



ARTS COMMISSION

Engaging Community Through Authentic Artistic Experiences

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City of East Lansing PARKS AND RECREATION DEPARTMENT

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Request for Qualifications: East Lansing Public Mural

Introduction

The City of East Lansing is interested in installing public art in our downtown that is representative of our Country's rich cultural heritage and identities, including BIPOC and LGBTQIA communities and is open to receiving submissions from all artists.

Located in south central Michigan, five miles east of the State capital. East Lansing is approximately 13.7 square miles in size, with a population of over 48,500 people. It is home to Michigan State University and the world-renowned Broad Art Museum.

East Lansing has a long-standing commitment to public art and we are further committed to broadening the representation of artists within our city-owned art collection. The East Lansing Arts Commission and the Art Selection Panel have functioned since 1985. In 2014, a Percent for Art Ordinance (Ordinance 1339) was developed. Ordinance 1339 requires 1% of the cost of private construction projects (up to \$25,000) and 1% of the city's general fund capital spending to be allocated for public art. The adoption of Ordinance 1339 places East Lansing at the forefront of public art administration in the state.

The City of East Lansing has an extensive city-owned art collection, including over two dozen exterior art installations and more than 30 individual interior art pieces. A wide range of festivals and events are hosted annually in East Lansing and add to the cultural fabric of the community. These events include the East Lansing Farmers Market, Summer Solstice Jazz Festival, Winter Glow, Moonlight Movies, Play in the Park, and the East Lansing Art Festival which is consistently ranked as one of the top 200 fine art and design shows in the country by Sunshine Artist Magazine.

Project Site: East Lansing's Downtown District is eight (8) blocks of mixed-use buildings ranging from 1 to 12 stories tall. Businesses in the downtown are highly varied and range from professional offices, to restaurants and bars, to arcades and escape rooms, to banks, to various retail storefronts. There are also many apartments for all ages, five parking garages, three hotels and a parklet. Downtown is bordered by Grand River Ave and Michigan State University to the North and a neighborhood to the South. Thousands of visitors, visit downtown annually.

Mural Location: The location for the mural is downtown East Lansing on the 4th and 5th floors of the Center City development, 218 Albert St. East Lansing, MI 48823. These floors are home to the Albert Ave. Parking Garage that is owned by the City of East Lansing. The available space for the mural is 23' 7" tall x 53' 3" wide. The mural must be able to tolerate extreme weather conditions. It will need to be designed and installed using

methods and materials that will withstand vandalism attempts typically encountered in outdoor, public places.

Submission Due: Qualification submissions are due no later than 5:00 p.m. March 30, 2021. Installation is planned for June - August, 2021 and a dedication is scheduled for the end of August, 2021.

Project Budget: The final project budget is not to exceed \$40,000, including installation.

Vision for Project: The mural should capture the key role that downtown plays in East Lansing. It should embody the character of East Lansing and reflect the sense of the community that is celebrated downtown. The mural should celebrate the City's commitment to diversity, equity and inclusion, the importance that art plays in defining a sense of place and community and the diversity of the East Lansing community.

Qualifications

Submittal of Qualifications

Interested artists may submit their qualifications hard copy or electronically, as outlined below:

- *Electronic submission:* Proposal documents may be submitted electronically via email to hmajano@cityofeastlansing.com. The subject line should be "Artist's Name – Qualification Submission for Downtown EL Mural" (ex. Heather Majano – Qualification submission for Downtown EL Mural), clearly delineating that the message is the submission for the Downtown mural. Electronic files are to be in .pdf or .jpg format. Other format types will not be accepted.
- *Hard copy submission:* Proposals may be submitted on a portable flash drive or as an 8 1/2" x 11" unbound document. One (1) hard copy of the proposal is to be mailed or delivered in a sealed envelope to the City of East Lansing Parks, Recreation and Arts Department, 410 Abbot Road, East Lansing, MI 48823, Attn: Heather Majano. Envelopes are to be clearly marked for Downtown Mural Qualifications and the name of the Artist. Do not submit original photographs, samples, or any product other than paper. Faxed proposals or proposals in a format other than described above will not be considered.

The proposals shall be submitted by no later than 5:00 p.m. on Tuesday, March 30, 2021 to be considered. No late applications will be reviewed.

Content of Experience

Interested artists are to submit the following materials for consideration:

- Resume and/or statement outlining your education and/or experience
- Narrative outlining materials, medium, etc. typically worked with.
- Three (3) digital images of examples of past work that shows experience
- Other support material such as examples of other (non-mural) works and/or reviews of similar work.
- Provide contact information

The maximum proposal length is as follows:

- Resume.....1 page
- Narrative.....2 pages
- Examples.....8 pages
- Support Materials.....4 pages

Selection Process

The Request for Qualifications for the Downtown Mural was developed under the direction of the Arts Commission. All proposals that are received will be viewed by the Art Selection Panel, a five-member panel of professional artists.

After initial review of proposals, the Art Selection Panel will invite 3-5 artists to submit a full proposal, including a mural specifically designed for this project. These artists will be compensated for their proposals at \$500 and the design developed for this project will be the exclusive property of the City of East Lansing for one (1) year. The Art Selection Panel will review each full proposal. Select stakeholders will be included in the proposal review.

The Art Selection Panel will make a final recommendation to the Arts Commission for approval and the chosen proposal will be forwarded to East Lansing City Council for Contract award. Michigan artists are preferred with local artists being given priority consideration.

Timetable for Commission and Installation of Work

RFQ Release	Monday, March 1
Proposal due	Tuesday, March 30
Art Selection Panel review of Qualifications	Tuesday, April 6
Finalists notified	Thursday, April 12
Full proposals due	Monday, May 10
Art Selection Panel review #2	Tuesday, May 18
Arts Commission approval of Artist	Thursday, May 20
City Council approve art purchase	Tuesday, June 1
Artist Contract execution	Tuesday, June 8
Mural installation	June – August
Mural Dedication	August

Project Contact
Heather Majano
Art Festival & Art Initiatives Coordinator
East Lansing
(517) 319-6804
hmajano@cityofeastlansing.com

Mural Location

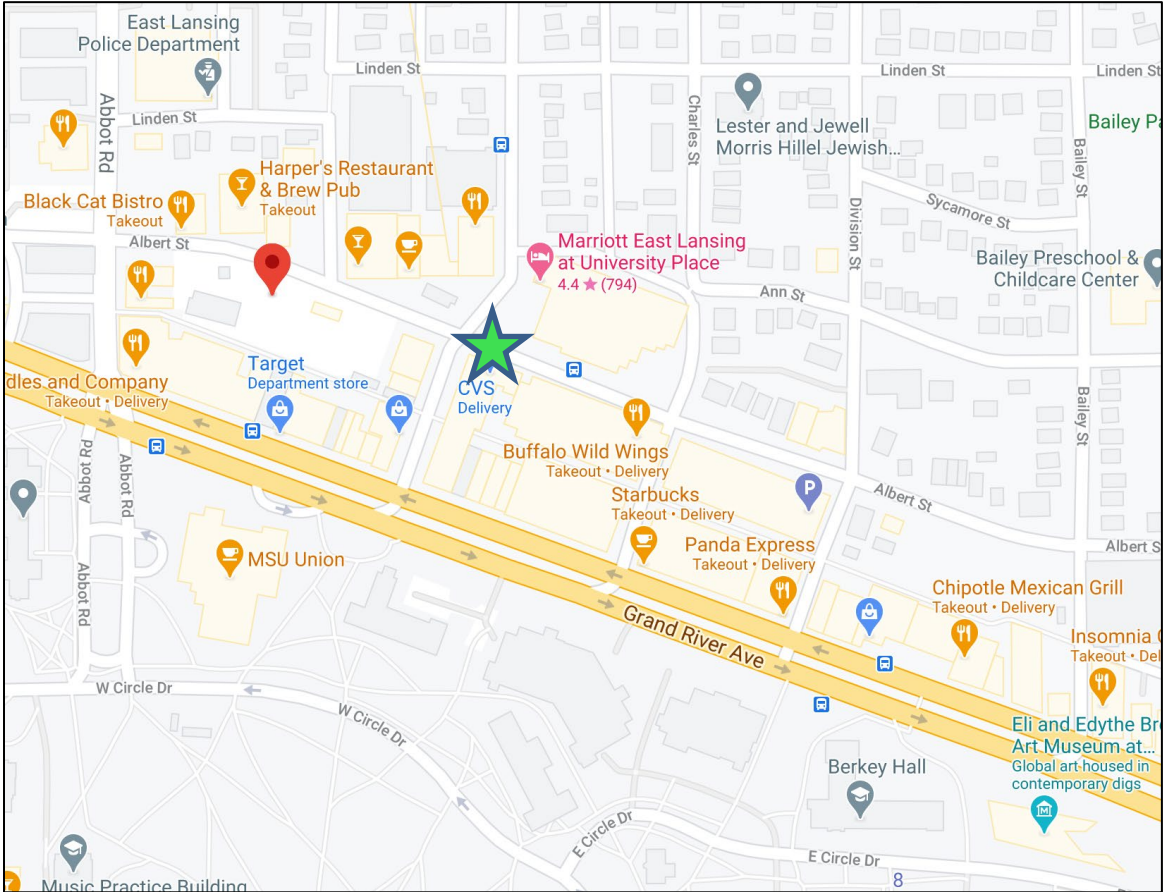


Figure 1: The Albert Avenue Garage is the first parking garage a visitor to East Lansing would see if they were coming into downtown off of Abbot Road. It is behind the Target department store and in front of Blue Owl Coffee Shop and El Azteco.

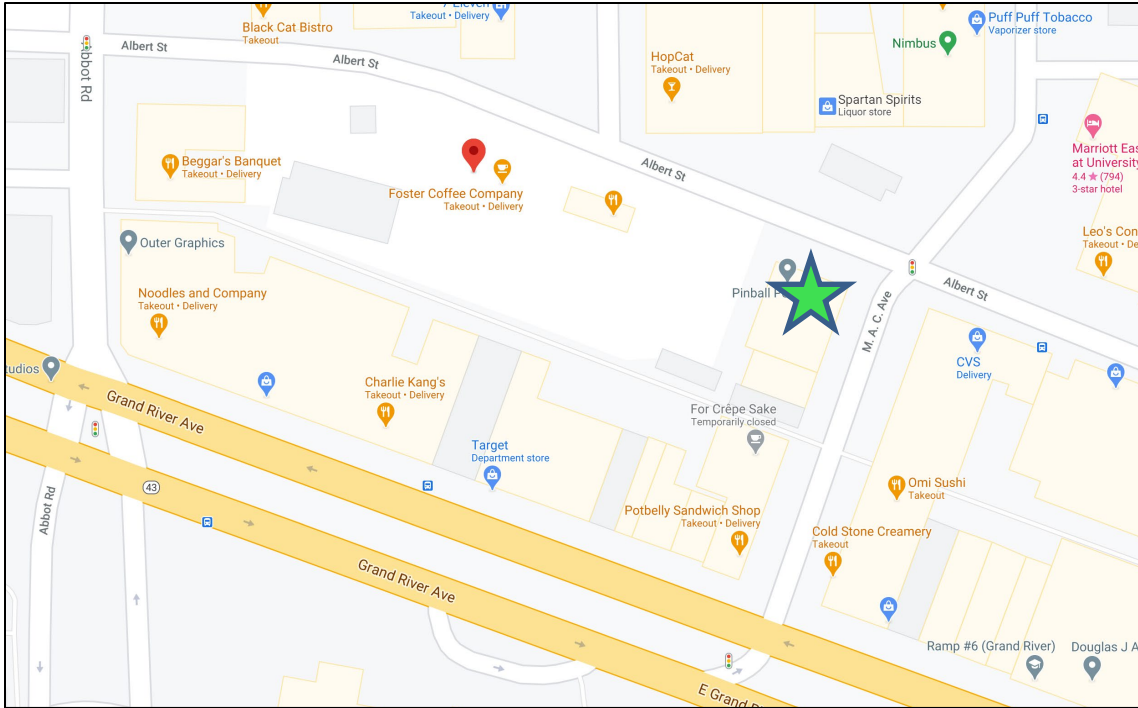


Figure 2: A closer look at the downtown mural location. The mural will be seen from the M.A.C. Avenue sidewalk, over the top of Pinball Pete’s and The Riv.



Figure 3: This picture was taken standing on the sidewalk by CVS, facing the future mural site. The neon green square above the building is the site for the new mural. Beyond that the top four stories of the Center City development is seen.

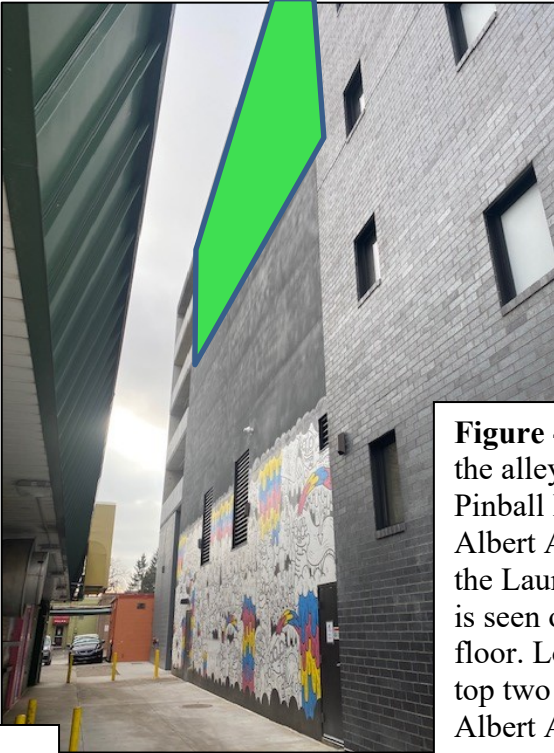


Figure 4: Standing in the alley between Pinball Pete’s and the Albert Avenue Garage the Lauren Asta mural is seen on the first floor. Looking up, the top two floors of the Albert Avenue Garage are seen. The neon green square indicates the downtown mural location.

Ranking and Evaluation Form

Qualification Submission Under Evaluation: _____

GENERAL INSTRUCTIONS

To evaluate the proposal, examine each of the factors on the following pages and use the following rating system:

0 - 5 where “5” denotes a proposal that demonstrates that the prospective artist has exceptional qualifications in the area under consideration and “0” denotes a proposal or artist that does not meet minimum requirements for consideration.

Experience Components	Ranking	
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This factor evaluates whether the prospective artist has provided the requested/required components in their submission. Consider the clarity of the experiences and level of specificity of information provided. Consider whether adequate information is provided to clearly demonstrate the artist’s ability to perform the work. Consider accuracy, presentation and applicability of information provided.

Comments:

Artist Experience	Ranking	
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This factor evaluates whether the prospective artist has the experience, knowledge and skills to perform the tasks necessary to develop a design and install a mural in the precarious position four stories up on a wall and to the scale that is required. Consider years in business and demonstrated experience with similar size and complexity projects. Also consider how interesting and relevant the experience is. Does the artist have specialty experience or training?

Comments:

Additional Considerations

Ranking

Additional points may be gained for the following factors:

Michigan based artist (required) _____ Points

Tri-County based artist (Ingham, Eaton, Clinton – not required) _____ Points

Previous successful project completion _____ Points

Additional Comments: