



## PARMA HEIGHTS HISTORICAL SOCIETY

### PUBLIC ART MURAL PROJECT RFQ

February 19, 2021

#### **1. PROJECT DESCRIPTION**

##### ***Call for Entries***

The Parma Heights Historical Society, in conjunction with the City of Parma Heights and Cuyahoga Arts & Culture, invite all interested artists to submit portfolios for a new public art mural project to be located on a building near the intersection of Pearl Road (US 42) and W. 130<sup>th</sup> Street. (Attachment #1) in the City of Parma Heights.

##### ***Introduction***

Pearl Road is the Main Street of the City of Parma Heights, running SW to NE through the heart of the community. The intersection is one of the busiest in Cuyahoga County with an estimated 39,000 vehicles per day and it is on the western boundary of the city.

Over the past 5 years, the City of Parma Heights has focused on enhancing the Pearl Road Corridor and redefining the community. Over the past few years the city has put together a puzzle of grants with the focus of improving the Quality of Life in our community by incorporating eco-friendly infrastructure, multi-modal transportation options and improved aesthetics. Additionally, to help create a Sense of Place, the city conducted a Branding and Wayfinding Study and is now in the process of incorporating a vibrant new logo and the phrase "Community Grows Here" by installing wayfinding signs throughout the community. (Attachment #2)

Wanting to be part of this process, in 2019 the Parma Heights Historical Society approached the city with the idea of installing a public mural. When the city agreed, the Society won a Cuyahoga County Arts and Culture grant for the painting of the mural, the first of its kind in the city. The mural project was scheduled to be completed in 2020 but the Covid pandemic has pushed the completion date into 2021.

##### ***Invitation to Participate***

This project is open to all local artists. Collaborations and teams are welcome contingent upon demonstration in the RFQ response of previous experience working as a team. ***Anyone under the age of 18 must include a parent or guardian's name and phone number with their application.***

## 2. DESIGN APPROACH

Artists are hereby invited to submit portfolios for consideration by a Selection Committee for a public art mural: in developing a response, the artist should note that the substrate surface will not be smooth as it consists of concrete blocks. The mural is to be painted directly onto the wall. The city has arranged the following with the building owner:

Location: South side of building located at 6708 Pearl Road (see attachment #3)

Mural Size: no smaller than 300 sq. ft. or 30' wide x 10' high  
up to 630 sq. ft. or 70' wide x 10' high

Design concept must include the following elements in some fashion:

- ✓ City colors: purple and green (see logo) but other complementary colors are certainly welcome
- ✓ Phrase: "Community Grows Here"
  - Greenbriar plants (Attachments #4 & #5)
  - Historical Society Tollhouse (Attachment #6)
  - Route 42 sign -oldest brick road in the U.S. (Attachment #7)
  - Daffodils – the city has a "Daffodil Project" where the Garden Club plants thousands of daffodils every year in conjunction with city businesses

Design concept could also include:

- Sawmill wheel - the location of the mural is steps away from the location of the first homestead in the community which included a sawmill (Attachment #8)
- Old log school house (Attachment #9)

As you design, please keep in mind that:

- ✓ This may be the first of several public murals – a concept that would include a unifying element that could be reflected in future public murals would be ideal. As with the wayfinding & branding, the Society wants people to know when they are in Parma Heights!
- ✓ Our community is known as a city with a small-town feel.
- ✓ As a city, Parma Heights is notable for the fact that nearly every resident is within a ½ mile of a park.

***This is NOT to be a standard landscape mural and please no images within block letters!***

- ✓ ***Unique and lively is the feel the Society desires. Think: bright, modern and eye-catching.***

Keep in mind that the final concept and style will be determined by the artist in consultation with the Selection Committee.

### **3. SUBMISSION REQUIREMENTS**

Please deliver an electronic copy of your application materials and past work, either by:

- ✓ email or series of emails (labeled #1, #2, etc.)with .jpeg images
- ✓ email with a link to your digital portfolio
- ✓ a flash drive with .jpeg images - drop-off at Parma Heights City Hall, 6281 Pearl Road. (Be sure your first image contains the requirements from the Cover Sheet and Section #1 below.)

#### **Submissions must include the artist/team name and contact information.**

All submissions become property of the Parma Heights Historical Society and the City of Parma Heights and will not be returned.

Submissions will be evaluated based upon the selection criteria listed below. Respondents should present the required information in a clear and concise manner in the following order and format:

#### ✓ ***Cover Sheet***

Include name, address, telephone, email, and website (if applicable) of the artist/team to receive all project information, or any official correspondence relating to the project.

#### ✓ ***Section 1: Artist Resume and References***

Include a summary list of exhibitions/public art projects completed during the past five (5) years if any, selected exhibitions/public art projects, awards, catalogues, current gallery affiliations, and grants/fellowships, etc.

Include phone numbers and email addresses for at least three (3) professional references.

#### ✓ ***Section 2: Digital Images of Past Work***

**Images of previous work in .jpeg format.** Please closely observe the following guidelines for the submittal of digital images:

- Professional artists, please submit up to 5 (five) images featuring select examples of previous public art projects or those of a similar scope or utilizing similar techniques. Indicate or provide a list of the year, location, media, and budget of featured artwork.
- Students, please submit up to 5 (five) images from your portfolio.

✓ **Section 3: Artist Preliminary Concept Statement**

Please describe your initial impressions of and projected approach to this Parma Heights public art mural project and **provide a concept sketch**. We welcome outside the box thinking!

**Deadline**

All submissions must be received by the deadline. Late and incomplete submissions will be rejected.

**All submissions must be received no later than**

**March 5, 2021 by 4:00 p.m.**

- ✓ Please submit electronic entries to:
  - ✓ [am1952@gmail.com](mailto:am1952@gmail.com)
  - ✓ [ced@parmaheightsoh.gov](mailto:ced@parmaheightsoh.gov)
- ✓ or drop off at Parma Heights City Hall, 6281 Pearl Road

**4. FINALIST SELECTION**

**Notice of Selection**

A Selection Committee consisting of members of the Parma Heights Historical Society along with residents and members of the local business community will review all submissions. Applicants will be notified by Monday, March 22, 2021 as to the status of their submission.

The mural concept selected by the Committee shall be further developed and refined by the selected artist upon notification of selection. The artist shall provide a final design drawing no later than Monday, April 19, 2021 at 4:00 p.m.

If the Selection Committee determines that the artist is not able to provide suitable mural concepts in a timely fashion, the group reserves the right to select another concept/mural in order to maintain the Schedule.

The Parma Heights Historical Society reserves the right to reject any and all entries and implement designs not associated with this request for qualifications.

**Fee**

This mural is made possible by a grant from Cuyahoga Arts & Culture and must adhere to the requirements of the grant with the total project cost not exceeding \$8,000. The final cost of the project must cover the artist's fee and all costs associated with the mural. Please submit a thorough bid based on square footage, complexity, time and supplies required: provide cost breakdowns. **If bids allow, there is the possibility of a second smaller mural to be included in the project.** The mural(s) must be completed in 2021.

## 5. **PROPOSED PROJECT SCHEDULE**

Issuance of Mural RFQ	February 19, 2021
Artist Credentials and Proposals Due	March 5 at 4:00 p.m.
Notification of Artist/Concept Selection	March 22, 2021
Deadline for Final Design	April 19, 2021
Mural Installation	Spring/Summer 2021
Formal Unveiling of Mural to Community	August 2021

## 6. **NOTICE OF USE**

The Parma Heights Historical Society and the City of Parma Heights hereby reserve the right to photograph, advertise, promote, and utilize the proposed Pearl Road mural in any digital, print, or mass media production upon installation. The Artist of the mural shall retain similar rights to photograph, document, and utilize the installed art for their respective portfolio or marketing collateral. All concepts submitted for consideration may be utilized by the Parma Heights Historical Society and the City of Parma Heights for potential digital, print, or mass media productions.

## 7. **FURTHER INFORMATION**

This call for artists is available on:

- ✓ the Parma Heights Historical Society's Facebook page:
  - The Parma Heights Historical Society OFC
- ✓ and on the City of Parma Heights website: [www.parmaheights.gov](http://www.parmaheights.gov).

For questions about submissions, please contact: 440.340.4810

The Parma Heights Historical Society

Jim Griffith, President

Aldo Melaragno, Treasurer

City of Parma Heights

Joseph E. Sebes, Project Coordinator