

CALL FOR QUALIFICATIONS FOR JOHNSON CITY, TENNESSEE MURAL PROJECT

The Public Art Committee of Johnson City, TN is seeking qualifications from artists or art teams for the commission of a mural in downtown Johnson City.

ELIGIBILITY: This opportunity is open to all professional artists over the age of 18.

BUDGET: Up to three finalists will be selected to develop concept proposals for this project. The total project budget for the selected commission is \$17,500. Each finalist will be paid a \$500 stipend for his/her proposal. The selected artist will be paid \$16,000 for the commissioned work. Artist will be responsible for own travel costs, materials, housing, and personal liability insurance. Artist will be responsible for applying a UV sealant and anti-graffiti coating.

DEADLINE: January 15, 2020

QUESTIONS: Cheyenne Kumbhare ckumbhare@johnsoncitytn.org 423-975-2706
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Johnson City, with an elevation of over 2000 feet, is located in the foothills of the Appalachian Mountains. It is surrounded by farmland, undulating hills, lush valleys, and many lakes and rivers. Johnson City has an abundance of unspoiled natural beauty and four distinct seasons.

The ninth-largest city in Tennessee, with a population of nearly 67,000, Johnson City was founded in 1856 as “Johnson’s Depot” and later became a major rail hub for the Southeast. In 1869, it was incorporated by the State of Tennessee as Johnson City, Tennessee. Johnson City is distinguished as a community that embraces art, the environment, commerce, science, community, and education. It is home to a broad based economy and to East Tennessee State University.

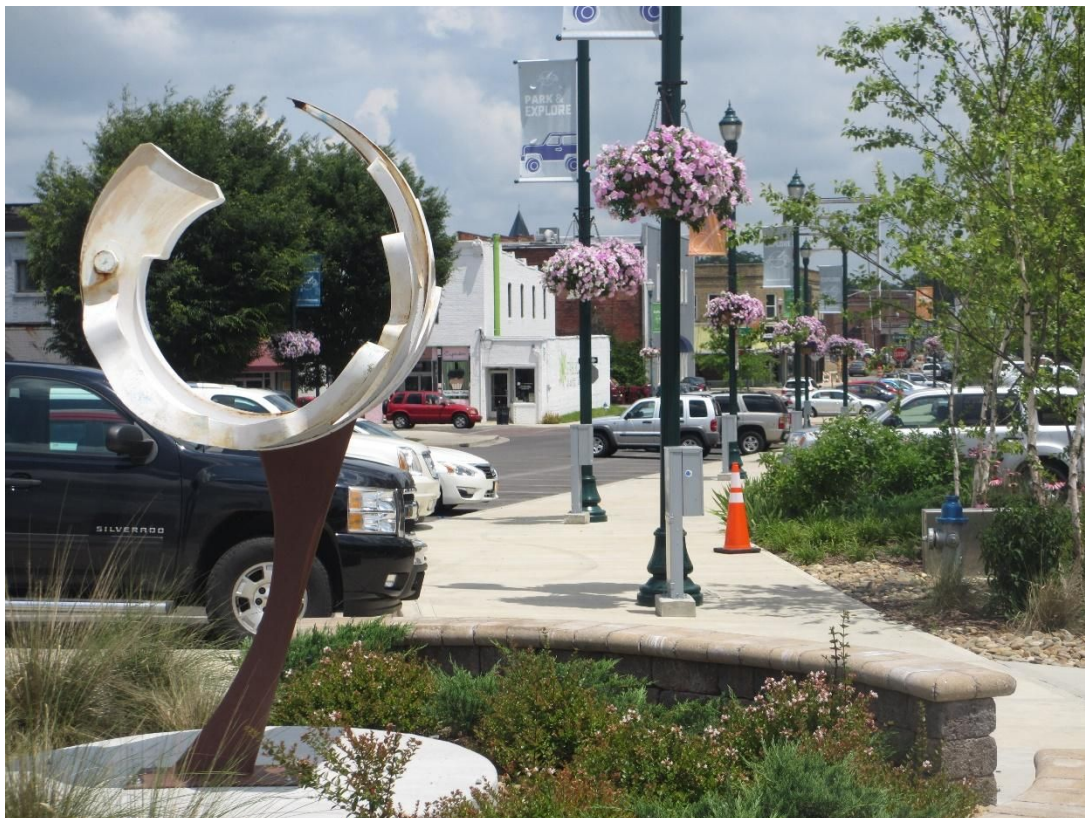
Downtown Johnson City is in the midst of a revitalization period. In recent years, storm water mitigation efforts prompted the development of two new parks – Founders Park and King Commons – and a commitment to the local food movement spurred the installation of a large farmers market pavilion. Craft beer breweries have become increasingly popular as many have located in the

downtown area. The City's two remaining train depots were remodeled and now house two regionally renowned restaurants, and many other downtown buildings are undergoing restoration. Just a few blocks from downtown, a heavily wooded area known as Tannery Knobs has been transformed into a bike park with trails for people of all ages and skill levels. Public art has also contributed to the ongoing revitalization as artistic elements have been incorporated into many of the newly developed areas downtown.









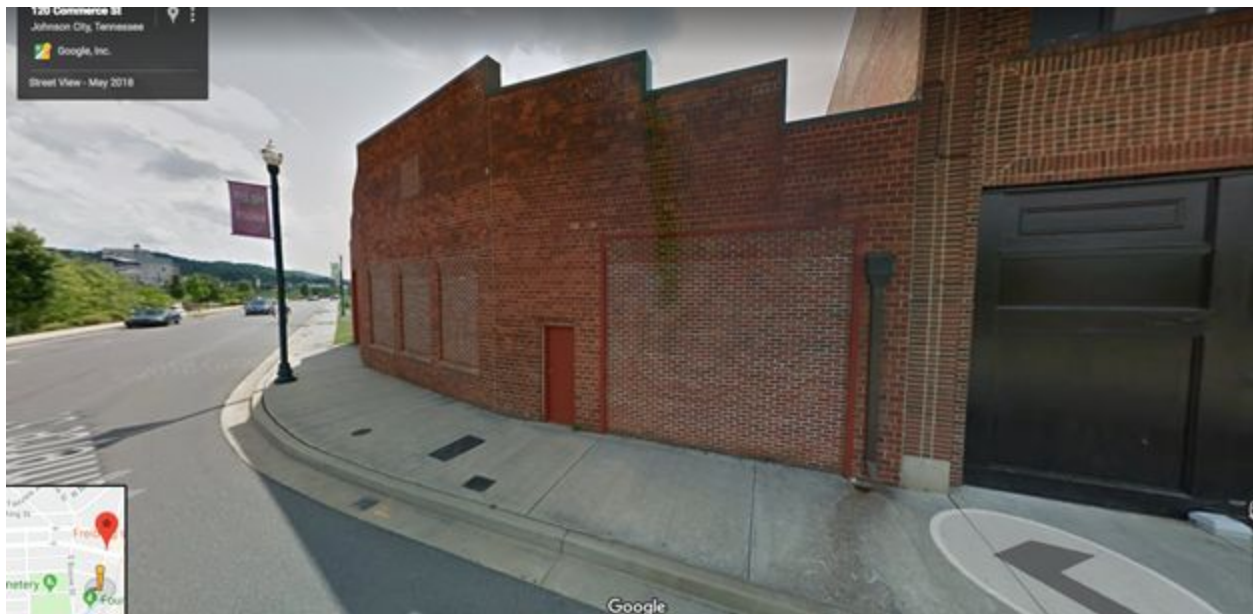
The downtown hosts a number of annual events that bring a sense of character to the downtown area. The Blue Plum Festival is a music and arts festival that takes place in June and includes a 5K race, two days of music, art and craft vendors, food vendors, and other activities. In recent years, the Downtown Merchants Association and a group of enthusiastic volunteers organized Little Chicago, another music and arts festival focused on providing free music and activities to the public. The Umoja festival began as an annual picnic held in celebration of unity and ethnic diversity within the community, and has since grown into a larger event that includes music and games, food and merchandise vendors, and informational booths. The Corazon Latino Festival highlights Latino art, music, dance, and traditions. The Meet the Mountains Outdoor Festival increases awareness and use of local outdoor recreation resources. Recurring events such as First Friday and Founders After 5 ensure a constant flow of entertainment and activity in the downtown area.

PROJECT DESCRIPTION & THEME

We would like to commission a professional artist to paint a large scale narrative mural that addresses the theme of “Bounty.” Our region and especially our downtown is replete with a variety of natural resources. We are quickly becoming an outdoor recreation destination. We have plentiful and robust agricultural resources and great cultural and historical offerings. Our residents are warm and inviting. We would like for the mural to reflect the myriad and bountiful richness of our community. We are looking for proposals that convey the dynamic energy of renewal and the sense of community developing in our downtown area. Proposals should convey a clear sense of place. The chosen wall at 120 Commerce Street is historically rich and is situated adjacent to Founders Park. It will serve as an iconic focal point for the park and will be visible to a variety of pedestrians and downtown visitors. It is also visible from State of Franklin Rd which will further entice visitors to our downtown.

This will be the third mural project since the inception of the Public Art Committee eight years ago. In addition to the mural project, the committee has established a leased sculpture program in the downtown area as well as a traffic wrap program.

MURAL SITE



The designated wall for the mural is located on Commerce Street adjacent to both Founders Park and the Pavillion which hosts the weekly farmer's market. It is visible to pedestrian traffic and can also be viewed from State of Franklin Rd, a major artery of the city. The rectangular wall measures approximately 52 x 21 feet (1092 square feet) and encompasses the middle and right portions of a one story building with a historic and restored brick facade. The brick wall provides a large space conducive to a high impact narrative mural. There is also a third section of wall on the left side that measures approximately 26 x 21 feet. The chosen artist will be given latitude in overall design and may wish to utilize some of this left wall. Ultimately we are looking for a mural design that covers approximately at least $\frac{2}{3}$ of the total space.

SELECTION CRITERIA

A Public Art Selection Panel will review the qualifications of applicant artists and make recommendations to the Johnson City Public Art Committee. The Selection Panel includes artists, arts advocates, curators, administrators, project partners, and other arts and community development specialists. Their selections will be based on the following criteria:

- Artistic excellence as demonstrated in 10 digital images of the artist(s) previous work
- Evidence of working in the mural field on large masonry surfaces
- Experience working on collaborative community projects
- Experience working on large scale projects
- Willingness to meet all contractual guidelines
- The use of content appropriate for all audiences

SUBMISSION GUIDELINES

Submit a digital portfolio:

- Cover letter or artist statement
- 10 digital images of previous art work
- Resume
- Contact information for 3 professional references

Submit a digital pack at

<https://jcpublicart.com/call-for-qualifications-mural-project-in-johnson-city-tn/>

ANTICIPATED TIMELINE

- **Deadline for application: January 15**
- **Notification of three finalists: January 31**
- **Proposals due: February 28**
- **Final artist selection: March 28**
- **Installation of the mural will be scheduled in consultation with the selected artist. The artist will be responsible for preparation of the mural surface. The Public Art Committee would like the mural to be completed by September 2020. When submitting your RFQ, please confirm that you can work within this timeframe. Selected finalists will be invited to present their proposals to the selection committee and will be reimbursed for travel and lodging.**