



Mount Hope

Downtown Mural

CALL TO:

**Artists/Typographers/Graphic
Designers**

**Request for Proposals/Request for
Qualifications**



Request for Proposals (RFP) / Request for Qualifications (RFQ):

The City of Mount Hope and its team of project coordinators requests proposals and qualifications from **artists and graphic designers** for the design and implementation of “Downtown Mount Hope” mural as part of the larger Mount Hope Gateway Community project. The Mount Hope Gateway Community Project consists of local team members focused on revitalizing downtown Mount Hope through a combination of art installations, downtown property improvements, and increasing the amount of bicycle and pedestrian activity in the town. The project is supported by the Appalachian Regional Commission, the National Endowment for the Arts, the Conservation Fund, the Greater Kanawha Valley Foundation, and the Coal Heritage Area Authority.

Overview of the Downtown Mount Hope Mural

The proposed “Downtown Mount Hope Mural” shall be installed on a prominent wall surface in downtown Mount Hope, along Main Street.

The organizers of this project ask that all details regarding the “Downtown Mount Hope Mural” remain confidential until an announcement is made to the public. A formal press release will be distributed once the artist has been chosen for the project. Response to this RFP/RFQ signifies confidentiality between the organizers and the artists involved in this process.

General Terms

Merchandising and copyrights shall belong to the City of Mount Hope, the Mount Hope Gateway Community Team, and Giuseppe’s Restaurant

The artist is expected to provide assistance, on an as-needed basis, to the artwork for up to one year in such emergent situations that the aesthetic integrity of the mural is compromised. Materials will be provided in such instances.

Project Scope and Deliverables:

The project should achieve the following goals:

- Improve the overall aesthetic of downtown Mount Hope and provide an attractive view for passers-by.
- Generate and continue interest and awareness of public art in Mount Hope and the New River Gorge region
- Continue the growing trend of original and effective public art displays in the New River Gorge's gateway communities.
- Indicate to travelers their arrival into downtown Mount Hope.

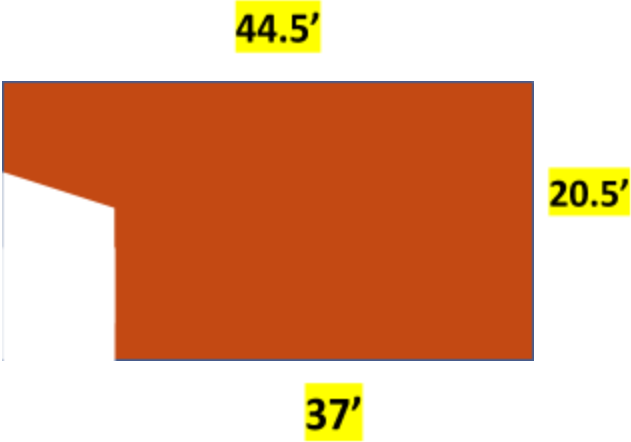
The Mural's design proposal should artistically incorporate one or more of the following themes:

- Coal Mining History and Heritage (specifically the "smokeless coal" produced in Mount Hope) • Unique Architecture • Bicycles and Pedestrians
- New River Gorge scenery and activities • Mount Hope's 1910 Fire and the city's subsequent identity as the "Phoenix City" • Railroads & Trains
- Mountains • Diversity • African American Heritage • An area map (Mount Hope's regional centrality) • Boy Scouts of America • Mount Hope's Schools (Mustangs)

The project shall be implemented in two phases:

- Once the artist is selected, he or she will work with the City of Mount Hope and the Mount Hope Gateway Community team to finalize their image based on his or her proposal.
- The selected artist will collaborate with the Mount Hope Gateway Community team to implement the proposed design onto the southwestern wall of the building housing Giuseppe's Restaurant.

The scale of the piece should be designed for both vehicular traffic and pedestrian traffic and the texture of the wall should be taken into account. An image of the wall and the wall's dimensions are below:



The wall has been primed and will be ready for paint once an artist is selected.



Proposals:

This request is for pro bono conceptual development and submission of proposals. Proposals should include design concept(s) and an estimated budget for materials and construction. Please include relevant qualifications concerning past experience with public art projects and/or artworks created in conjunction with municipalities.

Budget for the Downtown Mount Hope Mural should not exceed \$5,500 including materials. Payment to selected artist will be made in two (2) \$2,750 installments, respective of the beginning and final phases of completed work. The installation shall be completed by June 15, 2018. This project is being funded by grant dollars of the Appalachian Regional Commission, the National Endowment for the Arts, the Conservation Fund, the Greater Kanawha Valley Foundation and the Coal Heritage Area Authority.

Proposals must include a cover sheet with contact information, at least a one-page written description and sketch of the artist's concept and images of at least 3 works that he or she has previously produced. Additional imagery/drawings/sketches are acceptable but please limit your application to ten pages for preliminary artistic and technical proposals.

These are to briefly outline:

- Artist's abilities
- Artist's vision for project
- Scalability/phasing
- Experience with similar scale projects

Project Timeline:

Application Deadline: December 1st, 2017 by 5:00 PM

Artist Selection: January 12th, 2018

Artwork Completion Deadline: June 15th, 2018



Submissions:

Submissions can be delivered by mail, email or in person (faxed applications will not be accepted) to:

Active Southern West Virginia

Attn: Andy Davis

116 N. Heber Street, Suite B

Beckley, WV 25801

Contact Andy with any questions at adavis@activeswv.com or 304.853.0722

