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| 600 E Michigan Mural - Creative Scope of Work |  |

# **Project: Painted Mural on the new BLOCK600 project**

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| **The Goal** | **Project A:** To design, create, and paint a mural that communicates fresh and local produce while infusing the energy of the district through the inclusion of unique community ties to Lansing and more specifically, Downtown Lansing and the booming Stadium District.**Project B:** To design, create, and paint a mural for the residential portion of the wall that personalizes and customizes the Stadium District and Downtown Living experience to the residents who will appreciate the mural daily.Both Project A and Project B should complement and intertwine with each other. |
| **Our end result** | A mural that is proudly displayed on the South end/main entrance of the Capital City Market as well as the BLOCK600 Lofts’ for residents, visitors, and the community to view and appreciate as they frequent the Market and Lofts. |

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| **Players. (who)** | Gillespie Group – Project Lead/Visionary Meijer - Visionary TBD – artist |
| **Define Project A. (What)**  **Define Project B.** | Bring in an artist who will capture the vision from Meijer and Gillespie Group for what the mural is to communicate, create and scale a design based off of the rendering of the space allotted for the artwork and produce a mockup for approval prior to the mural being painted in the space  Bring in an artist who will capture the vision from Gillespie Group for what the mural is to communicate, create and scale a design based off of the rendering of the space allotted for the artwork - producing a mockup for approval prior to the mural being painted in the space |
| **Where** | The art will find its home on the South end of our BLOCK600 project at 600 E Michigan Avenue in the Stadium District of Lansing. This blank canvas provides the opportunity for bold colors and design to be used that incorporate Lansing, fresh produce, local, and a personalization for the residents of the BLOCK600 lofts to be proud of as they bring guests and friends back to “their place” - while at the same time emulating the energy Gillespie Group continues to breathe into the Capital City by way of apartment buildings, mixed-use developments, commercial spaces and culture and the same energy that Meijer has emulated surrounding the Bridge Street Market (the first city market of its kind) using a mural and branding in Grand Rapids. The mural should further celebrate the positive change evolving here. |
| **Final delivery date. (When)** | * **Due** **December 6, 2019 – Submission Package should include:** * Sample of previous artwork * Creative Concept/Vision (not final artwork) * Proposed timeline * Cost if applicable * Artist selected by **January 7, 2020** * Mural final artwork, revisions, and approval deadlines TBD * Mural painted – **between** **June 8, 2020 and July 15, 2020** pending construction timeline |
| **Scope details** | * Suggested Size – including in the attached rendering * To incorporate the following logos – Meijer Capital City Market, Gillespie Group, and BLOCK600   The artist shall be given creative freedom design within the communication vision. Once the vision is agreed upon, artist will stay within vision unless otherwise discussed with Gillespie Group. |
| **Proposal process.** | In the event you have questions after you review this request and the additional documentation available, a pre-proposal meeting may be scheduled the week of **November 11, 2019**. The purpose of this meeting shall not be to provide or present your art work, but rather to ask questions and gather further insight regarding the logos and our brand so that you may provide the best and most complete art piece. |
| **Attachments.** | * Mural rendering location * Bridge Street Market Mural Pictures * Meijer Capital City Logo, Gillespie Group logo, and BLOCK600 logo * Stadium District Advantages package (to provide the energy and revitalization taking place in the Stadium District) |
| **Our team.** | Ashley Brzezinski  Marketing Manager  abrzezinski@gillespie-group.com  517-333-4123 |