



Township of Bloomfield

2018 Public Art Mural Project
Train Trestle Underpass
Between 236 - 256 Broad St
Bloomfield, New Jersey

Call to Artists

Request for Proposal/Request for Qualifications

PROJECT OVERVIEW:

The Township of Bloomfield requests proposals and qualifications from artists for both the restoration of an existing “Stay Strong” mural and the design and implementation of a new public art mural on the opposite side of the train trestle, both located between 236 – 256 Broad Street. The Bloomfield Recreation & Cultural Affairs Department will administer the distribution of the RFP, review proposals and will recommend three finalists to the Mayor and Council for selection. This project is part of the ongoing revitalization of the Township’s aesthetics.

The selected artist will present and develop concepts, and oversee production and installation of an approved mural; which will simultaneously meet the artistic/technical/public safety goals specified below. All rights to the artwork will be that of the Township of Bloomfield and owner of property (if other than the Township). The artwork may be used for marketing purposes subject to approval by the Mayor and Council.

Interested and qualified artist should submit a conceptual rendering of their proposed art mural, in color and within the proposed dimensions of the designated area. The proposal should include a detailed description on how you will accomplish the scope of services as described herein. An itemized budget must be included for all materials, supplies and fees. The response is to be signed by a duly authorized official of the artist and must be submitted in time, manner and form prescribed. Along with these documents please provide color rendering of previous murals and or a list of other projects that you worked on to show the township you possess the experience and ability to accomplish this project. This solicitation does not constitute an offer by the township to enter into a contract and is not an offer which can be accepted by the artist as a contract. No offer made in response to the terms and conditions of this RFQ may include any terms or conditions which can bind the township to the qualified artist who meets the requirements and criteria set forth in this RFQ. The township reserves the right to reject any and all services proposed and to waive technicalities as deemed to be in the best interest of the project. The township reserves the right to request additional information from artist(s) as deemed necessary to analyze proposals.

The RFP/RFQ is open to artists based in Essex County who have experience in public art and/or community engagement. Both established and emerging artists are encouraged to apply. Artists with ties to the greater Bloomfield area are encouraged to apply. Collaborative groups may also apply.

PROJECT GOALS:

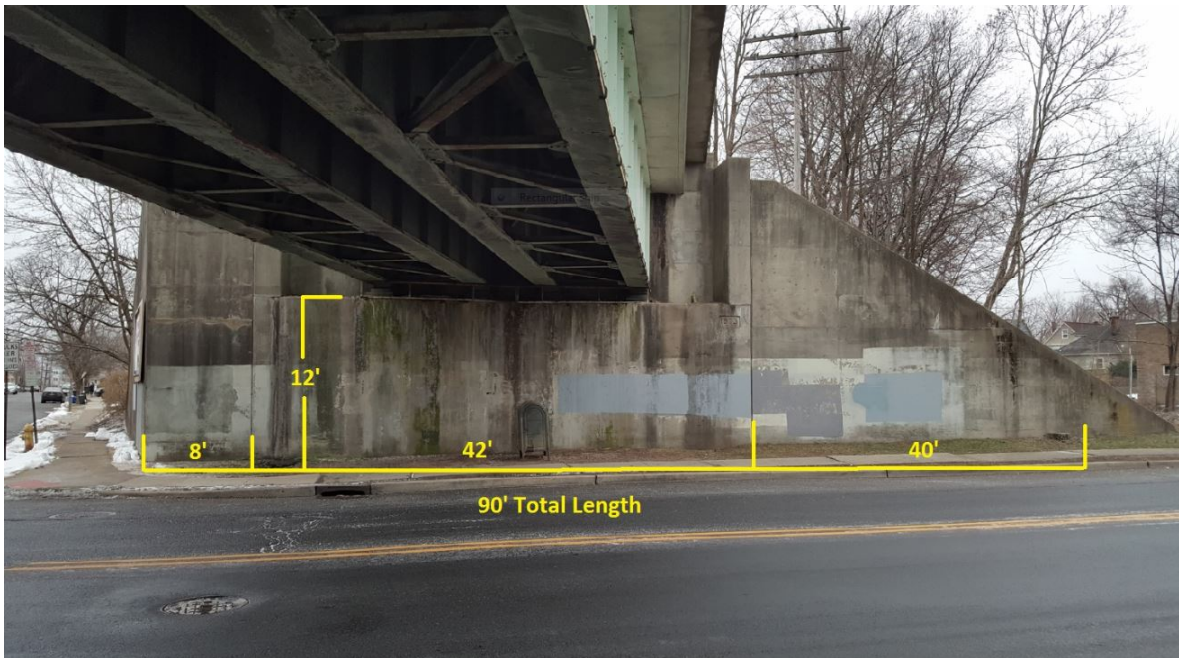
The project should achieve the following goals:

- Visually promote the benefits of the arts and arts education to the community
- Display and promote the artistic talent of the Greater Bloomfield community
- Reflect community history, culture and pride
- Celebrate the community's unique identity while symbolizing the commonalities
- Engage the public with visual effects and thought a thought-provoking message or theme
- Beautify a highly visible, gateway area in Bloomfield
- New mural should be harmonious with the existing “Stay Strong” mural that is to be restored.

Project Description

This project encourages local artists from diverse backgrounds and experiences to apply and offer their ideas and designs for the new mural. The new mural's concept should work well with the existing "Stay Strong" restoration. The new mural shall be painted on the concrete wall on the northbound side of Broad St. (see photos below).

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



Other pertinent details:

- Once the artist is selected, he/she will work with the Bloomfield Recreation & Cultural Affairs Department to select their final image/design based on his/her proposal. The artist will then submit the final design for approval by the Mayor and Council.
- The selected artist will collaborate with the Bloomfield Recreation & Cultural Affairs Department and assigned departments and representatives from the Township of Bloomfield to implement the proposed design onto the concrete wall.
- The total project budget is not to exceed \$2,500 for an artist or team of collaborative artists.
- The project budget includes the artist(s) fee, supplies, and travel-related expenses.
- The murals will be located under the train trestle between 236 – 256 Broad St, Bloomfield NJ.
- The dimensions of the existing “Stay Strong” murals are: 115’ x 14’ (restoration).
- The dimensions of the new proposed murals are: 90’ x 12 (new design).
- The design will be suitable and acceptable for public viewing of all ages.
- The mural is intended for completion by the end of August 2018 or sooner.

How to Apply:

Please send your submission via email in a PDF file to the Bloomfield Recreation & Cultural Affairs Department attention Michael Scurman, Director at mscurman@bloomfieldwpnj.com. Or send your proposal in a sealed envelope with an unbound hard copy of your submission with color renderings and all the requested documentation below.

- Name of artist(s)
- Artist(s) information including address, company (if applicable), phone number and address
- Full name and contact of lead artist
- Color rendering of the proposed public art mural within the dimensions set forth in this request
- Detailed description on how you will accomplish the scope of services as described herein.
- An itemized budget must be included for all materials, supplies and fees not to exceed \$2,500.
- Color rendering of previous murals and or a list of other projects that you worked on to show the township you possess the experience and ability to accomplish this project.
- Estimated timeline from start to finish.

Deadline to apply is Tuesday, April 24, 2018 by 10:00AM. Notification of approved artist will be on or about May 23, 2018.