



Central Avenue

SPECIAL IMPROVEMENT DISTRICT
MANAGEMENT CORPORATION

Office:

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“A Tradition Reborn”

September 2014

REQUEST FOR PROPOSAL – Central Avenue Mural Art Installation 2014

Dear Artists:

The Central Avenue Special Improvement District Management Corporation (CASID) in partnership with the City of Jersey City and the Hudson County Office of Cultural & Heritage Affairs Office is pleased to announce the **2014 Central Avenue Mural Arts Installation Project**. The CASID is seeking well-executed proposals for artwork in the style of *Trompe-l’oeil*, also called photo realism. **Proposals for both “Traffic Boxes” or “Wall” installations are being accepted.**

To continue growing the Heights neighborhood as a hub of culture and commerce, the CASID will again coordinate a public art installation within the Central Avenue shopping district for the fifth consecutive year. This new installation will add to our flourishing outdoor art gallery which already includes art on seven traffic boxes and four splendid murals. Our main street shopping district is adjacent to the “Riverview Arts District” and this project will further the neighborhood’s long-term goal of adding “art destination” to Hudson County’s distinct resume.

In 2013 the CASID unveiled the “Dream” mural designed by local artists Ed T.DEE Morris located on the sidewall of Rite Aid Pharmacy (337 Central Avenue/ Lincoln St.). This mural is a vivid, imaginative and exciting addition to the Central Avenue landscape and the Heights neighborhood in addition to capturing Jersey City’s abundant creative spirit. Our $\frac{3}{4}$ mile shopping district now has five murals and the CASID is eager to add more. This is where you come in.

The winning mural submission(s) should achieve a memorable, visually arresting, and positive statement that will inspire the community *and* encourage interaction with bystanders. Included in this application are several photos of other *Trompe-l’oeil* murals for your reference. Please note, this mural selection program is based on the principals of an RFP; all proposals are in competition with one another. **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.

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. **The submission deadline is October 17, 2014.**

Best,

David Diaz,
District Manager



Overview:

This art installation program is made possible through the efforts of the Central Avenue S.I.D. Management Corporation and is funded in part 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 within the Central Avenue shopping district in the Jersey City Heights. The artist with the winning mural design(s) will receive agreed monetary compensation and be featured 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 17, 2014** outlining:

- 1) **Desired Outdoor Canvas** – Wall space (no larger than 15 feet high by 75 feet long at maximum) or Traffic Box (50 inch high by 44 inch wide by 26 inch deep);
- 2) **Artwork** - sketch or sample drawing for the artwork being proposed with one page description of your inspiration for artwork;
- 3) **Installation** - an in-depth description of how either the “Wall” or “Traffic Box” will be treated before and after the installation to ensure the mural's durability;
- 4) **Artist Fees** – an accurate cost estimate for the completion of proposed mural, start to finish, that outlines all expenses and compensation, which includes design, labor, materials, supplies, and any other miscellaneous costs.

CASID will review all submissions and present outstanding Wall proposals to the property owners within the district who may potentially lend their wall space for the art installation. Final selection will be made by the property owner. Final selection for the traffic box artwork will be made by CASID using the selection criteria in this RFP.

Selection criteria:

- Original and well-executed use of *trompe-l'oeil* art technique involving extremely realistic imagery that appears three dimensional.
- The mural should complement Central Avenue's main street environment and contribute to positive energy, boost morale, and upbeat attitudes among residents, visitors, and shoppers.
- Beautify the streetscape and improve the cultural vibrancy of the neighborhood.
- Bang for the Buck - Impact on the neighborhood and business community based on a combination of artwork design, artist reputation, and overall cost factor.

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

Wall Mural(s):

Where will the wall mural(s) be installed? The exact wall location will be determined during this RFP process as it has done so successfully in the past. Artists who would like to get to know the area are welcome to walk the length of the Central Ave business district (Manhattan Avenue to North Street) and experience our main street neighborhood community firsthand. Proposed artwork will be presented to various business/ property owners within the district for their consideration and wall space. Once a proposal is matched with a wall space, 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.

Recommended Total Fee Range: \$1,000 to \$3,000

Traffic Boxes:

Five years after initially installing art on the seven traffic boxes within our district, some of the artwork has perished making way for new innovative art. There can be anywhere from three to five new art installations during this cycle. Remember that the work must be created from materials durable enough to remain permanent on stainless steel in an outdoor and urban setting and must not alter the structure or impede the proper functioning and maintenance of the utility box (i.e. no painting on or blockage of door handles, vents, locks or hinges).

Recommended Total Fee Range: \$500 to \$1,000.

To Apply:

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

- Complete Mural Proposal form with requested attachments;
- Complete Mural Estimate form with requested attachments.

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

Timeline:

- **Submissions are due October 17, 2014;**
- Winning proposals will be selected the week of October 20, 2014;
- Mural installation(s) must be completely installed by November 30, 2014.
- A public unveiling will take place in early 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 contact the CASID at casid@jcheights.com or (201) 656-1366.

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.



Examples of Traffic (Utility) Box Art





Central Avenue

SPECIAL IMPROVEMENT DISTRICT

www.JCHeights.com

Mural Proposal

Application Deadline: October 17, 2014

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): #: (_____)** _____

Proposal for (check one): **Wall Space** **Traffic (Utility) Box**

Title of Artwork Design: _____

Brief Text Description of Design: _____

Please attach the following to this cover sheet:

- Sample drawings, painting, sketches, photos, 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 surface treatment (both brick and stucco)** before and after mural installation. Include technique and exact materials used. The artwork must be durable to outdoor weather conditions, graffiti resistant, and should not cause any damage to the structure or surface it is installed on;
- Artist 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.
- Total Estimated Cost (Use attached form/ 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.: / / 2014	Installed Location:	Agreed Cost;



Mural Estimate

Application Deadline: October 17, 2014

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.

Item	General Description and Expense Examples	Total
Materials and/ or Supplies	Paint, primer, spackle, etc.	\$
Equipment	Rollers, brushes, trays, ladders, scaffolding etc.	\$
Transportation	Getting to and from the work site with supplies and equipment.	\$
Labor	Total hours and manpower needed to complete mural installation;	\$
Art	Art Design Fee	\$
Other (please be specific)		\$
Total Fee = (see recommended fee range in RFP)		\$

Please attach the following to this Estimate:

- Itemized material and/ or supplies
- Equipment needed to complete the project
- Describe transportation method to work site (Central Avenue, Jersey City, NJ)
- Describe labor fees (how many people/ cost per hour)
- Other supporting documentation.