

CALL FOR ARTISTS: Selfie Spot Mural in Old Town Fairfax

City of Fairfax, VA

Submittal Deadline: Friday, September 17, 2021 – 4 PM

\$4,000

Overview

The City of Fairfax Public Art Program and the Fairfax City Economic Development Authority announces a Call for Artists' Designs for a selfie spot mural on the side of Drapers in Old Town Fairfax.

Draper's, operated by Parry Restaurant Group, plans to open in a newly constructed public building in mid 2021. The building sits on land owned by the City's Economic Development Authority and formerly was the site of the historic red barn building. The site is located in the central historic block of Old Town Fairfax. The new restaurant hopes to leverage its location adjacent to the Old Town Square - the cultural and social heart of Fairfax City - by creating a welcoming and casual atmosphere where people can come together and share good food and drinks. In addition to this, the restaurant, and Economic Development Authority, hopes to leverage space on the back side of the building with a mural that inspires people to visit Fairfax and to engage with the artwork.

Deadline

The deadline for all submissions in response to this call is 4 pm on Friday, September 17, 2021.

Eligibility

This call is open to all mural artists, preference is given to those living in Northern Virginia. Submitted designs must be original artwork.

Juried Selection Process

A jury/selection panel will review all proposals. Panelists will be a representatives from the following, Commission on the Arts Public Art Committee, Parry Restaurant Group, Fairfax City Economic Development Authority and staff of Fairfax City.

Selection Criteria

The panel will use the following criteria:

- Artistic merit and graphic strength of the proposed design;
- Contribution to aesthetic and cultural atmosphere of the City of Fairfax and the historic nature of Old Town;
- Appropriateness of subject and concept for a public space;
- Completeness of the submission as outlined in this announcement.

Artwork will be deemed inappropriate which portrays: content which violates copyright or other known legal ownership interest, profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.

Artwork Location

On the east façade of the new Drapers Building in Old Town Fairfax off of Old Lee Hwy (3936 Old Lee Hwy). The Selfie Spot mural will be 7' by 9' (WxH). Painted on brick (Bradford Hall Tudor by General Shale).

Duration

The mural will last 10 years.

Payment

The selected artist/artist team will be awarded \$4,000 for their design concept/paint/supplies needed to execute the project. The Fairfax City Economic Development Authority (EDA) will own the copyrights and enjoy the unlimited, licensed use of the selected designs for program purposes. The EDA will not profit from use of image of the art.

Submission Requirements

Please e-mail all application materials to Megan DuBois. Megan.Dubois@fairfaxva.gov If you have graphic questions, please ask!

Respondents should submit the following materials by 4 pm on Friday, September 17, 2021

1. Artist/Team Name, Point of Contact Name, Mailing Address, Telephone Number, Email Address, and Website.
2. One-Page Statement of Interest briefly addressing the concept, design, and how you approached this project.
3. One-page résumé or curriculum vitae
4. Annotated List of Images: Please include the artist's name as a heading, and a brief description of each image, including title and original medium.
5. Design Proposal. Designs must be submitted as a high-quality image file in web-quality **JPG file**.

Submission Guidelines and Design Considerations:

1. Submitted designs must showcase original artwork.
2. The art may be a new original piece or an existing work of the artist and may not be on display in other public art programs (not including ongoing gallery exhibitions).
3. The selection committee would like the selfie spot to be something fun and interactive for those visiting Old Town to make a lasting impression on residents and visitors.
4. Designs that incorporate commercial advertisement will not be considered. Please inquire if in doubt.

Timeline

August 13, 2021	Announcement of Call to Artists/RFP
September 17, 2021	Response from Artists due by 4:00 pm EST
Week of September 27, 2021	Selection Committee Reviews Proposals
Oct 13, 2021	Selected Artist Contacted
Oct/Nov 2021	Mural Installation

Disclaimer

The City of Fairfax reserves the right to delay or reschedule the conduct of, cancel, or reissue this Call for Artists for any reason it deems fit or necessary.

Applicants will be advised in the event of a delay, cancellation, or reissuance.

The City of Fairfax does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran, and is an Equal Opportunity Employer.

Direct all questions and comments to:

Megan DuBois, Cultural Arts Manager, City of Fairfax Public Art Program, 703-273-6097,
Megan.DuBois@fairfaxva.gov

EXAMPLES ON NEXT PAGE

SAMPLE SELFIE SPOT MURALS

These are examples from other programs across the nation. See our template on next page.

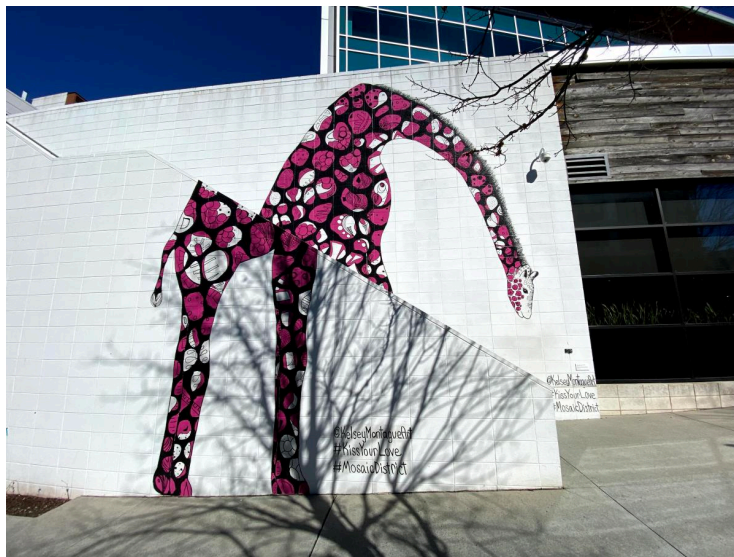
Alexandria, VA



Mosaic District, VA

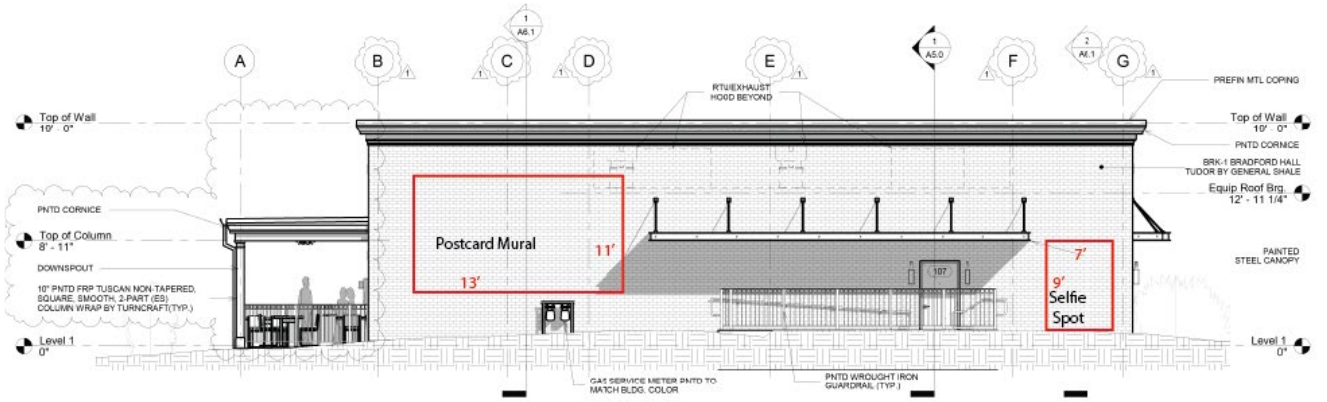


Mosaic District, VA



LOCATION OF MURAL

Graphic located on next page



4 South
3/16" = 1'-0"