

Pablo Group Mural-RFP

SUMMARY AND BACKGROUND

The Pablo Group was founded in 2013 by Julia Johnson, Zach Halmstad, and Jason Wudi. The Pablo Group's focus is to improve the experiences and opportunities in the Eau Claire community. Efforts to date have included the renovation of The Lismore and The Oxbow hotels, operation of Racy's Coffee Shop, Nucleus Cafe, Firehouse Bar, Pablo Food Hub, CoLab, downtown housing, and commercial real estate. Company values of "believe in community, people and planet before profit" and "fight for equity" put importance on environmental and social justice issues. Public works of art, such as this mural, are an important avenue for inspiration within our community.

The Pablo Group is accepting proposals from local artists (within a 200 mile radius) to research, design and paint (if awarded) a mural that is engaging, uplifting, unique and vibrant. The selected artist(s) will be eligible to participate in the Oxbow Hotel and The Lakely's Artist in Residence Program, which provides lodging in one boutique hotel room for up to two weeks along with a meal stipend.

The purpose of this Request for Proposal (RFP) is to solicit proposals from artists or artist teams, conduct an evaluation based on the criteria listed herein, and select a dedicated and qualified artist or artist team that can demonstrate artistic excellence while completing this project on time and within budget. If selected, the design and the resulting mural will be the exclusive property and expression of the Pablo Group.

PROJECT DESCRIPTION

The Pablo Group mural project is dedicated to fostering visual art and community partnerships. At the corner of Graham Avenue and Gibson Street, in the center of Downtown Eau Claire, there is a two-story building with a large exterior wall facing Graham Avenue where we wish to install a unique, large scale, signature piece of original artwork.

The Pablo Group desires to enhance Eau Claire's downtown area and overall experience of both locals and visitors with the installation of public art through the creation of an urban art mural.

Artists are encouraged to explore a variety of concepts.

The mural should:

- Be original, one of a kind new work;
- Be suitable and acceptable for public viewing of all ages;
- Be interactive and experiential and encourage the public to pose and photograph with the mural;
- Be inspired and inclusive to the diverse communities of the Chippewa Valley.

PROJECT TIMELINE

RFP Launch- late May, 2021
Deadline for Submissions June 18, 2021
Finalist Selection Notification: TBD
Finalist Meeting Review: TBD
Installation to be Complete: August 31, 2021

MURAL SITE LOCATION AND SPECIFICATIONS



Address: 202 Gibson Street, Eau Claire, Wisconsin (Mural Project site shown above. Wall facing Graham Avenue.)

At the corner of Graham Avenue and Gibson Street, in the center of Downtown Eau Claire on the Fire House Bar. The site is the large wall on Graham Avenue, which is roughly 36'x30' feet.

This location was chosen due to its high visibility and proximity to downtown attractions. The wall is directly located across the street from Visit Eau Claire and the Pablo Center at the Confluence.

The mural surface is painted brick. Artists **must** use 100% acrylic paint.

PROJECT CONSIDERATION

ARTIST ELIGIBILITY

Any artist or team of artists interested in creating a mural to be completed in August of 2021, may submit a proposal in accordance with the Application Requirements provided below:

- This project is open to all artists and artist teams over the age of 18 years old. Artists & artist teams from underrepresented communities are strongly encouraged to apply.
- Call is open to artists within a 200 mile radius of Eau Claire, Wisconsin.
- Experience with public art and large murals is preferred but not required.
- Artist(s) must be willing to meet all contractual obligations and adhere to the project timeline.
- Artist teams must designate a single point of contact. This person must be willing to sign all contracts and related documents for the commission.

COMPENSATION

The Pablo Group will compensate the artist/artist team in the amount of up to, but not to exceed \$6,500 depending on the project selected.

-Details on what should be included in the budget are listed under Submission Requirements

-This compensation will cover design, layout, materials, installation, and application of a protective coating.

-Compensation will be made in two payments: 25% at the time the contract is signed, and the balance 30 days after all contractual deliverables are received.

-Participation in the Oxbow Hotel and The Lakely's Artist in Residence Program which will provide one hotel room for up to two weeks and \$500 in gift certificates for meals at the Lakely and other downtown restaurants.

Nestled within the bustling heart of downtown Eau Claire, The Oxbow Hotel and The Lakely is a hub of art, music, design, farm-to-fork food, craft drinks and Midwestern hospitality. Art is a vital part of the culture at The Oxbow – the Gallery, rooms, corridors, and walls, inside and out, are covered in original work from local artists, both literary and visual. It is this passion for art that spurred the Oxbow's Artist in Residence Program. For up to two weeks, we welcome the selected artist to join us and eat, drink, and breathe Eau Claire culture, all while staying in one of our cozy, boutique hotel rooms. For more information about The Oxbow, and the Artist in Residence Program, please visit www.theoxbowhotel.com.

RESPONSIBILITIES

The Pablo Group is responsible for the following:

- Building permission
- Preparing the wall surface
- Any necessary permits

The selected artist(s) shall be responsible for the following:

- Obtaining scissor lift or scaffolding
- Obtaining materials (100% acrylic paint, brushes, rollers and the associated accoutrement),
- Applying protective coating
- Designing installation
- Preparing and safeguarding the site each day of work for ease, comfort safety and cleanliness
- Required cleaning up of site at the end of work, leaving site bereft of any obstacles and paint
- Providing proof of liability insurance coverage, as determined satisfactory at the sole discretion of the Pablo Group

The selected artist will also be required to:

- Appear on camera (including on-camera interviews) for the production of video to be used for multimedia campaigns
- Be available to meet and answer questions from local, regional, and state media
- Share multimedia content produced by the Pablo Group over the artist's social networks with tags and hashtags to be agreed upon in the artist contract

The Pablo Group will review all eligible proposals to select 3 finalists for presentation to a Selection Committee representing diverse interests and expertise to review designs of the applicants that respond to this call. The committee will use the following criteria in selecting an award recipient for the project:

SELECTION CRITERIA

- Mural Design (preference to designs that are aesthetically appealing, interactive and have positive mood or messaging)
- Location of artist (preference to Chippewa Valley artists)
- Submittal of all required application materials as outlined in the RFP
- Originality: Creativity and uniqueness of proposed artwork concept for this project
- Quality and Craftsmanship of product as exhibited by past work
- Feasibility: Artist's proven track record and ability to complete the work on time and within budget

The Pablo Group reserves the right, at any time prior to award of contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new Request for Proposal, or make modifications, corrections and additions to the information contained herein.

PROJECT APPLICATION REQUIREMENTS

APPLICATION SHOULD INCLUDE:

- Application form, completed fully
- Artist Bio or Resume
- Letter of Interest briefly expressing your interest in the project as well as the Mural Title with a narrative describing the imagery's meaning/concept or significance. How the mural may reflect or enrich the downtown area of Eau Claire and involve the community as interactive. Describe your work as an artist and the nature of the work you propose to execute. What is the new work about? Why is it important?
- 3 professional references including name, address, phone number and email address for each individual
- Your process for transferring your work from small to large
- A list of proposed project materials
- Proposed budget allocating costs of wall prep, equipment rental, mural production and project clean up.
- Timeframe for completion including length of time to complete the project, plans for inclement weather, and feasibility to finish before August 31st completion date
- A detailed full color sketch or rendering to scale of your proposed mural, submitted in digital format
- Examples of your mural work including addresses. (Examples not to exceed 6) Up to 6 digital images of applicable work (jpg format, 300 dpi, and sized at least 4-inches x 5-inches). You may also include YouTube or Vimeo links to videos that highlight your previous work.

SUBMISSION REQUIREMENTS

To insure consideration for this RFP, your proposal should be complete and meet the criteria listed below. Up to two design proposals for the site may be submitted. After completing the application, save it as a PDF and submit as directed below.

- Proposals must be submitted to the Pablo Group no later than **4p.m., local time, on June 18, 2021.**
- All components of submissions must be **digital form** and sent in a **PDF format with jpg images** attached, to murals@pablo.com .
- Submittal materials will not be returned, and **incomplete applications** will not be considered.
- The **design** to illustrate the proposed mural should be clearly rendered, with approximate measurements, and include a sketch of the design as an overlay of the building wall to show dimension and scale.

POLICIES

- Selected Artist(s) will be required to sign an indemnification and hold harmless agreement with the Pablo Group.
- Some proposals not selected for this project may be kept on file by the Pablo Group for possible future considerations.
- Artists will retain ownership of design ideas submitted for this RFP until the selection has been made and contract signed between the artists and the Pablo Group
- At the time the contract is awarded, the ownership of the design and the artwork produced--in this case the public art mural project-- will become the exclusive property of the Pablo Group
- Artist/Artist Teams submitting proposals should be aware that the Pablo Group reserves the right, working with the Artist/Artists, to require changes to the design, and absent changes made as required by the Pablo Group, the Artist/Artist Team will be selected. For all purposes, the mural will be the exclusive property and expression of the Pablo Group; the Pablo Group will control all aspects of the design as the expression of the Pablo Group, not the expression of the Artist/Artist Team, although credit will be given to the Artist/Artist Team. If an Artist/Artist Team does not complete the mural as approved by the Pablo Group, in its sole control and discretion, the Pablo Group still owns the design and mural, to the extent that it is completed, and may engage another Artist/Artist Team to complete the mural in its entirety without further obligation or liability to the Artist/Artist Team.

PROPOSAL FORM

Applicant’s Name(s): _____

Mailing Address: _____

City: _____ **State:** _____ **Zip/Postal Code:** _____

Phone/Mobile: _____

Email address: _____

Website: _____

Instagram: _____

DEADLINE: Submissions must be received on Friday, June 18, 2021 by 4pm

QUESTIONS:

Please feel free to contact the Pablo Group with questions by email up to the due date, murals@pablo.com

APPLICATION CHECKLIST:

- ___ Application Form
- ___ Resume
- ___ Letter of Interest
- ___ 3 Professional References
- ___ Process of transferring design from small to large scale
- ___ Timeframe
- ___ Detailed, full color sketch to scale for your proposed Mural Submission in digital format
- ___ Examples of any Exterior Murals or Large-Scale Images of Previous Work (*highly recommended*)

Signatures:

This application accurately represents my mural plans, and I/we are fully prepared and capable of executing the mural as described within a timeframe that will be agreed upon by myself and the Pablo Group.

Contact Person Name: _____

Signature: _____