission deadline is October 1, 2012.** Given the size of the wall space (prospective murals can be up to 10’x100’ at maximum) we encourage any who are interested to submit collaborative group proposals.

Please Note: This mural selection program is based on the principals of an RFP; all proposals are in competition with one another and only the best proposal(s) will be selected. *Be prepared to offer the most competitive fee for your mural.* Artists wishing to submit multiple mural designs **MUST** submit separate proposals for each. The total number of murals selected will be determined during the process. Group submissions including more than one artist are also welcome.

We look forward to receiving your submission. Please carefully read and complete the attached RFP and application forms to apply and do not hesitate to contact us with any questions.

Best,

William Clarke
Director

2012 Trompe-l'oeil Mural Installation Jersey City, New Jersey



Wall space at 337 Central Avenue, Jersey City NJ

Artist Application



Central Avenue
SPECIAL IMPROVEMENT DISTRICT
www.JCHeights.com

David Diaz, District Manager
William C. Clarke, Director

Examples of Trompe l'oeil Murals

Siete Punto Uno is located on Main Street in the town of Los Gatos, California by John Pugh.



This mural is on the Hotel-Dieu de Quebec, a hospital on Cote du Palais. The mural depicts the lives of the doctors and nurses on two sides of the building.



This 5 story trompe l'oeil mural is call the Quebec City Mural. It shows 400 years of quebec history.





Central Avenue

SPECIAL IMPROVEMENT DISTRICT

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Central Avenue Mural Arts Project 2012 REQUEST FOR PROPOSAL (RFP)

Overview:

This program is made possible by funds from the New Jersey State Council on the Arts/ Department of State, a partner agency of the National Endowment for the Arts. The program is administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas A. DeGise, County Executive, and the Hudson County Board of Chosen Freeholders.

This mural project will provide the opportunity for artists to create a public mural to be installed just off of the Central Avenue main street in the Jersey City Heights. The artist with the winning mural design will receive agreed monetary compensation, a complementary booth at the next “Everything Jersey City Festival”, be featured in an edition of CASID’s newsletter and appear on the organization’s website, www.JCHeights.com. Artists will also have the opportunity to address their work at a press conference.

Scope of the Work:

Collaborative proposals from multiple artists working together are welcome. Artists interested in participating in this program must submit a detailed mural proposal by **October 1, 2012** outlining:

- 1) **Trompe-l’œil sketch** – for mural no larger than 10 ft high by 100 ft long at maximum
- 2) **Wall Treatment** - an in-depth description of how the wall will be treated before and after the installation to ensure the mural’s durability
- 3) **Artist Fees** – an accurate cost estimate for the completion of proposed mural, start to finish, that outlines all expenses and compensation, including design, labor, materials, supplies, and any other miscellaneous costs. Total cost should not exceed \$15,000.

The CASID will review all complete submissions and present outstanding proposals to the property owner whose wall will host the mural. Final selection will be made by the property owner.

Selection criteria:

1. Original and well-executed use of *trompe-l’œil* art technique involving extremely realistic imagery that appears three dimensional.
2. The mural should creatively and interactively address the theme, “Chase Your Dreams”, in such a way that the viewers/pedestrians are encouraged to take photos with the mural and feel like they are part of the illusion.
3. The mural should complement the Central Avenue business district and community and contribute to the cultural vibrancy of the neighborhood.
4. Bang for the Buck - Impact on the neighborhood and business community based on design, artist reputation, and overall cost factor.

Mural concepts regarded as vulgar, violent, hateful, or discriminatory based on race, disability, gender, culture or religion will **NOT** be considered

Mural Location(s):

This installation is planned for the wall space adjacent to the Rite Aid Pharmacy at 337 Central Avenue in Jersey City. Artists who would like to get to know the area are welcome to walk the length of the Central Avenue business district (Manhattan Avenue to North Street) and experience our main street neighborhood community firsthand. Once a proposal is selected, a formal agreement with the artist(s) and corresponding property owner will be written to finalize costs, deadline, and any additional terms and conditions. The duration and life of the mural, any necessary repairs, modifications, and other details will be outlined in the agreement, which will be signed prior to the mural's installation.

To Apply:

There is no application fee. Please complete and submit the attached application to the CASID office. Each proposal must contain the following:

- Complete Mural Application Cover Sheet with attachments;
- Complete Mural Estimate Guideline with attachments;
- Name the medium, materials, paint, technique, and/ or chemicals to be used for mural
- Describe in detail the wall treatment you will use before and after installation to ensure durability (note that the artwork must be fit to withstand outdoor weather conditions and should not cause any damage to the building, wall or its structure);
- List itemized total fee requested, including wall treatment, materials used, equipment, and labor for a mural covering an approximate wall area 10 feet high and 100 feet long;
- Artist contact information and a thorough résumé/ curriculum vitae listing other public artworks, including supporting documents such as press releases, newspaper articles, and 5 samples of work in print or in digital.

Incomplete or late applications may be disqualified from consideration at the discretion of the CASID.

Timeline:

- Deadline for submission is **October 1, 2012**;
- Winning proposals will be selected the week of October 15, 2012;
- Mural installation(s) must be completely installed by November 30, 2012. A public unveiling will take place the first weekend of December. Compensation will be paid in full upon completion.

Please send completed proposals to:

**Attention: Mural Proposal
Central Avenue S.I.D. Mgmt Corp
366 Central Avenue, Suite 201
Jersey City, NJ 07307**

Questions? Please address to the CASID at casid@jcheights.com or (201) 656-1366.



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Mural Proposal

Application Deadline: October 1, 2012

MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.

Applicant: (Last Name) _____ (First Name) _____

Affiliated Business/ Organization: _____

Mailing Address: _____ **City:** _____ **State/ Zip:** _____

Email: _____ **Website:** _____

Primary Phone: (_____) _____ **Cell (optional): #: (_____)** _____

Title of Mural Design: _____

Brief Text Description of Design (for mural no larger than 10 feet high by 100 feet long):

Please attach the following to this cover sheet:

- Visual aids, incl. drawings, sketches, etc. of your mural proposal (fit on letter paper)**
- Full text description of Mural Design** identifying size, inspiration, symbolism, and/ or other details - 1 page max
- Detailed description of wall treatment (both brick and stucco)** before and after mural installation. Please include technique and materials used. The artwork must be durable in outdoor weather conditions, graffiti resistant, and should not damage the building wall or its structure;
- Total Estimated Cost (Use attached guidelines):** _____

I have read the corresponding Request for Proposal and agree to abide by the outlined terms and conditions during my participation in this program.

Signature _____

Date: ____/____/____

<u>FOR OFFICE USE ONLY</u>		
Date Rec.: / / 2012	Installed Location:	Agreed Price;



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Mural Estimate

Application Deadline: October 1, 2012

MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.

Applicant: (Last Name) _____ (First Name) _____

Proposed Mural Design Title: _____

To allow for consistency in comparing mural proposals, please use the following guideline to determine and outline your fees. Please attach any other corresponding documentation as it relates to a detailed estimate. All costs (i.e. materials, equipment, supplies, transportation fees, etc) must be included in your estimate.

Reminder: Your estimate should not exceed \$15,000.

Item	General Description and Expense Examples	Cost
Materials and/ or Supplies	Paint, primer, spackle, etc.	\$
Equipment	Rollers, brushes, trays, ladders, scaffolding etc.	\$
Transportation	Getting to and from the work site with equipment	\$
Labor	Total hours and manpower needed to complete mural installation;	\$
Art	Art Design Fee	\$
Other (please describe)		\$
Total Fee (not to exceed \$15,000) =		\$

Please attach the following to this Estimate:

- Itemized budget for material and/ or supplies
- Equipment
- Describe transportation method to work site (Central Avenue in Jersey City)
- Describe labor fees (how many people/ cost per hour)
- Other supporting documents