REQUEST FOR PROPOSALS
DOWNTOWN MONTCLAIR MURAL PUBLIC ART PROJECT

artCONNECTS is a public art project sponsored by the Montclair Center Business Improvement District, in partnership with Studio Montclair. The placemaking project is funded by a grant provided by the NJ Main Street program, and by the Montclair Center BID. Artists are invited to submit original works that reflect the theme, “Love Montclair” and the rich traditions and dynamic qualities of the community.

All Submissions will be accepted online at PublicArtist.org.

Artists should submit artwork that speaks to what they love about Montclair and this community (creativity, diversity, food, music, shopping, culture, family, streetscape, natural setting, etc.), and that serve to connect areas of downtown Montclair, and/or highlight the important connection between art and community.

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ELIGIBILITY: This Call for Entries is open to all artists. We encourage local Montclair artists and Studio Montclair members to submit proposals. Artists are welcome to submit as a multi-person collaborative group. If applying as a team, please submit one résumé for the team, and split the allotted number of work examples between team members. Artist(s) must be willing to meet all contractual obligations.

ENTRY FEE: None.

BUDGET: $36,000. The artCONNECTS budget covers all artistic costs for four painted murals and a licensing fee. Each mural is allocated a portion of the total budget. Artistic costs for each mural include the chosen artist(s) creative and labor fees, surface preparation, equipment, mural protection/maintenance plan, supplies, travel-related expenses and other associated costs.
**MURAL LOCATIONS:** Four locations have been identified throughout Downtown Montclair for original painted mural Artwork. Locations include a key alleyway, and walls at connection points where art can surprise and delight. Murals are to be temporary, with a five-year expected life.

**SITES AND DIMENSIONS**
1) **50 Church Street**, Building wall(s) by parking area accessed from South Park Street entrance to Crescent Parking Deck. The building fronts onto the busiest part of Church Street, and is across the street from The Sienna apartment complex.
   Dimensions: Approximately 50’ x 20’, with possibility of using second wall approx.. 21’ x 8’
   Note: Building Owners want a significant, large artwork. Projects should use entire space.
   Budget: $15,000. Additional $500 for licensing rights. See Artist Agreement.

2) **420 Bloomfield Avenue**, Building wall on west side of “Tulip Alley”. Alley connects Bloomfield Avenue with what is currently the South Fullerton Parking Lot (soon to be the Seymour parking deck). Wellmont Theater is a neighbor. Tulip Mural is to stay. It is expected that art will extend the length of the alley, but need not fill the wall.
   Dimensions: wall is approx. 74’ x 12’ – gains 21” in height over span to right. Wall has four windows and a door. Breakdown of width of wall “panels” from Bloomfield to rear of alley is 4’ 1”, (window 3’ 10”), 6’, (window 3’ 10”), 6’, (door 3’4”), 15’ 6”, (window 3’10”), 6’ 10”, (window 3’ 10”), 7’ 7”
   Note: The central panel provides a great space for a focused piece, but the project should not ignore the smaller panels.
   Budget: $8,000. Additional $500 for licensing rights. See Artist Agreement.
3) **180 Bloomfield Avenue**, Building wall on east façade ONLY in area that has previously been painted. 
Dimensions: Approximately 13’ x 30’. Mural should be at minimum 13’ x 20’ 
Note: The location and height of this piece make it visible to high traffic Bloomfield Avenue. The piece will be too high for interaction with pedestrians.
Budget: $10,000. Additional $500 for licensing rights. See Artist Agreement.

4) **219 Glenridge Avenue**, Building wall on north façade (by driveway) 
Dimensions: Approximately 10’ x 10’. 
Note: The primary audience of this piece will be pedestrians.
Budget: $3,000. Additional $500 for licensing rights. See Artist Agreement.
ADDITIONAL GUIDELINES:

Artwork should contribute to the positive energy of the downtown Montclair community, boost morale, and delight local residents, businesses, and visitors;

Artwork should beautify the public realm and improve the cultural vibrancy of the district;

Artwork should contribute to the important themes of the project: Love Montclair, connecting downtown Montclair, and the important connection between art and community;

Interactive art and Trompe l'Oeil are encouraged where appropriate;

Artwork must be considered "family-friendly" or suitable for audiences of all ages;

Mural must be an original, one of a kind, new work. If known images are used, the artist is responsible for obtaining all copyright permission and paying all license fees. Copies of permissions and licenses must be submitted with original project;

Note: Images that are negative, vulgar, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will not be considered.

SUBMISSIONS PACKAGE INCLUDES:

Identify preferred location. Artists and Teams may submit multiple proposals, but each proposal must be submitted independently;

Resume, examples of prior projects;

Artwork – Visual illustration of proposed mural; may be supplemented with a written description;

Maximum one-page description of the inspiration for the mural, and how the proposed artwork conforms to the artCONNECTS theme;

Installation – A description of process, including an in-depth description of how the surface area will be treated before and after the installation to ensure the artwork's durability, and an estimate of number of days at the site. Note that Mural MUST consist of paint directly on previously painted wall surface. Mural may not be painted on fabric or any other canvas that must then be adhered or attached to the wall;

Artist Budget - an accurate cost estimate for the completion of the proposed mural, start to finish, that outlines all anticipated expenses and compensation, including design, labor, materials, supplies, and any other miscellaneous line items. Each mural project has been allocated a portion of the Grant, and it is expected that the Budget will not exceed its apportioned funds.
SELECTION PROCESS:
A committee organized by the Montclair Center BID will review submissions. The Mural Selection Panel will consist of stakeholders for the project, art and design professionals and curators. The Panel will recommend two proposals for each mural site. Building owners who have agreed to have art installed on their buildings will make the final selections.

As Placemaking for Downtown Montclair, Mural selections will be based on a combination of artwork design and match to its location, artist reputation and prior works, and adherence to the project theme. Preference will be given to originality and a well-constructed execution plan.

Once a proposal is selected for a particular alley or wall location, a formal Agreement covering such items as Warranty, Indemnity, Copyright and Licensing will be executed by artist before artist is designated as a project Muralist and work may begin. Artist shall agree to take part in at least two “meet the Artist” events, a possible videography of the project, and reasonable public relations/marketing efforts. Artist Agreement will be available for review on website and by request prior to submission deadline.

The Artist Agreement will finalize costs, completion deadline, and any additional terms and conditions. The duration and life of the mural, necessary repairs, touch-ups or modifications, and other details will be outlined.

Copyright: As public art, the finished murals may be photographed, reproduced and posted on social media. Montclair Center will credit the works when it appears in our materials and encourage others to do the same. However, Montclair Center cannot guarantee that third-party and general public will credit the artists when photographing and reposting mural images.

Exact mural locations will be determined during this Call for Proposals and Jury process. The MCBID reserves the right to withdraw a site at its discretion.

Questions may be directed to The Montclair Center BID at 973/509-3820 or emailed to MontclairCenter@montclaircenter.com.