

## **CALL TO ARTISTS**

### **POLK STREET ALLEY'S MURAL PROJECT**

#### **PROJECT OVERVIEW**

THE POLK STREET ALLEY'S MURAL PROGRAM is funded through the Mayor's Office of Economic and Workforce Development (MOEWD) with a Capital Grant, is organized by the Lower Polk Neighbors and project managed by MOEWD. These murals will focus on the historical past and present of the Polk Street Corridor and seek to represent the diverse cultural and socioeconomic populations that have lived, worked and made this street their home.

The long-term goal of this project is to engage community in artistic and cultural expression that will help establish a positive street identity, deter graffiti and thus serve as a catalyst to build neighborhood capacity and contribute to the economic vitality / revitalization of the merchant district. Two murals will be completed during this phase.

#### **Process**

- \* Artists must be based in San Francisco
- \* Selections will be made by the Mural Project Steering Committee
- \* The judges and artist will meet with the community (LPN) for their input on chosen design
- \* Artists will be notified if and when their designs are selected
- \* Finalists may be asked to provide a work portfolio
- \* Interviews may be required for all finalists
- \* OEWD, Art Commission sign-off may be required

#### **Honoraria**

Participating muralists will receive an initial stipend for required materials and a final payment upon completion of their work. The amount will vary based upon the square footage of the mural, averaging \$15-20/per sq ft and limited paint contribution from local merchants. Non-selected finalists will also receive a \$50 honorarium for their sketch and possible interview

#### **Artist Requirements / Design Guidelines**

- \* Conduct in depth research into the history of the community theme
- \* Artwork must be original
- \* Demonstrated experience in public exterior murals
- \* Local art community involvement
- \* Educational component / use of Larkin Street Youth intern
- \* Submitted designs must be your artistic interpretation of the required Lower Polk Street historical theme: (1) Transportation Hub". This vertical mural will be constructed on Hemlock East @ Polk, north wall. The dimensions are 22' Length x 18' Width -396 Sq/ft. The artist payment is approximately \$6732.00 + paint/varnish.

#### **Other Items to Consider**

- \* Artists are responsible for all materials to complete the mural in their chosen medium
- \* Artists will need to supply all equipment and drop cloths
- \* Scaffolding if needed, needs to be negotiated

\* Artists are responsible for applying an industry standard mural protection (Such as Precita Eyes Sheer Coat Varnish)

\* Artist will be able to hold a 1 hour working “artist open house” once a week during the mural process to interact with the community

\* Mural will be part of Polk Street Art Walk in conjunction with other galleries and the artist should be present at the main opening

\* This is the first installment of an ongoing Polk Street Alley beautification / mural campaign and additional property owners will be encouraged to participate

\* Initial art sketch will not be returned or used for any purpose

\* Judging will be based on design sketch and historically accurate portrayal of the Polk Street Transportation Hub thematic. Mural will be painted on the Chevalier Bldg (once home to a cable car barn), area also had horse car lines, electric car lines, car barns and stables, gears, electric lines & automobile dealerships.

\* Due to the volume of submissions, only the first 50 candidates will be considered for each mural during the application window of March 1-March 31, 2011.

### **Terms of Agreement**

\* The work submitted by the artist is original, solely owned by the artist and reproduction will not violate the rights of any third party. The artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the artist grant to a third party the right to replicate the artistic designs and dimensions of the artwork, without the permission of LPN and OEWD

\* The artist grants the rights for final designs to be used in brochures, media, publicity, catalogs or other similar neighborhood marketing publications

\* Artist will make repairs as needed

\* The artwork is the property of the property owner and may be removed and/or destroyed at any time without notification of the artist if the property is sold and the new owner is not willing to maintain the property owner agreement.

\* Artist will sign a formal work agreement

## **POLK STREET MURAL PROJECT APPLICATION**

Date \_\_\_\_\_

Artist or Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Website / E-mail \_\_\_\_\_

### **Application Checklist – For Each Mural**

- \* Completed Application / Artist Signature
- \* Copy of Drivers License & Curriculum vitae or bio (Appendix A)
- \* At least 1 separate 8 x 10 –or larger, design submission including color scheme and materials list (B)
- \* Artist statement of intent, description of concept / approach-(C)
- \* Answer the following 3 questions (D)
  1. What is your local art community involvement / commitment?
  2. If needed, what is your experience in mural wall preparation?
  3. How would you integrate an intern from Larkin Street Youth into your creative process?
- \* Provide 3 project references (E)

Mail / Drop completed application/appendices by March 31, 2011 to:

Shell Thomas  
Project Manager - MOEWD  
1 DR. Carlton B. Goodlet Pl, RM. 448  
San Francisco, CA 94102  
Shell.thomas@sfgov.org