



**PAINTING
POSITIVITY**

Castle Rock, Colorado Call for Public Art

A partnership of the Town of Castle Rock Public Art Commission and the Castle Rock Artist Cooperative

Downtown Castle Rock Mural Request for Proposal January 15, 2021

OVERVIEW

The Town of Castle Rock Public Art Commission (TOCR PAC) and the Castle Rock Artist Cooperative (CRAC) seek proposals for a public art mural project to be painted in Downtown Castle Rock, Colorado. Artists are invited to submit a proposal for this exciting opportunity to provide a large-scale work of art using the theme "Painting Positivity" - centered around the ideas of positivity, unity, hope and love.

2020 was a challenging, divisive year for our world. Mental health issues are at record highs. This program seeks to use art to trigger important conversations and be the drop of positivity that creates a ripple effect in our community. Through art, we can provide a deeper, more meaningful human experience and provide a message of hope for the future. The selected art will start these conversations and make positivity the star.

In 2020, the Public Art Commission conducted research to uncover the community's thoughts on art and its impact in the community. Here are a few excerpts from that research.

"Art can bind people together."

"It brings people together, it tells stories."

"Art unifies the community."

"Art expands your horizons."

"It's not a community without art and culture. Going back to the caveman days and the painting on the walls, there is no culture without art."

"Ultimately, it may surprise no one to discover that arts and arts education have strong positive effects on wellness and quality of life. Throughout human history, in virtually all cultures, the arts have been viewed as a hallmark of civilization—so why not of health and human development?"

National Endowment of the Arts, The Arts and Human Development, 2011

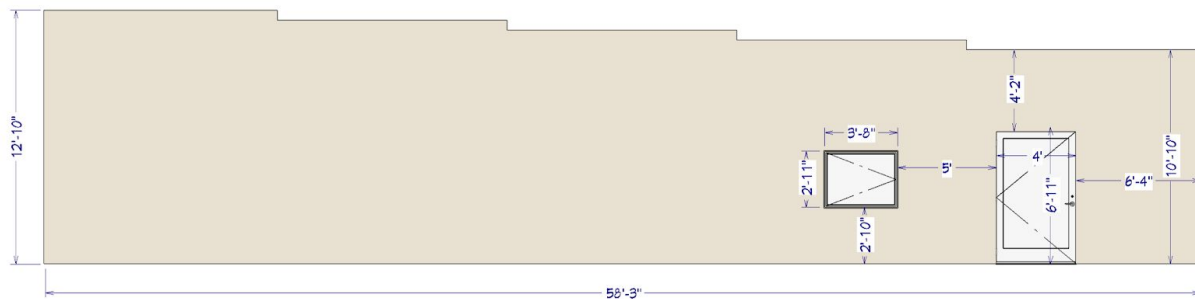
In thriving downtown communities all over the world, art and culture are found and studies show that people enjoy being in places that are interesting and engaging, and art brings value to a place. There is a growing excitement within the Castle Rock art community, downtown businesses, and residents to add additional artistic places of interest to Downtown Castle Rock. A recent public art survey showed that 92% of respondents felt art added value to their community. The mural projects will be highly visible to locals and tourists alike and enhance and beautify our downtown.

WHO WE ARE

Incorporated in 1881, the Town of Castle Rock is a vibrant and spirited community with a rich history and heritage. The TOCR PAC functions as the catalyst for local public art experiences and works to enhance community vibrancy and small-town character. The mission of CRAC is to bring the beauty and experience of art to the community. CRAC is a privately funded nonprofit institution that relies on the generosity of individuals, corporations, and foundations to help support all of our activities.

MURAL SITE LOCATION AND SPECIFICATIONS

The mural site is located on the north wall of the Fort CPA Group at 407 Wilcox Street; please reference the spec image below for dimensions.



PROJECT CONSIDERATIONS

- Develop a distinctive painted mural artwork that communicates and promotes “positivity” through the use of design, color, and subject matter for public viewing of all ages.

- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public.
- Design a work that fits well within the context of the site (i.e., scale and theme). Use materials of the highest quality, designed and fabricated for durability of at least 20 years, as well as for low maintenance –
- Complete the required applications of an anti-graffiti and an UV protective coating/sealant.
- Complete project within the specified period of time and within budget.
- Given the expected attention that this project will attract, the artist agrees to participate in any press/media related opportunities as they arise including, but not limited to, print, radio/televised interviews, and discussions/presentations, as deemed necessary by the TOCR PAC and CRAC.
- Additional Considerations: the artist/artist team will not be responsible for the general maintenance of the mural, but agrees to be available after the completion of services for consultation, if the need arises. No proposed artwork requiring mounting/drilling or similar requirements to affix the art will be considered.

ELIGIBILITY

The request for proposal is open to all artists/artist teams with legal status to work in the United States without preference to racial/ethnic origins, gender, sexual orientation, religious affiliation, or disability.

Any group or individual awarded the project will be required to have general liability insurance throughout the project and must submit a current certification of insurance at the time of signing a project contract to ensure that coverage limits are appropriate to the scope of the work being completed.

OWNERSHIP

The artist/artist team will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist/artist team, the Town of Castle Rock Public Art Commission (TOCR PAC) and Castle Rock Artist Cooperative (CRAC). At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of the TOCR PAC and CRAC as a work made for hire as defined by the copyright laws of the United States. The TOCR PAC and CRAC shall be the exclusive owners and copyright proprietors of all rights and title in and to the results and proceeds of the artist's/artist team's services hereunder. In addition, the artist/artist team will represent being the author of the work and that all services are original by the artist/artist team and not copied in whole or in part from any other work. The artist should also agree to not install within a 50-mile radius of the site any additional exact duplicate or reproductions of the final artwork.

BUDGET

This request for proposal (RFP) seeks proposals inclusive of all costs associated with the mural, including, but not limited to, artist design fee, materials (including the required UV weather and anti-graffiti coatings), installation labor, insurance coverage (or proof of), incidentals such as

scaffolding rental, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses, and any other costs related to the mural.

Half the selected award will be provided up front with the remaining upon conclusion of the mural.

The TOCR PAC and CRAC have designated up to \$5,000 for this mural.

SELECTION PROCESS/CRITERIA

A selection committee has been assembled by the TOCR PAC and CRAC for this project. Members of the committee are Castle Rock citizens, local business owners, and stakeholders. The selection committee will review all completed proposals. The following criteria will be used in the selection process:

- Submittal of all requirements as outlined below: statement of interest, resume, budget, sketch (10 points)
- Artists credentials and qualifications as exhibited by past work. (20 points)
- Originality, creativity and uniqueness of proposed artwork. (40 points)
- Adherence to the theme of positivity, hope, unity, love (20 points)
- Design within the context of the site (10 points)

DEADLINE

All proposal materials must be submitted electronically by 5:00 PM on February 14, 2021. Submit the following items in PDF format via email to Maia Aman, maman@CRgov.com [in (1) single document. Please keep in mind that the maximum file size to this email address is 75MB, although outbound limitations by the sender may apply]

- Statement of Interest (250 words or less)
- Resume (outline your accomplishments as an artist and examples of previous work)
- Budget (include labor and detailed outline of materials)
- Detailed Sketch of Proposed Artwork

Hard copy submittals will not be accepted. Each artwork must be submitted as its own proposal.

TIMELINE

The committee will review proposals and make recommendations for the recommended proposal to the TOCR PAC and CRAC prior to March 8, 2021.

From there, the jury will make recommendations to the boards of the Public Art Commission and the Castle Rock Artists Cooperative prior to the PAC's March 11, 2021 regular business meeting.

Winning artists will be informed the following week. Production is expected to begin in the spring. Timeline to be approved and may be adjusted by the TOCR PAC and CRAC if deemed appropriate. .

Timeline (subject to change)

January 15, 2021	Announcement and distribution of RFP
February 14, 2021	Deadline for receipt of proposal materials
March 15, 2021	Notification of winning proposal
March 31, 2021	Contract phase
April-June, 2021	Commencement and completion of installation

QUESTIONS

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