Call to Urban Mural Artists
-REQUEST FOR QUALIFICATIONS-
Santa Fe Streetscape Murals

REQUEST FOR QUALIFICATIONS OVERVIEW
City and County of Denver Public Works along with the Santa Fe Business Improvement District and Denver’s Art District on Santa Fe seek to commission temporary public murals located within new pedestrian spaces to be installed summer 2020 as part of pilot streetscape improvements planned for Santa Fe Drive between West 8th Avenue and West 14th Avenue. New public spaces will be created by reclaiming and redesigning segments of the roadway as places for pedestrian use. Pilot streetscape improvements may include additional pedestrian space, intersection safety improvements, planters, public parklets, public seating and bicycle parking.

Planned pilot streetscape improvements will be located within Denver’s Art District on Santa Fe. For this reason, the project team is requesting local artists to participate in creating temporary public art and placemaking efforts.

Qualifications are requested from Colorado based muralists/urban artists or artist teams. Preference will be given to artists/artist teams who are members of the Santa Fe Business Improvement District or Denver’s Art District on Santa Fe. By winter 2019, the precise numbers, sizes and locations for temporary public murals located within pedestrian spaces will be finalized. Below is a rendering of planned new pedestrian spaces along Santa Fe Drive.
DEADLINE FOR SUBMITTAL
November 15 at 12 a.m. MST

SUBMITTALS ACCEPTED TO
Kendall.Peterson@Thersquareddenver.com
Public Art Lead

TOTAL ART BUDGET
The total project budget will be $10,000. Project funds may be awarded as an honorarium for up to five (5) artists. The final number of awards will be determined by the Art Advisory Committee.

STREETSCAPE DESIGN STUDY OVERVIEW
Santa Fe Drive is a key destination within Denver comprised of a unique mix of art galleries, independent shops and retail, bars and restaurants, theaters, offices, cultural institutions, auto-oriented commercial, and residential uses. Artists, designers, and creative entrepreneurs both live and work in the area. Santa Fe Drive also connects residents to key neighborhood amenities and destinations including parks, schools, cultural facilities, employment, and transit stops and stations. The arts scene makes it a popular destination, particularly on First Fridays — a celebration of the arts with open galleries and large groups of people wandering in and out of galleries and restaurants on foot along the corridor.

The combination of narrow sidewalks along many portions of the corridor and significant vehicular traffic in the district has created a character that does not match the community’s. Weekday activity levels are generally lighter, but with the 10th & Osage light rail station to the west and the West Highland site, downtown and the Cherry Creek Trail to the east there are significant pedestrian and bike crossings through and along the corridor.

As a result of these conditions, City and County of Denver Public Works is working closely with area residents, businesses and stakeholders to identify, design, and develop pilot streetscape design improvements to support local businesses and address the existing and evolving uses of the corridor. The pilot is slated for installation in summer 2020 and will help stimulate the physical transformation of the corridor and inch closer to a long-term vision.

More information regarding the study can be found on the project website here.

PUBLIC ARTWORK FOR STREETSCAPE DESIGN
Up to five (5) mural/urban artists will be invited to create unique, original and colorful temporary public murals for locations along Santa Fe Drive as described below. Artist(s) will engage with the project team to determine a distinctive design that will help define and highlight key pedestrian spaces. Ideas that help brand the character of the art’s district, corridor and neighborhood and incorporate wayfinding and fun/interactive art for people of all ages and backgrounds is welcomed.
--POTENTIAL LOCATIONS FOR TEMPORARY PUBLIC MURALS--

A. New Pedestrian Activity Spaces
Temporary public murals located within new pedestrian activity spaces at select locations along the corridor can assist in beautifying and branding key activity centers. New public spaces will be created by reclaiming and redesigning segments of the roadway as places for pedestrian use.

Example in Seattle, WA

Typical location along Santa Fe
B. **Intersection Mural Stamp**

Temporary public murals located in the middle of select intersections along the corridor can assist in beautifying and branding the district and pilot streetscape project while marking the corridor entrance and exit gateways.

Example at Colfax and Adams in Denver

Typical location at an intersection along Santa Fe
C. **Intersection Curb Extensions**

Temporary public murals located within new pedestrian spaces at the corners of select intersections along the corridor can assist in beautifying and drawing attention to key entrance/exit points and locations. New public spaces will be created by reclaiming and redesigning segments of the roadway as places for pedestrian use.

Example in Chicago, IL

Typical intersection curb extensions along Santa Fe
PUBLIC ARTWORK BUDGET
The total project budget will be $10,000. Project funds may be awarded as an honorarium for up to five (5) artists, depending on the final location and size of the temporary public murals located within pedestrian spaces. The final number of awards will be determined by the Art Advisory Committee.

The honorarium for each mural site shall be inclusive of all costs associated with designing and executing the murals: artist design fee, stencils, insurance, additional materials, transportation to and from the site, installation, per diem expenses, contingency to cover unexpected expenses and any other costs related to the project. Paint that is appropriate for pavement use will be procured separately from the Art Budget. The mural locations will be prepped and washed prior to artist(s) beginning their mural.

MAINTENANCE AND DURABILITY
Public murals are intended to be semi-permanent. The paint used will be permanent paint, but it is expected that the murals will fade and be altered due to weather, wear and tear and its location on the roadway. No additional funds are available for maintaining these murals long-term.

ELIGIBILITY/Criteria
Artists
This project is open to artists residing in Colorado, regardless of race, color, creed, gender, gender variance, sexual orientation, national origin, age, religion, marital status, political opinion or affiliation, or mental or physical disability. Selected artists will need to provide a current W-9 with a Colorado address to be eligible. Qualifications are requested from Colorado based muralists/urban artists or artist teams. Preference will be given to artists/artist teams who are members of the Santa Fe Business Improvement District or Denver’s Art District on Santa Fe.

Applying artists or artist teams must show past experience executing temporary public murals of similar size in the public realm i.e. roadway, sidewalks, exterior building walls, medians, fences, utility cabinets, street lighting poles, bridges, public plazas, etc. Finalists will create proposals that will be approved by an Art Advisory Committee, a panel of appointed art and design professionals, members of Denver’s Art District on Santa Fe, the Santa Fe Business Improvement District, and La Alma-Lincoln Park Neighborhood Association, and County of Denver staff. The committee will review proposals to ensure aesthetic quality, design integrity and to determine the work is appropriate for the public setting, architecture, and social context.

SELECTION PROCESS AND SCHEDULE
The Art Advisory Committee will review completed applications only and that adhere to the criteria set forth in this Request For Qualifications. A short list of semi-finalists will be invited to interview in mid-December, 2019. Finalists will be notified if selected in January 2020. The following outlines the project schedule:

**Project Schedule**
- **October 7, 2019**: Call to artists issued
- **November 15**: Deadline for applications
- **December 2-6**: Art Advisory Committee meets/selects semifinalists
APPLICATION PROCESS
All applications for this project must be submitted via email to Kendall.Peterson@Theresquareddenver.com, Public Art Lead.
Deadline for submittal is November 15 at 12 a.m. MST.

Applicants must submit the following:

1. **Digital Images.** 5-6 digital images of relevant, previously completed public artwork. Please give preference to mural work that is in the public realm i.e. roadway, sidewalks, exterior building walls, medians, fences, utility cabinets, street lighting poles, bridges, public plazas, etc.

2. **Résumé or Bio:** A current résumé that outlines your professional accomplishments as an artist. Your resume may be any length, but the committee members are only required to read the first two pages. If applying as a team, please submit a resume for each artist, with the lead artist first.

3. **Statement of Interest:** A statement of interest of 250 words or less briefly outlining your interest in this specific opportunity, experience working on projects of this scope, and vision for artwork to be installed within Denver’s Art District on Santa Fe.

4. **Responses to Questions:** Please include answers to the following questions in your application.

   - Do you reside in Colorado full-time?
   - If yes, what city do you live in?
   - Are you a member of Denver’s Art District on Santa Fe or the Santa Fe Business Improvement District?
   - Have you completed at least one public mural located within the public realm i.e. roadway, sidewalks, exterior building walls, medians, fences, utility cabinets, street lighting poles, bridges, public plazas, etc.? Who commissioned the mural? (Private, municipal or state agency?)

All decisions of the City and County of Denver are final.

QUESTIONS
Questions regarding this Request for Qualifications must be submitted by e-mail only to Kendall Peterson, Public Art Lead no later than October 25 at 12 a.m. MST. Kendall.Peterson@theresquareddenver.com.

Other Relevant Information:
City and County of Denver Public Works Santa Fe Streetscape Design Study Website
Santa Fe Business Improvement District (BID)
Denver’s Art District on Santa Fe