**Calling All Maryland-Based Outdoor Mural Artists:**
**Request for Qualifications**
**Deadlines Revised as of 2.6.2023**

## PROJECT OVERVIEW

**Introduction**: The Writer's Center ("TWC"), located in Bethesda, Maryland, is the DC area's premier literary arts nonprofit. TWC supports writers and those who want to write through 300 creative writing workshops, and 80 literary events that are free and open to the public. We also have a small live-performance theater.

Our audience is primarily adults, and our mission focuses on writing.

Part of what makes TWC a powerful community engine is our centrally-located, 12,000 square foot County building, abutting an alley one block parallel to (and visible from) Wisconsin Avenue, and adjacent to the Trader Joe's and Target near Bradley Boulevard, in Bethesda. The front of the building has been repainted, but two large walls facing the public are the drab, grimy, uninspiring institutional yellow brick so popular in municipal construction several decades ago. We invite you to bring beauty to those walls with a mural that brings the viewer along for the ride, spilling over the edges of the defined mural space onto nearby walls. The finished piece will be easily accessible to the public.

This planning process is funded through a grant from the Maryland State Arts Council ("MSAC"). The artwork must be original and designed and fabricated for the Public Art Across Maryland program. Please note that the project execution will be subject to receiving additional funding.

**Submissions should be sent to mural@writer.org.**

**Theme:**
The theme for the mural is "The Power of the Written Word." TWC is open to broad interpretation of this theme. We hope to see work that reflects the entirety of our vibrant local and literary communities, as well as ideas that both cover the main section of the wall (Section One, see photo) and also drape/spill onto adjacent spaces.

**Wall Description and Approximate Dimensions:**

Location: 4508 Walsh Street, Bethesda, MD 20815

- Back Wall (two sections with different heights):
    - Approximate dimensions:
        - Section One (main mural space): 45’ x 18’
        - Section Two:  20’ x 12’
- Side Wall:
    - Approximate dimensions: 59’ x19’

**Site Photos**




Front of building




Back Wall



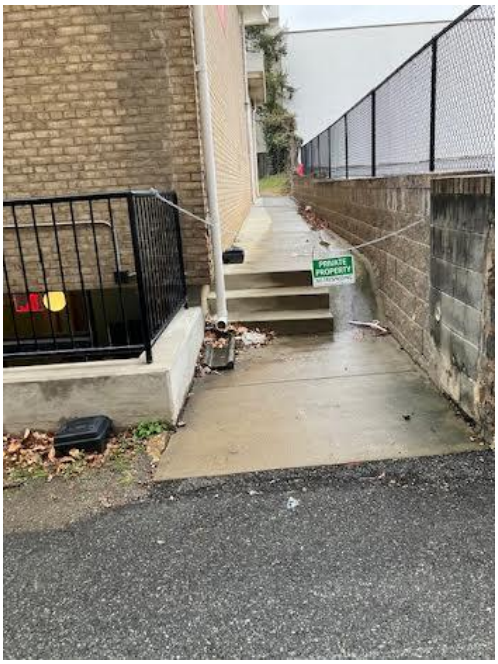

Side Wall



View of Back Wall

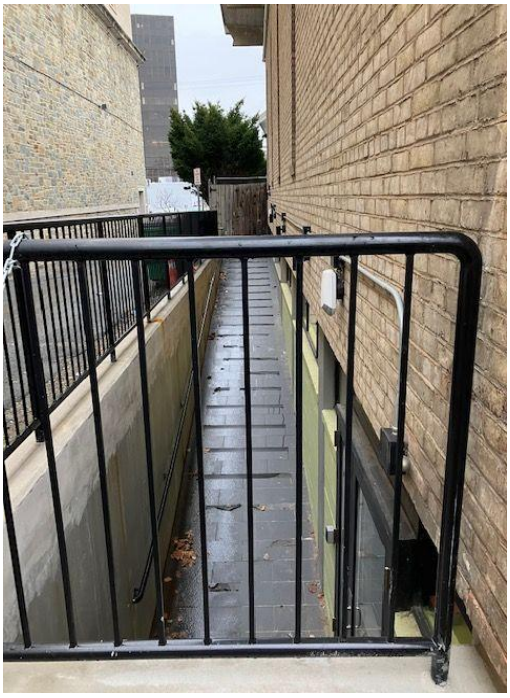
**SPECIAL CONSIDERATIONS:**

There is a walkable space between the Back Wall and a parking lot (pictured directly above.) The bottom section of the mural will not be visible from afar. See pictures below:


BACK WALL

The side wall has an access ramp at its base, see below:

SIDE WALL

## PROJECT PHASES

**Phase 1: Request for Qualifications ("RFQ").**
Artists and artist teams are invited to submit their qualifications for consideration to mural@writer.org, by ~~February 15, 2023~~ **New deadline:** March 8, 2023. Must include resume, samples of previous outdoor murals, and references.

Eligibility requirements (per MSAC):

- The applicant must be the lead artist whose original work is included in the project.
- Lead artist applicant must be a Maryland resident (owning or renting residential real property in Maryland at the time of submission of the application and throughout the funded project or program) and must be 18 years of age or older.
    - Collaborative groups must be composed of artists who are 18 years or older. 50% of artists in a collaborative group must meet the residency requirement above.
- Only one application per project or program will be considered for funding.
- The applicant may not be enrolled in any matriculated high school, undergraduate or graduate degree

The Artist Selection Committee, composed of local small business owners, visual artists, and other community stakeholders will invite up to 5 artists or artist teams ("Semi-Finalists") to submit proposals (Phase 2).

**Phase 2**: **Request for Proposals/Concept Designs**
Semi-Finalists will prepare and submit a site specific proposal (details below) and concept design for consideration. We will provide an honorarium of $850 to each artist/artist team returning a completed proposal and concept design.

**Phase 3: TWC Project Funding Proposal Submitted to MSAC**

**Phase 4: Project Execution**
Pending funding **($24,000 to artist; budget not to include wall prep,** which will be undertaken by TWC**)**. See details and timeline below.

## TIMELINE

***As of 2/6/2023, ALL DEADLINES EXTENDED BY FUNDER***

**Phase 1**

January 10, 2023 RFQ issued

~~February 15, 2023~~ Deadline for RFQ submissions
**New deadline:** March 8, 2023

~~February 20, 2023~~ Semifinalists notified
**New deadline:** March 15, 2023

**Phase 2**

~~March 10, 2023~~ Deadline for Semifinalists' proposal/concept designs, which must Include:
**New deadline:** April 6, 2023

- A written description of the proposed mural (maximum 500 words);
- Concept renderings/drawings in jpg format;
- List of materials to be used for the proposed mural, including anti-graffiti coating;
- A tentative production schedule for installation; and
- **An all-inclusive itemized project budget not to exceed $24,000**, including: all artist fees and costs associated with design, fabrication, travel, transportation to the site, worker's compensation and liability insurance, permits, installation, shipping and transportation of materials to the site, any equipment needed for installation as well as transportation for such equipment, mural protective coating, any applicable taxes, time spent in progress meetings, and any other costs incurred by the artist for this project. **Proposal should not include wall preparation.**

~~March 13-16, 2023~~ Brief artist interviews (via Zoom)
**New deadline:** April 6-13, 2023

~~March 17, 2023~~ Winner announced
**New deadline:** April 13, 2023

**Phase 3**

~~March 24, 2023~~ TWC submits funding proposal, based on proposal/concept design,

**New deadline:** to MSAC
April 14, 2023

~~May 19, 2023~~ Decision from MSAC anticipated
June 9, 2023

**Phase 4** (pending funding approval)

| | |
|---|---|
| May 2023 | Wall prep, done by TWC (power washing/priming); artist to select white or light gray |
| June/July 2023 | Mural painting |
| June/July 2023 | Community dedication ceremony |

## ARTIST SELECTION PROCESS

### Phase 1 RFQ Evaluation

Each member of the Committee will review and score eligible applications based on the established review criteria. The Committee will then meet as a group to select Semifinalists.

Successful applications shall:

- Contain all required documents.
- Demonstrate artistic and design excellence through previous work.
- Demonstrate the artist or artist team leader is a practicing artist with a body of outdoor murals.

The Selection Committee will evaluate submissions as follows (maximum score of 100 points):

**Artistic Excellence** (maximum 50 points): The artist's work reflects artistic excellence, innovation, and originality; craftsmanship and mastery of skills and techniques relevant to creating outdoor murals; communicates a unique vision.

**Professional Experience** (maximum 30 points): The artist's professional experience is adequate to meet the project's demands, including a proven ability to meet project budgets and deadlines, and to perform work in a timely and professional manner.

**Experience working on a project of similar scale** (maximum 20 points): Previous work must demonstrate the successful completion of projects that include partnering with stakeholders to create public art of this size/scale.

**Phase 2 Semifinalist Evaluation**

The Committee will individually score proposals and concept designs from each Semifinalist per the rubric below (maximum 100 points). The Committee will, as a group, meet with each artist, to allow the artist to explain their concepts. The Committee will then meet to select a winner.

**Artistic and Design Strength** (maximum 40 points): The artist or artist team artwork fits within the theme.

**Professional Experience** (maximum 30 points): The artist or artist team has professional relevant experience.

**Capacity/Management** (maximum 30 points): The artist or artist team is equipped to manage an outdoor mural project of the size and scope required, including time and budget management.

MSAC DEPARTMENT OF COMMERCE maryland state arts council This project is supported in part by the Maryland State Arts Council (msac.org).