

*** ARTIST CALL | REQUEST FOR PROPOSALS ***
Mural Project | Downtown Greenway | Greensboro NC

THE DOWNTOWN GREENWAY PROJECT

The Downtown Greenway is a planned 4-mile walking and biking trail that will loop around downtown Greensboro and will encourage and support economic development. It will enhance the urban landscape with a green space that will promote fitness, encourage alternative transportation, provide connectedness and well-being for our residents and visitors in an aesthetically pleasing environment. With its connections to the extensive existing and planned trails systems in the city and the county, the Downtown Greenway will connect residents from all parts of the community and beyond. The Greenway was chosen as the signature project to provide a lasting legacy of Greensboro's 200th birthday, celebrated in 2008. With the understanding that art and creative placemaking increase urban vitality and improve the public's perception of their community, a Public Art initiative has been established to integrate art into the design and construction of the Greenway.

MOREHEAD PARK TRAIL HEAD PARKING MURAL

The Downtown Greenway is seeking Proposals for a painted mural from an Artist or Artist Team living and working in North Carolina. The mural will be installed on a group of seven bridge underpass supports at the Greenway's Morehead Park Trailhead Parking area, located at 475 Spring Garden Street in Greensboro, NC, at the intersection of Spring Garden Street and the Freeman Mill Road Overpass. A map of the location can be found [here](#).

This site was previously the location of the ColorHaus mural installation for the Downtown Greenway. Recently completed required bridgework resulted in the loss of the ColorHaus mural, and a new mural is desired.

Before its removal, ColorHaus was a well-received example of Creative Placemaking and a popular destination on the Greenway. The Downtown Greenway is seeking proposals for an entirely new installation that, in the spirit of ColorHaus, will be welcoming to all, colorful, fun and inspiring. We ask that artists read about [ColorHaus](#), view these [images](#), and watch these videos [here](#) and [here](#) to learn more about the previous art installation.

Please familiarize yourself with the site for a sense of the size and scale of the project.

THE BUDGET

Design and Installation: \$5,000.

Materials and Supplies: NOT TO EXCEED \$10,000.

Artists will submit receipts for all materials and supplies to the Downtown Greenway for reimbursement.

Important Note: The Greensboro Department of Transportation (GDOT) is requiring that artists use a specific paint, **TEX-COTE CoolWall supercoat with fadeblock technology**, for the artwork. The selected Artist or Artist Team must use only this brand of paint; no other brand of paint may be used in creating this mural. *The paint can be mixed to match any color swatch.* The Downtown Greenway will provide a contact for the supplier of the required paint to the selected artist in order to purchase the paint. A link to the manufacturer's site can be found [here](#).

ARTIST ELIGIBILITY

Action Greensboro's Morehead Trailhead Parking Mural project is open to any professional Artist or Artist Team who reside in North Carolina with experience in implementing and working to create public art street murals. Artists must be able to effectively work within the project timeline and budget, and collaborate with multiple governmental and community agencies.

APPLICATION PROCESS

The Greensboro Downtown Greenway LLC will manage the application and selection process. A Public Art Selection Panel will review submitted proposals. The Panel includes local arts professionals, and city and community representatives. The Panel will review all submissions and select an artist to create the mural. The selection must receive final approval from the Downtown Greenway Oversight Committee.

TIMELINE

Deadline for Submission: September 10, 2020

Finalists Selected: September 16, 2020

Finalist Interviews via zoom with Art Selection Panel: Week of September 21, 2020

Final Selection announced: October 1, 2020

Community Meeting for feedback: week of October 5 or 12, 2020

Installation Complete: December 1, 2020

APPLICATION REQUIREMENTS

1. All submissions must be sent by email to: submissions@actiongreensboro.org by 6:00 pm, Friday, September 10, 2020.
2. A **single PDF file** of no more than 5 pages that includes the artists proposal for the mural consisting of:
 - Page 1: Artist's statement or letter of interest in the project, that includes the artists' approach to public art and relevant past experience, and a verbal description of the intended proposal.
 - Page 2: Artist Resume
 - Pages 3-5: should consist of sketches, photos or other illustrations that serve as inspiration for the proposal, as well a full color sketch or rendering for the proposed mural.

NOTE: ONLY PDF FORMAT FILES WILL BE ACCEPTED.

Please contact Barbara Peck at jbpeck@mac.com with any questions.