



**Roswell Public Art for People and Places**

**Call to Artists**

**Request for Qualifications (RFQ)**

**Project: Gypsy Rose Music Street Mural**

**Roswell Arts Fund  
City of Roswell, Georgia**

**Submission Deadline:**

**October 22<sup>nd</sup>, 2018**

**Please Submit Questions and Proposal to:**

Emma Chammah  
publicart@roswellartsfund.org  
PO Box 768136  
Roswell, GA 30076

**This is an electronic application only.**



## OPPORTUNITY DESCRIPTION

The Roswell Arts Fund is working with Gypsy Rose Music, Brittany Crooms and Jeris Hollander to bring a new mural to Canton Street in Roswell, GA. We are seeking proposals from qualified artists to create a mural that embodies Gypsy Rose identity, is family friendly and of utmost quality. The proposed artwork should embody a theme that resonates with Roswell. Roswell Arts Fund intends for this mural to join our growing inventory of Public Art.

Gypsy Rose Music is a live music venue located in the heart of the historic district of downtown Roswell, GA, specializing in jam bands, funk, indie, americana, blues, and reggae styles of music. This area is buzzing with nightlife and daytime activity, as it is surrounded by a multitude of popular restaurants and bars in walkable distance from the venue. In addition to the highly sought-after location with both pedestrian and automotive traffic, Gypsy Rose is the 1st live music venue in this area, making this mural project a groundbreaking initiative. This iconic artwork will be edgy, unique, tasteful, and one of a kind in that it will be the first mural prominently displayed in this area. We are looking for an artist mural that reflects the feel and personality of our venue – one of originality and style, that encompasses the beauty and connectivity of music while bringing a visual interpretation to the name Gypsy Rose.

This invitation is extended to all qualified artists with no entry fee. Selected artists will be awarded a commission of \$1500, **all inclusive** (materials, travel, equipment etc.). The cost of priming will be covered by Gypsy Rose. If an art team has created the work, they will share the single payment. Artists will be awarded 50% of the total commission upon entering into the mural art contract. The remaining 50% will be awarded upon completion of the mural.

In addition to a commission, the artist will receive the following opportunities:

- A Solo Art opening reception on any Saturday afternoon of artist's choosing. The opening will be promoted to all of Gypsy Rose's clients through social media, website and newsletter. The event will be staffed with GR employees and 100% of the proceeds from any art sold will go back to the artist.
- The art from the show will hang at Gypsy Rose for one week following the opening reception. Any additional art sales will also go back 100% to the artist.
- A permanent "About the Artist" photo and bio posted inside the venue.
- Gypsy Rose will make prints of the mural art available for sale in house and on their website so people can purchase a piece of history. 20% of the sales from the prints will go back to the artist for the life of Gypsy Rose.
- Participation in a publicized ribbon cutting and a feature in the press release.
- Additionally, Roswell Arts Fund will:
  - Include the mural in our permanent public art collection on our website
  - Add the artist to our mural artist registry and to our online artist directory
  - Feature the artist and project on our RAF media blasts



## ABOUT ROSWELL

### *Modern Spirit. Southern Soul.*

Roswell's vision: A premier riverside community, connecting strong neighborhoods and the entrepreneurial spirit.

Roswell is a successful city that blends its history with its future, urbanism with its environmental resources. Roswell is home to a wealth of artists, performance venues, nonprofit arts organizations, galleries, and historic homes.

In addition, Roswell has become a robust dining destination, boasts a Triple AAA Bond rating, enjoys a unique proximity to the Chattahoochee River and has 22 parks with over 1000 acres of active and passive parkland facilities.

Roswell has been awarded many designations, including the following recognitions and awards:

#### City Recognition

- **Named a Gold Certified Green Community** by the Atlanta Regional Commission for leadership in its environmental and sustainability efforts
- **Named One of the Top Three Cities in the Nation to Raise Your Family:** Roswell was listed third in the book, "Best Places to Raise Your Family," released by Frommer's
- Roswell is ranked the **18th Safest City in the United States** according to City Crime Rankings
- **Named the 6th Best Place to Retire in the United States** by Black Enterprise Magazine
- **City of Excellence** Only 50 cities in the state have been honored with the designation by the Georgia Municipal Association
- Designated as a **Bicycle Friendly Community** by the League of American Bicyclists for eleven years in a row. Roswell was the first city to receive this recognition in 2006.
- "Money Magazine's" **19th Best Eastern U.S. City to Live:** Roswell was ranked 19th for cities with populations under 100,000
- "Atlanta Magazine's" **Best Place to Live in Metro Atlanta:** Roswell was honored twice by "Atlanta Magazine" as the best place to live in the metro area
- **Internationally Accredited Police Department:** Commission on Accreditation of Law Enforcement Agencies (CALEA)
- **State of Georgia Law Enforcement Certification:** Roswell Police Department
- **Nationally Accredited Recreation and Parks Department:** Commission for Accreditation of Park and Recreation Agencies



- **Preserve America Community Designation:** Honored for its efforts in preserving our historic, cultural, and natural heritage

## Awards

- **Gold Medal for Excellence in Park and Recreation Management** by the American Academy for Parks
- **Trendsetter Award 2006:** Roswell received the award for the Big Creek Wetlands demonstration project from the Georgia Municipal Association
- **Create Community Award 2005:** The Atlanta Regional Commission's most prestigious award. Roswell was honored for its efforts in environmental sustainability
- **Achievement of Excellence in Procurement:** The National Institute of Governmental Purchasing 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015
- **Certificate of Achievement for Excellence in Financial Reporting:** City of Roswell has received a Certificate of Achievement for the last 24 consecutive years, since June 30, 1989
- **Georgia Recreation and Parks Agency of the Year:** 1974, 1979, 1984, 1988, 1990, 1998, 2000, 2004 and 2011
- **Budget Presentation Award:** Government Finance Officers Association 10 consecutive years since June 30, 2004
- **Tree City USA Award:** The National Arbor Day Foundation

## Roswell Public Art Intent and Goals

Roswell's *Public Art for People and Places* seeks art of redeeming quality that enhances the aesthetic experience of public and private places. Public art will be innovative and embody our city's *Modern Spirit.Southern Soul*.

An artist, or artist team, is expected to design artwork that:

- Reflects a high level of aesthetic and technical quality;
- Presents opportunities for enhanced community engagement;
- Transforms a space and user experience;
- Contributes to a local/regional dialogue on the arts;
- Enriches the City of Roswell's public art inventory;
- Is low maintenance and vandal-resistant.

## PROJECT DESCRIPTION

### Artist & Artwork Eligibility

- This call is open to all professional artists and artist teams.
- Artist must demonstrate experience in design, fabrication and installation of murals and present a consistent body of work that embodies artistic merit and innovative design.
- Artists will be working with various stakeholders (Roswell Arts Fund, Gypsy Rose Music staff and sponsors) and therefore must demonstrate experience working collaboratively.

- Artwork/design must be original, one-of-a-kind artwork.
- Artwork/Design should be appropriate for outdoors (weather resistant), and active pedestrian environments, and appropriate for all ages.
- Artwork/Design must be site-specific and aesthetically appropriate for streetscape and surroundings.
- Murals must be finished with non-hazardous materials and be low-maintenance.
- Mural proposals must adhere to Design Guidelines below to be considered.

### **Street Mural Design Guidelines:**

- Designs must adhere to branding/style concepts and include outlined elements in **Appendix B** (ie. flowers, butterflies, woman warrior figure etc.).
- Designs should be site-specific and account for visibility in daytime and nighttime conditions (there will be lighting at night). See **Appendix A**
- Designs should be high contrast, bold and vivid colors.
- No logos, slogans, or words that may be considered “signage”.
- No special equipment (scissor lifts, booms etc.) will be available for installation.

### **Location & Site Description**

Gypsy Rose Music is a stand-alone building in the epicenter of historic downtown Roswell. The venue is nestled between the busy 4 lane road, Alpharetta Street, and the newly re-paved pedestrian alley-way running alongside the popular bars and restaurants of downtown Roswell. The building is neutral grey tone painted concrete block, with a sizable back deck and adjacent parking lot for venue parking and food trucks. There is corrugated metal wrapping the sides of the building, giving it an edgy, artsy and industrial look. The venue has high visibility from both the automotive traffic on Alpharetta Street as well as high pedestrian traffic on the popular East Alley. The mural will be located on the pedestrian side of the building, where patrons walking from restaurants and bars will be able to enjoy the artists interpretation of Gypsy Rose, encapsulating the free spirited, music loving vibe of this unique venue.

Canton Street is just steps away and boasts over 10 art galleries and over 40 independent restaurants within a half mile distance, making it a high traffic destination for residents and visitors. Several popular events throughout the year activate Canton Street and the alleyway, including Alive in Roswell and the Roswell Wine Festival. The mural will also be within walking distance of one of Roswell’s most cherished permanent public art pieces, Sentience, by David Landis.

### **Public Art Selection Process and Panel:**

This panel is comprised of diverse Roswell stakeholders including business, civic, and community leaders as well as art professionals. At least one person on the Panel will be an artist, one will be a community representative, and at least one person on the panel will serve



as a Conservator. The owners of Gypsy Rose Music Bar will also sit on the selection panel. After the submission deadline members of the Roswell Arts Fund will prescreen the applications for the Selection Panel to ensure completeness and eligibility in order to identify a list of qualified candidates with appropriate experience for this project.

The Public Art Selection Panel will narrow the list of qualified candidates to three (3) proposals. **Three (3) finalists will then participate in a contest conducted by the owners of Gypsy Rose Music Bar to select the winning design. We anticipate the contest to be complete within two weeks of the announcement of the three final proposals.**

The Public Art Selection Panel is not required to select from among submitted applications and reserves the right to invite artists who do not apply.

### **Mural Art Contest:**

The three (3) finalists will compete in an online contest, open to voting from the public. Finalists' proposals will be featured on various media including but not limited to social media, Gypsy Rose Music website, newsletters etc. The online contest will be conducted by Gypsy Rose Music, not by the Roswell Arts Fund.

### **General Review Criteria:**

Artists and artist teams will be reviewed and rated based on their submitted work and samples from other completed projects. Review criteria will include but not be limited to:

- Aesthetic excellence of past projects
- Demonstrated site-specific designs
- Demonstrated project management (on time and on budget) and collaboration with other artists, design professionals, or community members
- Work products submitted for review reflect materials and methods appropriate to painting an outside street level mural.

## **SUBMISSION REQUIREMENTS**

### **Applications must be received no later than October 22nd, 2018**

- Electronic submissions only – [publicart@roswellartsfund.org](mailto:publicart@roswellartsfund.org)
- "Gypsy Rose Mural" must be included in the email **subject line**.
- Submission by regular mail will not be considered.
- Submitted applications will serve as an agreement to the conditions herein stated for the Gypsy Rose Music Mural.
- Applications must include **all of the following items**; incomplete applications will be rejected. See Checklist in **APPENDIX C**

1. **Statement of Interest:** In no more than 200 words, using no smaller than 12pt font, outline the artist's interest in participating. Please include the artist's full name, address and complete contact information including any professional websites. Statements



greater 200 words will not be considered. Please address the following in your statement:

- A. Describe your interest in creating this street mural
- B. Share your experience in similar projects including your roles and responsibilities
- C. Describe your ideas for this street mural and why you think your concepts will work for the Gypsy Rose Music Bar and Historic Downtown Roswell. Refer to the Street Mural Design Guidelines stated in the Project Description section.
- D. Describe your desired approach to complete this project

## 2. Artwork/Design Details and Requirements:

- Each artist may submit a maximum of **THREE (3)** artworks/designs for consideration in **ONE (1) application**.
  - Provide details of each submitted artwork/design/rendering including but not limited to title, medium, dimensions (HxWxD).
  - For each artwork/design provide **one (1)** rendering or overlay onto the site photo provided in **Appendix A**.
  - Artist can submit up to **three (3)** high quality 8 x 11" color digital images/fine line drawings per artwork/design for a maximum of (9) images. Please ensure images show various views of the artwork/design, as well the detail.
    - File format: each individual image should be in jpeg format
    - File Dimension: no smaller than 2000 pixels on the shortest side
    - File Resolution: 72 ppi/dpi (standard web resolutions)
    - File Size: Each individual digital image should be no larger than 5 MB. 8 x 11" color digital images.
    - Each individual digital image/design/drawing should be submitted separately from the application and jpeg files should be saved as "lastname\_artwork1.jpg" (the title and number of the digital image should correspond clearly to the list of images included in the application; example: rodin\_thethinker1.jpg)
  - Each email submission (application and/or images/design/drawing) cannot exceed 10MB. **Please include "Gypsy Rose Mural" in the SUBJECT line.**
  - All artwork/designs should be suitable for outdoor installation, safe for users and appropriate for extended outdoor exhibition and exposure to weather. Artists should detail type and quality of paint & coating, degree of weather resistance and color fastness.
  - Artist must include maintenance plan for chipping and/or fading.
  - Artist statement of installation requirements.
3. **Résumé/CV** (two-page maximum): We seek strong professional qualifications and high-quality artwork that demonstrates originality and technical competency. Include education; experience; public exhibitions and commissions on a similar scale; awards, grants or fellowships; works in public and private sectors.



4. **Images and Descriptions of Past Work:** Each artist may submit a minimum of three (3) and a maximum of five (5) images that represent samples of your past completed murals. For each image state title, date of completion, location, dimensions, significant materials and budget if publicly available. If you were the member of a team or otherwise worked with other artists on a project you are submitting for consideration, please clearly state your actual role in the creation of the work. Each email submission (application and/or images) cannot exceed 10MB.
5. **Two professional references.** Include the name, affiliated organization, email and phone number of references who can speak to the artist's ability to meet deadlines and work with the community.

If applying as artist team, please designate one team member as the primary contact and provide complete contact information for that person.

**Schedule:**

| Date                            | Step  |
|---------------------------------|---|
| October 1, 2018                 | Distribute RFQ  |
| October 22 <sup>nd</sup> , 2018 | Submissions close; applications due   |
| November 7 <sup>th</sup> , 2018 | Mural Art Selection reviews submissions and narrows to 3 finalists.   |
| November 8 – November 14        | Online Mural Art Contest:   |
| November 26 – November 30       | Earliest start date for Mural installation  |
| December 8, 2018                | Gypsy Rose Soft Opening; Target date for installation; Gypsy Rose owners will work with the winning artists to accommodate schedules. |

**Thank you for your interest in working with Roswell Arts Fund.**

**Questions about the project may be directed to:**

Emma Chammah  
 Public Art Administrator, Roswell Arts Fund  
 publicart@roswellartsfund.org  
 Roswell Arts Fund  
 PO Box 768136  
 Roswell GA 30076  
 Phone: 770.817.6674



**Appendix A**  
Site Photo



## Appendix B Design Style Criteria and Reference imagery

Brittany Crooms, Owner/GM:

We love her conceptually. The colors are wonderful. Incorporating a butterfly or two is important symbolically. Stylistically, she could be less realistic with more flowing, less rigid lines. She needs to really capture the essence behind a free spirit. Someone who is original, a warrior and a dreamer...a lover of the arts and all things creative. The Boho woman. We'd like a musical instrument to be included somehow.



Mimby Jones Robinson

We love the style of this mural, minus the warpaint on her face. She embodies the strong, free spirited, creative woman. The blue flowing lines coming off to the left remind us of a guitar, which is one way we see an instrument being incorporated.



Ana Kuni

## Appendix C

### Artist Submission Checklist

(see pages 4-8 for details)

#### Eligibility

- Professional Artists Only
- Previous experience; included images of past work
- One of a kind, original work
- Safe, non-hazardous materials, low maintenance
- Artwork design/rendering adheres to Mural Design Guidelines

#### Submission

- Electronic submission received by **October 22, 2018**
- Statement of Interest
- Up to **(3) artwork designs/drawings** for consideration in **ONE (1)** application; note title, medium, dimensions (HxWxD)
- Up to **(3) digital images per** artwork/design/rendering (no less than 2) for a maximum of (9) images/designs/drawings - (**please follow size, resolution, dimension, format, and title instructions**)
- Images submitted individually and titled/referenced accurately: "lastname\_artwork1.jpg" (the title and number of the digital image should correspond clearly to the list of images included in the application; example: rodin\_thethinker1.jpg)
- At least one image/design/drawing **per design** is rendering or overlay on site photo.
- Installation requirements
- Maintenance requirements
- Resume
- List of Recent Art and digital images- title, location, date completed, media, brief description of the project; up to (5) additional images (please follow size, dimension, format and title instructions)
- Two professional references