

CALL FOR MURAL ARTISTS

Downtown Fond du Lac “Art Lot” Mural Project
13 Fourth Street
Submittals Due: March 17, 2025, noon



The Downtown Fond du Lac Partnership is seeking mural artists to design and install publicly viewable murals on eleven private building exteriors located at 13 Fourth Street in historic Downtown Fond du Lac. Together the eleven murals will make up the “Art Lot”

The overall project goal is to use public art to create vibrant spaces for residents and visitors to enjoy and bring vitality to the area.

THE PROJECT

The eleven murals will be on various surfacing flanking a parking lot at 13 Fourth Street in downtown Fond du Lac. All eleven surfaces are unique in size and material. They typically average a surface that is 20 feet in length and 10 foot high. Two of the surfaces are on second levels, where artists could work from a flat roof. One surface is a two-story building that will require scaffolding or a lift. One surface is a wood fence. Two surfaces are cinder brick walls. Some walls are vinyl siding and some are brick. A typical household ladder will likely be necessary for all buildings.

Building surfaces will be power washed, repaired and sealed prior to mural painting by a professional contractor. Two initial base coats of paint will be completed by the painting contractor. After the mural artworks are complete, the murals will be professionally seal coated.

THEME

The mural theme is up to the artist, however of particular interest are themes related to Fond du Lac history, community or natural features. Interactive murals that allow the public to engage with the work and present photo opportunities are of particular interest.

ARTIST SELECTION PROCESS

Phase 1: Request for Qualifications. Artists and artist teams are invited to submit their qualifications for consideration. All submissions must be made by March 17, 2025 deadline. Up to 11 artists or artist teams will be invited to submit a proposal as part of Phase 2.

Phase 2: Request for Proposals. Selected artists/artist teams will prepare and submit a site-specific proposal to be considered.

PROJECTED PROJECT TIMELINE (may be slightly altered due to weather):

February 18, 2025	Request for Qualifications issued (Phase 1)
March 17, 2025	Request for Qualifications due, noon CST
March 18, 2025	Applications reviewed and matched with properties
March 21, 2025	Artists notified
April 14, 2025	Site-specific artwork due (Phase 2)
April 14-18, 2025	Site-specific artwork reviewed
April 18, 2025	Contracts awarded
April 21-30, 2025	Site prep, power washing and base coats
May 1, 2025	Mural painting can begin
May 17, 2025	Public painting day, where all artists paint. Media invited.
May 31, 2025	Completion date for all murals

EXHIBITION PERIOD

The intent is to begin work on the mural as soon as weather allows in spring of 2025. The targeted completion date is May 31, 2025. Murals will remain for an anticipated period of 7-10 years at minimum.

ELIGIBILITY

Artists **18 years and older** are eligible to submit their interest and qualifications. For artists under 18, a parent or guardian may submit on their behalf.

Artists with a strong professional portfolio, experience in creating exterior semi-permanent public murals, and/or a background in collaborative projects are encouraged to apply. **Artist teams are also welcome.**

Applicants must be able to adhere to the project timeline and provide proof of **worker's compensation and liability insurance** before signing a contract.

PROJECT BUDGET

Payment is based on the size of the mural, complexity of the surface and overall experience level of the artists. \$250 is the minimum, \$4,000 is the maximum.

The all-inclusive budget includes: all artist fees and costs associated with design, paint supplies, travel, transportation to the site, worker's compensation and liability insurance, installation, any equipment needed for installation as well as transportation for such equipment, any applicable taxes, time spent in meetings, and any other costs incurred by the artist for this project.

Artists will be required to participate in one "Meet the Artist" type event. This event is scheduled for May 17, 2025.

Payments will be made directly to the artist(s) using the following schedule:

- 33% when contract is signed, to be used for supplies.
- 33% when mural painting is in progress.
- 34% upon completion.

PHASE 1 RFQ SELECTION PROCESS

Submissions will be judged/scored on the following:

- *Artistic Excellence*: The artist's work reflects artistic excellence, innovation, and originality as evidenced by quality of craftsmanship and mastery of skills and techniques; demonstrates professional approaches to processes and presentation; and/or communicates a unique vision or perspective.
- *Professional Experience*: The artist's professional experience is adequate to meet the demands of the project, including a proven ability to meet project budgets, deadlines, and to perform work in a timely and professional manner.
- *Experience working on a project of similar scale*: Previous work that can specifically demonstrate the successful completion of projects.

Artist submissions will be reviewed by a committee comprised of art and design professionals, key funders/sponsors, and property owners.

Artists will be partnered with properties. At that time artists will be supplied with exact building dimensions and specifications.

Preference will be given to local artists in the Fond du Lac area.

REQUIREMENTS FOR SUBMISSION OF QUALIFICATIONS

1. Current resume or letter of experience in art related projects. Teams must submit one resume per team member.
2. Applicants should briefly describe their interest in the project and include a description of their approach. Include your vision of the theme that you would possibly use.
3. Up to five (5) images of previously completed work that demonstrates an ability to design, create, and paint murals. We suggest providing images of your various artworks, including one wide shot and one detail shot of each artwork. A brief description of materials used, process used and the work itself.
4. *Optional* - Artists may include up to three (3) selections of support materials such as reviews, project related references, news articles, and other related information.

Please note: submitted materials will not be returned and incomplete applications may not be considered.



2025 ART LOT MURAL ARTIST APPLICATION

Contact Name _____

Contact Address _____

Contact Email _____

Contact Phone _____

Attachments – Please email or US Mail all documents together in one envelope or email.

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4. *Optional* - Artists may include up to three (3) selections of support materials such as reviews, project related references, news articles, and other related information.
5. A completed and signed application form.

An application without the requested attachments is considered incomplete and will not be processed until all information is on file. All materials must be received by noon, CST on March 17, 2025. Incomplete or late submissions will not be considered.

Signature

Date

Please direct all questions and submittals to:

Amy Krupp
Executive Director
Downtown Fond Lac Partnership
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920-322-2007 or amy@downtownfdl.com