

Call to Artists

Request for Qualifications (RFQ)

Project Title

Thorntown Messaging Murals

Artist Fee: \$20,000

Deadline for Applications

Monday, October 28, 2024, at 8:00 am (EDT) by email.

Project Information

Boone County 180 in Color will support messaging murals on the Odd Fellows Building at 102 West Main Street, Thorntown, and 111/113 East Main Streets in Thorntown. All buildings have recently been purchased and are undergoing renovation; the Odd Fellows building is taking part in the Boone County 180 Makeover program.

The Odd Fellows Building, a key participant in the Boone County 180 Makeover program, will be a focal point for this artistic endeavor. As part of the renovation efforts, the building will be adorned with a mural that reflects the spirit and character of the community, contributing to the broader revitalization goals of the 180 Makeover program. This program is dedicated to rejuvenating and enriching the local environment through various improvement projects, with the murals adding a dynamic and colorful element to the area.

The buildings at 111 and 113 East Main Street will also benefit from the Boone County 180 in Color project. These structures, which are undergoing significant renovations, will feature their own unique messaging murals. These murals are designed to complement the overall aesthetic improvements of the buildings and the surrounding neighborhood, creating a cohesive and visually engaging streetscape.

The budget for this project includes comprehensive artist fees, which cover all necessary aspects of the mural creation process. This includes not only the artists' compensation but also all required materials and supplies for the murals. By providing these resources, the project ensures that the artists have everything needed to produce high-quality, impactful artwork.

Dimensions, building photos, and inspiration photos are attached at the end of this RFP.

These murals are funded by a READI 1.0 grant, with a combination of federal, state, and local (private) funding. The 180 in Color project leverages these funds to create public art as an economic development strategy.

Eligibility Requirements

To qualify for this project, artists must:

- Be 18 years of age or older
- Be a U.S. citizen, or if not a U.S. citizen, possess documentation of legal ability to work in the United States
- Live in Central Indiana (Marion and the seven surrounding counties)
- Carry liability insurance for the duration of the project
- Be able to meet State of Indiana worker's compensation insurance requirements

Artists eighteen (18) years-of-age and older from the United States are eligible for this project. Preference may be given to artists who live in Boone County, Indiana. Artists are eligible regardless of race, color, religion, national origin, gender, marital or familial status, physical or mental disability, sexual orientation, and gender expression or identity. Artist teams are eligible to apply, including teams of artists from multiple disciplines. Selection panelists and their immediate family members are not eligible for participation. No artist sitting on a Selection Panel may submit a proposal for the project for which the Selection Panel was formed.

Additional Considerations

The Thorntown Mural Selection Committee is particularly seeking artists who:

- Have created public art, large-scale works, or exterior projects
- Have experience working in a community process

Selection Process

Once the qualifications materials are received from interested artists, the Selection Committee will review the applications and make recommendations for an artist to commission. After signing an agreement, the selected artist will then develop a specific design proposal based on interaction with the Selection Committee and discussions with the community.

Minimum Qualifications

A minimally qualified application will have the following:

- a. The artist's letter articulates interest in pursuing this project as well as describing its relevance to their artistic practice.
- b. The artist's letter of interest reveals an understanding of and, if applicable, personal connection to, the public art site and project description.
- c. The artist's resume reveals a record of practice in the art field, including public art commissions.
- d. The applicant submits photographs of at least 2 completed public art projects of similar or larger scale.
- e. The artist's past work reveals aesthetic, conceptual, and technical expertise.

Selection Panel

The Selection Committee will be comprised of at least the following:

- Town of Thorntown representative
- Boone EDC representative(s)
- Artist representative
- 500 Sycamore representative (building owner/developer)

Selection Criteria

The Selection Committee will select the commissioned artist based upon the following criteria:

- A record of effectively executed work of the highest technical caliber
- Demonstrated experience working within program guidelines
- Verified ability to complete work within a specified timeframe
- Record of projects with strong visual impact on pedestrian and vehicular traffic
- Personal aesthetic displays appropriateness of content (should be appropriate for all audiences)
- Style and aesthetic is appropriate to the community and desirable for the site

Compensation

The artist fee for the project is \$20,000. The artist is expected to budget all materials, labor, and equipment needed to complete the commission within this amount.

Project Timeline

The project will follow this timeline:

September 24, 2024	Release of Request for Qualifications
October 9, 2024	Interested applicant Q&A via Teams at 11 am EST. Register here.
October 28, 2024 – 8 am	Request for Qualifications Deadline
November 5, 2024	Selection Committee Reviews RFQs and Selects Artists
November 7, 2024	Selection Committee Notifies Artist(s) of Selection
January 3, 2025	Concept Design Due
January 4, 2025 – February 14, 2025	Design Refinement
February 21, 2025	Final approvals
May 15, 2025	Project completed
June 15, 2025	Final billing submitted

Application Process

Please apply via email at hello@betterinboone.org and include the following information:

- **Email Subject Line:** Thorntown Messaging Murals
- **Applicant Information:** Name of landscape architect, landscaper, artist, and/or team name(s), contact address, contact email, contact phone #, social media handles/info
- **Professional Bio, Resume or CV:** No longer than 3 pages
- **Work Samples:** Provide up to 5 images of past work that best represent your experience, style, and ability as it relates to this project. In addition, you may also submit up to 3 additional images of any other work (large scale or otherwise) that

best represents your work over the past 10 years. Please include a list of the work samples with as much information about each of the samples as possible (include name/title of piece, location, medium, process, dimensions, year completed, cost/price/commission amount, and any other pertinent information).

Delivery of Applications

All required materials must be delivered electronically by **8:00 am (EDT) on Monday, October 28, 2024.**

QUESTIONS?

Contact Molly Whitehead, CEO – Boone EDC, at molly@betterinboone.org.







THORNTOWN, INDIANA MAIN STREET PUBLIC ART PROJECT

Civic Pride + Tourism Gratitude · Thorntown, Indiana

GOAL: Inspire the locals. Thank the visitors. Remove blight. And improve morale.

ASSETS + EXECUTION:

Three high profile, public-facing Main Street surfaces — all owned by the same individual and offered for this project — would be utilized to create a multi-impression art installation intended to weave a theme of brightness and inspiration to both visitors and locals alike.

Location 1: A full-color mural on the rear of 111 and 113 E. Main Street in Downtown Thorntown that contains bright, uplifting imagery and an equally bright and uplifting message.

Location 2 and 3: Two simple, separate messages that independently inspire inbound traffic, visitors of Main Street retail and events, and out-bound traffic, using the same typeface and one of the same colors from the 111/113 mural to enforce visual continuity across all elements.

The images herein are merely suggestions to illustrate the vision, but not to overly influence the final specifics of the art itself.



MURAL + MESSAGING INSTALLATION

111+113 E. Main Street

THE GOAL:

Thank the visitors and inspire the locals.

Improve town morale.

Beautify Main Street.

THE AUDIENCE:

Facing public library's common area where outdoor programming occurs.

Visible from Lion's Park, Lion's Club Shelter and Big 4 Rail Trail.

In front of parking spots for event visitors.

Visible to bank teller traffic, as well as bank, library and restaurant parking.

Visible to Bow St. traffic, Pearl St. traffic and north end of Lion's Club parking lot.



THE ART:

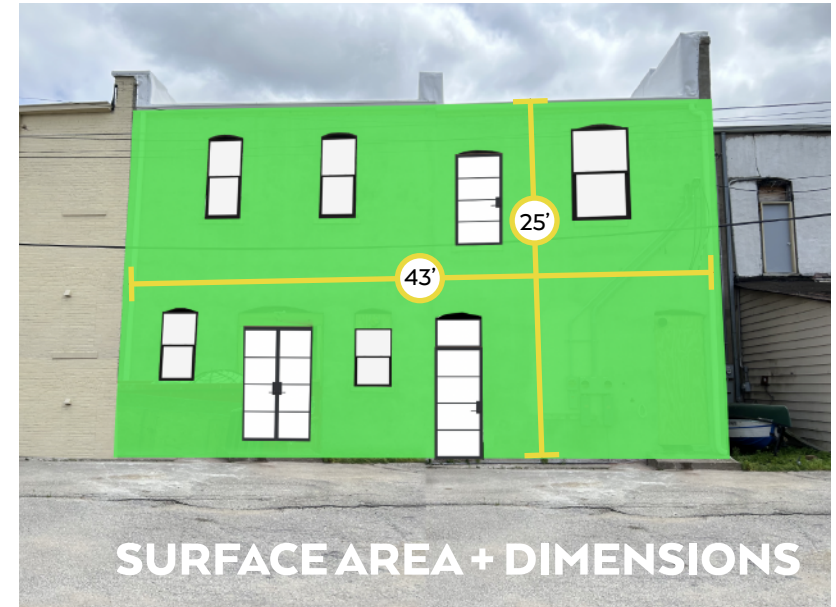
A bright, vibrant mural. Maybe abstract. Maybe harkening imagery representative of Thorntown's history. A visual and textual impression that leaves everyone who sees it just a little bit better off than they were before they discovered it.

And a message — simple, relatable, universal, uplifting and timeless — that elevates the disposition of all that view it.

PAINTABLE SURFACE AREA:

43' wide by 25' tall.

All surfaces outside of window frames and glass will be paintable.



MESSAGING INSTALLATIONS

Odd Fellows Building

102 W. Main Street

THE ART:

Two messages — simple, relatable, universal, uplifting and timeless — that elevate the dispositions of all that view them.

THE AUDIENCE:

The west-bound message speaks to those coming in to town — residents and visitors — reminding them that we are glad they are here, and that they are welcome, that they are home.

The east-bound message speaks to those residents leaving town to work in Lebanon, Lafayette, Indianapolis or the like. Or those passing through town from points west to points east. This message adds a little something to their lives, leaving them better for having come through our town.

THE GOAL:

Make an impression on the commuters passing through town.

Inspire the locals as they come and go from town.

And thank the visitors that have come to spend time and money in town.

Improve town morale.

Beautify Main Street.

PAINTABLE SURFACE AREAS:

West-bound can be as much as 80' wide by +/- 14' tall.

East-bound can be more than 40' wide by +/- 14' tall.

