



RFP/RFQ



The Metropolitan, Village of The Arts, Bradenton, FL

Platform Art, Inc. is requesting artist proposals for concept and completion of an engaging public art exterior mural for The Metropolitan (THE MET), a vibrant new workforce apartment community located in The Village of The Arts (VOTA), Bradenton's popular arts district.

Eligibility Criteria:

This call is open to all artists and teams of artists with professional experience in conceptualizing and producing public art, exterior wall murals, exhibitions and large-scale exhibitions. Special consideration will be given to artists living or working in Bradenton and/or Central Florida. All applicants and production crews must be at least 18 years of age, have insurance, and all necessary documentation and permits to work in the United States at the time of submittal.

The following **must** be included in your submission, and should be sent in a **single** email with subject title of "THE MET Mural [ARTIST NAME]" to:

Cynthia@PlatformArt.org by Friday, June 30, 2023

(email attachments total should not exceed 10MB)

1. **Artist Statement of Interest** that briefly states your artistic perspective on, and interest in, participating in THE MET public art mural.

2. **Project Design Proposal** that includes 1-5 concept sketches or digital design mock-ups, and a statement describing your approach and intention.

3. **Current Resume/CV** outlining your professional artist accomplishments, please include 2 professional references.

4. **Images of Past Work** appropriate to this project, 3-5 visual examples of your completed artwork including the project description and location.

5. **Proof of Insurance**

Project Deadlines:

Applications are due by noon (EDT) on Friday, June 30, 2023

Three semifinalists will be notified by Monday, July 17, 2023

The selected mural artist will be notified by Monday August 14th, 2023

Mural must be completed by Monday, October 30, 2023

Artists Stipend and Budget

A \$30,000.00 stipend will be awarded to the artist. The budget for deliverables must not exceed the stipend, and is to include labor, all materials and equipment. Travel and lodging expenses are not reimbursable. The artist is expected to store and secure all materials and equipment, and to properly dispose of waste. The artist is required to take appropriate safety measures, and to be present during installation. Insurance is required. (See Eligibility Criteria).

Project Design Theme:

This mural will be a mark of the universal creative spirit and the bright energy of Bradenton's Village of The Arts. We are seeking a mural design that will create a pedestrian and neighborhood friendly experience, and will delight people with its artistic, bold and cheerful character. This mural will serve as an entry feature and place making element for THE MET that express the city's friendly nature and VOTA's reputation of being an artful and special place to live, work and play.

Mural Location:

THE MET fronts along Bradenton's 14th Street West corridor at the "gateway" to Village of The Arts, and hopefully will serve as a welcoming landmark for the downtown art district. THE MET public art mural will be on a prominent east facing building wall adjacent to the community's entrance at 1324 13th Street West. An additional building wall visible from 14th Street West could also be made available (but at no additional compensation).

Background:

Historic Bradenton is a flourishing modern city on the Manatee River. The city's Village of The Arts is a colorful working artist enclave that enriches and advances the arts in Bradenton through activities promoting the role of artists in the community. THE MET is a new 199-unit workforce apartment community within VOTA that represents the best results of public/private partnerships designed to advance the cause of affordable housing. Conceived by Framework Group, Pearl Homes, and the City of Bradenton Community Redevelopment Agency as an infill workforce housing project that complements Bradenton's urban redevelopment plan. The public art mural at THE MET will join the vibrant new community to the neighborhood. By adopting Bradenton's "Friendly City" attitude and VOTA's artistic flair, THE MET hopes to open doors to new residents and our creative neighbors.

Evaluation Criteria and Selection Process:

Proposals will be evaluated based on artistic merit, community impact and managerial capability using the following evaluation criteria:

1. **Design Quality** that reflects an aesthetic appropriate for VOTA
2. **Adaptability** to the collaborative process of public art design
3. **Demonstrated Knowledge** and experience of public art creation
4. **Ability to Create** a unique, engaging, appropriately sized mural
5. **Availability to Complete** the mural before October 30, 2023
6. **Special Consideration** will be given to artists living or working in Bradenton and/or Central Florida

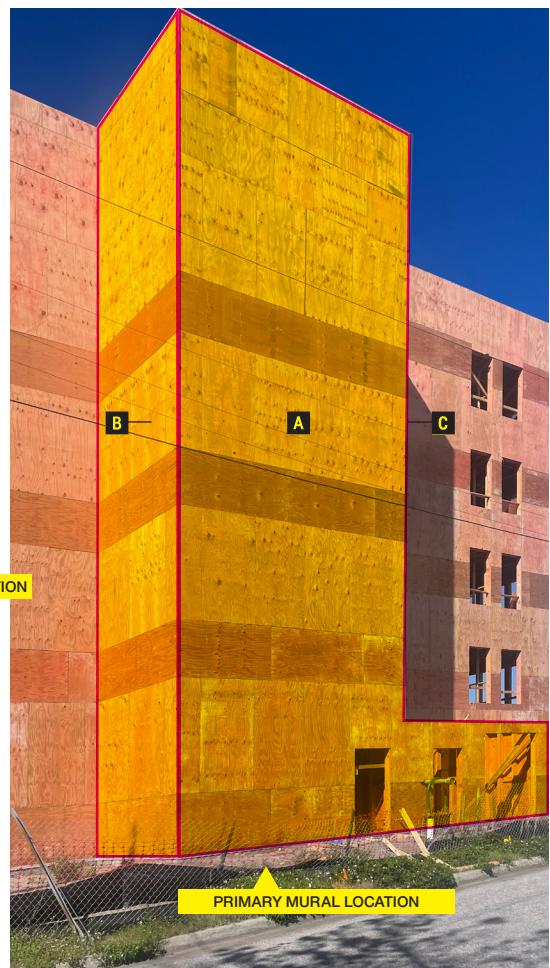
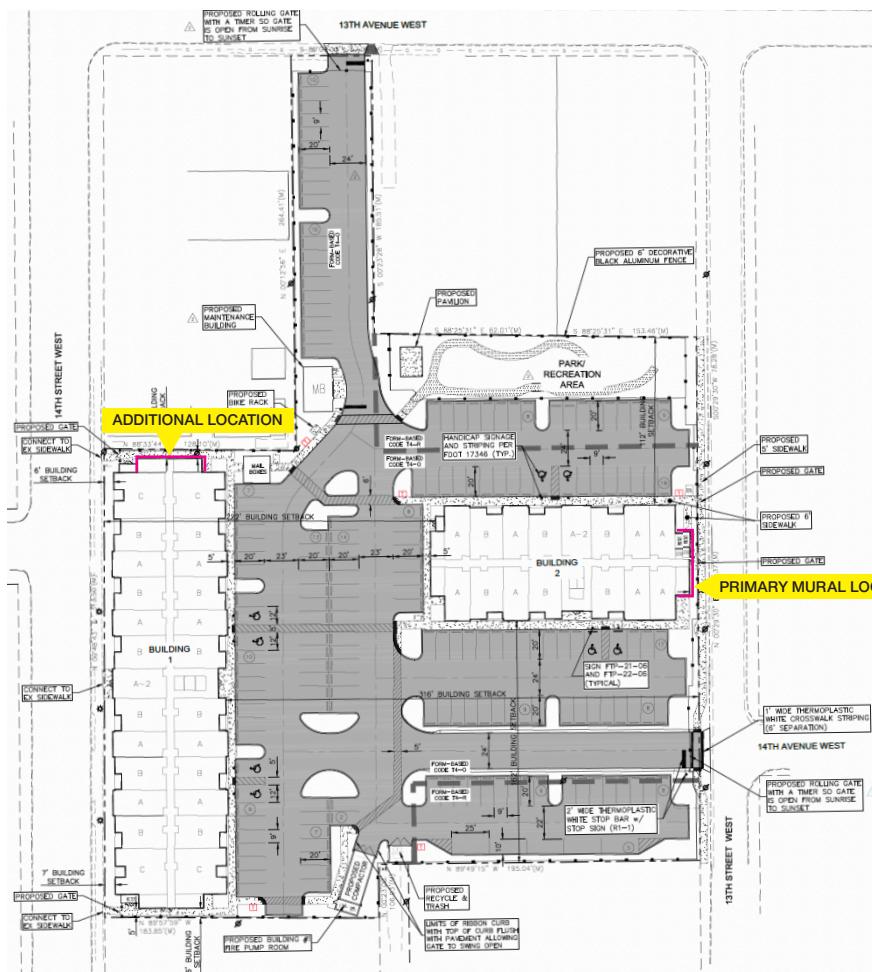
THE MET partners and Platform Arts staff will convene a selection panel to review each applicant's proposal and work samples to select three semifinalists. The final selection will be made with the guidance of Public Art Coordinators from the City of Bradenton Community Redevelopment Agency (CRA) and the Public Art Advisory Board—final approval of the mural project rests solely with the City of Bradenton Public Art Advisory Board.

Mural Lifespan:

Artist is expected to use appropriate mural paints and finish sealers. The mural will be considered a temporary public art installation with an expected 5 year minimum lifespan. Refurbishing or replacement is to be determined by the property owners, the City of Bradenton Community Redevelopment Agency (CRA), and is subject to additional grant funding.

Project Coordination:

Platform Art, Inc., a non-profit 501 (c) 3, provides forums for art experiences and supports the creation of public art. Contact: Cynthia Haffey at Cynthia@PlatformArt.org; 863.838.2262



approx 9'-6" x 56'-0" / 532 SF

approx 18'-11" x 56'-0" / 1064 SF

approx 9'-6" x 56'-0" / 532 SF

Please note mural artwork does not have to cover entire allotted wall space but should be of an appropriate scale to the space. In the primary mural location there are overhead power lines approximately 8'-0" out from the building, so there is possibly enough space for a small boom or small scissor lift to be used if proper safety precautions are taken. A scheduled site visit by the selected artist is recommended to determine conditions and approach to installation.