



CITY OF EAST LANSING

The Home of Michigan State University

REQUEST FOR PROPOSALS: East Lansing Artist Alleys

The City of East Lansing Arts Commission is currently accepting proposals from artists interested in creating a commissioned public art mural in downtown East Lansing.

About the Artist Alleys Project

The Artist Alleys project will revitalize and redesign two new public spaces in downtown East Lansing, including the installation of a public art mural in the Grove Street alley.

The Grove Street alley is located in the heart of downtown East Lansing and adjacent to the popular Ann Street Plaza, which hosts concerts, festivals and a number of restaurants and retail stores. (See Attachment 1: About the East Lansing Artist Alleys Project)

Selection Process

The Art Selection Panel, a five-member panel, and select stakeholders will review the submitted proposals and make a recommendation to the East Lansing Arts Commission. The Arts Commission will ultimately make a recommendation to the East Lansing Artist Alleys Planning Committee.

About the Mural

- This call is open to Michigan artists only.
- The mural will serve as a visual landmark and should be distinctive through the use of design, color, etc. It should enhance downtown East Lansing and increase placemaking efforts in the alley and adjacent plaza.
- The theme of the mural should meet at least one of the following:
 - 1) depict the culturally and demographically diverse community of East Lansing
 - 2) capture the essence and/or love for East Lansing
 - 3) characterize East Lansing as a unique community
- The artist will be required to create the mural on an alternative material, such as aluminum composite panels. The artist will also be required to install the alternative panels, such as aluminum composite panels, to the alley wall. The installation method must be approved by the City of East Lansing's Building & Code Division.

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- The medium used must be durable and able to withstand minor wear and tear and harsh outdoor elements for at least five years. A protective coating application will be required after the mural is installed.
- The project budget is not to exceed \$10,000 for an artist or team of collaborative artists. The project budget includes the artist(s) fee, installation and material costs (ie. aluminum composite panels, anchor hardware and protective coating), art supplies, installation fee, travel-related expenses and other associated costs.
- The mural will be located on the eastern wall (a combination of brick and concrete block) of the Grove Street Alley in downtown East Lansing. The artist can select all or part of the space provided, however, section A and B must be utilized. The height of the mural is determined by the artist. (See Attachment 2: Location Summary).
- The artist can select to use the support brackets as a painting surface
- The project will include new lighting in the alley, which will be installed after the mural is installed. (See Attachment 3: Lighting Detail).
- The design will be suitable and acceptable for public viewing of all ages.
- The mural must be completed by May 2, 2016.

How to Submit a Proposal

Artists interested in creating a work of public art should submit the following materials by November 16, 2015 to be considered:

1. A detailed drawing of the proposed mural design. Please include the wall sections to be utilized (ie. Section A, B, C, D), approximate dimensions and whether or not the support brackets will be utilized.
2. A detailed narrative, including information such as medium and areas to be utilized. The narrative should convey the artistic intent, colors, style of work, etc.
3. A detailed summary of what type of alternative material (ie. aluminum composite panels) will be utilized and how they will be installed on the alley wall.

4. Itemized budget.
5. Timetable (the mural must be completed and installed by May 2, 2016).
6. Maintenance plan.
7. Resume, contact information and artist statement.
8. Support material, such as examples of other public art installations, reviews or letters of reference.
9. A copy of the proposal must be mailed (and printed one-sided on 8 ½ X 11 paper with no sheet protectors, etc) or emailed. No faxed copies will be accepted. Please submit proposals by November 16, 2015 to:

City of East Lansing
c/o Arts Commission
410 Abbot Road
East Lansing, MI 48823
avanant@cityofeastlansing.com

Questions

If you have any questions please contact Arts Commission Staff Liaison Ami Van Antwerp at (517) 319-6927 or avanant@cityofeastlansing.com.

ATTACHMENT 1:

About the East Lansing Artist Alleys Project

The East Lansing Artist Alleys project will revitalize and redesign two new public spaces in downtown East Lansing. The two alleys are located in the Grove Street alley and the pedestrian alley in the 500 block of E. Grand River Avenue.

The improvements in Grove Street Alley will include the installation of an East Lansing-themed public art mural, as well as new lighting, planters, landscaping, outdoor game tables and chairs. The alley is adjacent to Ann Street Plaza, which is home to a number of outdoor community events, festivals and an East Lansing landmark - the clock tower. The alley has high pedestrian counts since it provides access to a busy municipal parking garage, is adjacent to many popular restaurants and retail stores and provides access to a large downtown apartment building.

The project will be funded by a \$45,000 crowdfunding campaign. The crowdfunding campaign is part of the Michigan Economic Development Corporation's (MEDC) Public Spaces, Community Places program. Through Patronicity, an innovative fundraising platform, the community can make tax-deductible donations. If the project reaches its crowdfunding goal of \$45,000 by Nov. 12, MEDC will provide a \$45,000 matching grant.

The project is coordinated by a number of community partners, including the City of East Lansing, Michigan Municipal League, Greater Lansing Association of Realtors, the Downtown Management Board, East Lansing Arts Commission, Prime Time Seniors' Program and the East Lansing Public Schools.

To learn more about the project or to donate, visit https://www.patronicity.com/project/el_artist_alleys.

Ann Street Plaza looking out from the alley



Ann Street Plaza



Grove Street Alley (before)



Grove Street Alley (before)



location of mural

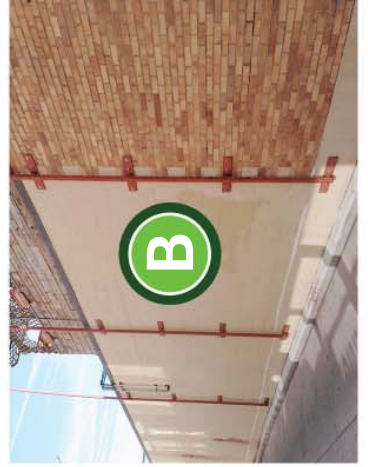
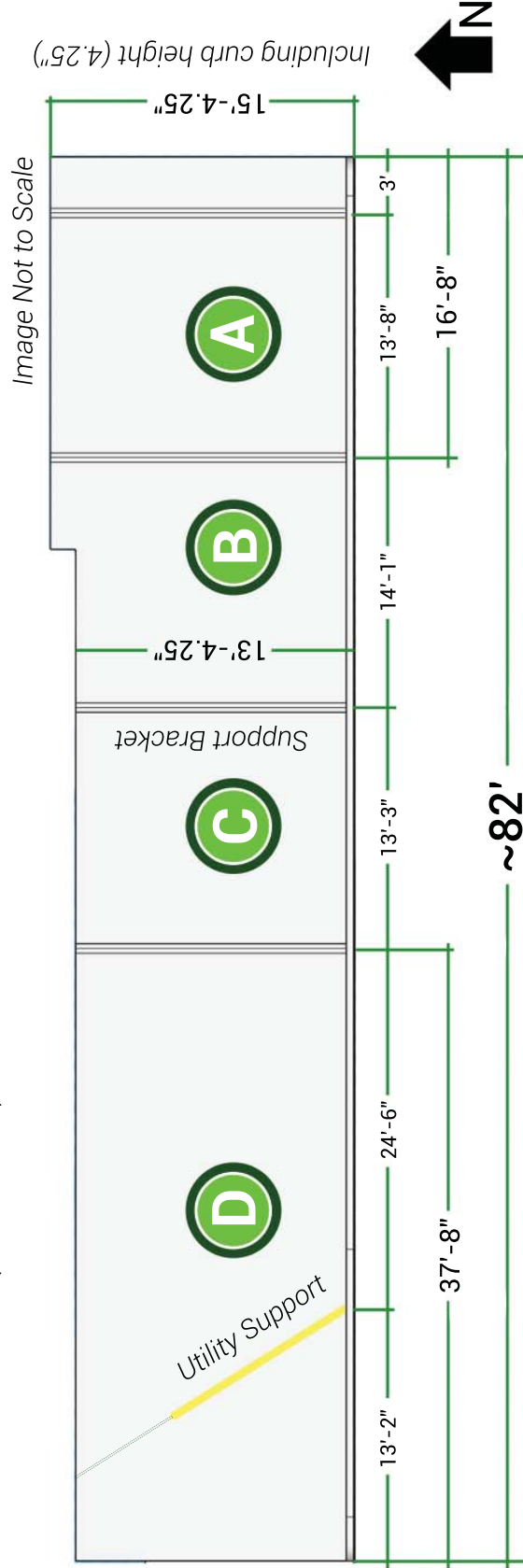
Grove Street Alley (after)



ATTACHMENT 2: Location Summary

SECTION ELEVATION

GROVE ST. ALLEYWAY WALL (FACING EAST) - PROPOSED MURAL ART



ATTACHMENT 3: Lighting

This type of lighting will be installed in the alley, along the top of the wall, after the mural has been installed.

