



Request for Proposals for:

## ART ON 8

A Mural Project  
at  
7115 W. 8 Mile, Detroit

Send to:  
Selection Committee at  
[Cindy@eightmile.org](mailto:Cindy@eightmile.org)

RFP Launch: March 24, 2017

Deadline for Submission of Proposals: April 24, 2017

The Eight Mile Boulevard Association (8MBA) is excited to be a recipient of the Mercedes-Benz Financial Services (MBFS) annual **Week of Caring** program. During the **MBFS Week of Caring**, MBFS partners with local nonprofits to provide funding and MBFS employee sweat-equity to complete a community project selected through competitive award. 8MBA's winning proposal will commission an exterior mural as part of "**ART ON 8**," one of 8MBA's newest initiatives. The goal of **ART ON 8** is to use public art installations to create neighborhood identity, celebrate our unique cultures and shared histories, and strengthen the connections between our communities along the boulevard. **ART ON 8** will give residents, visitors, and passersby a reason to slow down.

**Project Summary:** We are seeking a mural artist or artistic team to design and prepare, plan and oversee the installation of a mural for an exterior wall on 7115 W 8 Mile Road. The mural will be part of the MBFS Week of Caring program. The mural installation will take place on June 20, 2017. The artist(s) will design the mural, complete all mural preparations and create a plan for the MBFS volunteers to paint the mural (a paint-by-numbers type plan, for example). The artist will also be present to supervise on the day of installation. The mural should consider proximity to Baker's Keyboard Lounge and Livernois Avenue and should reflect the history and community of 8 Mile. The mural should be suitable for audiences of all ages and be achievable for adult volunteers to execute. Preference will be given to local artists.

## 8 MILE BOULEVARD ASSOCIATION: WHO WE ARE

The mission of the 8 Mile Boulevard Association (8MBA) is to revitalize and promote 8 Mile as the *seam that connects* the 13 diverse communities and three counties that border the 27-mile stretch of this historic boulevard, rather than the line that separates them. Eight Mile has served the Metro Detroit area as an important transportation, commercial, industrial, and residential corridor for over 100 years. Yet, it has suffered from a reputation as a social and economic dividing line. It came to be thought of as the road to other roads to somewhere else. For over 20 years, 8MBA has worked to highlight the rich assets of the corridor, focus resources, and forge partnerships between the private and public sectors to elevate 8 Mile. Additionally, 8 Mile is indisputably the most famous, or infamous, road in Metro Detroit, with visitors from all over the region, country and even the world. 8MBA is continually looking for ways to surprise them when they visit. Rather than the dark and shady experience they were expecting, we work to give them a sense of place, to stop, to learn the history, and share their positive experience on 8 Mile.

**ART ON 8: HISTORY AND CONTEXT:** Currently few places offer a sense of place, or even an opportunity to safely stop and learn about the historic and cultural significance of the Boulevard. 8MBA staff has begun the process of filling in these gaps and the **MBFS Week of Caring** project dovetails perfectly with this goal. 8MBA has already secured grants from public sources to complete two art projects in our **ART ON 8** series, one in Ferndale, and one in Oak Park. The goal is to launch a series of murals and artwork that will eventually span the entire 27 mile-footprint, celebrating the diversity of cultures, history, struggles, and triumphs along the Boulevard, as well as provide a visual expression of the interconnectedness of our communities.

**COMMUNITY IMPACT:** For this project, we will take a once-abandoned building on 8 Mile that is currently being restored and transform it with our **ART ON 8** series. This MBFS-funded project will be the first mural on 8 Mile in Detroit and the first in our **ART ON 8** series!

The building is strategically located near the 8 Mile and Livernois Avenue, less than a block away from the iconic Baker's Keyboard Lounge, the world's oldest operating jazz club. The project will also be very close to Detroit's historic "Avenue of Fashion" along Livernois that is experiencing a renaissance and major reinvestment.



*(The building is marked by a yellow star, and Baker's Keyboard Lounge is circled in yellow)*

In addition to being located in an area with major historic and cultural significance, south of that section of the Boulevard is a residential neighborhood of modest single-family homes that would benefit greatly from the rehab and beautification of that corner. The building also features an

ideal surface for a mural, with a large uninterrupted exterior wall, and no adjacent building to block its view:



*7115 W. 8 Mile Road, Detroit – Mural wall – **Current Conditions***

Although this building is currently being renovated and will be an ideal place for a new business, the space has not yet been leased. A mural and the press that MBFS and 8MBA will generate will help to attract a small business or entrepreneur to the building, as well as customers and tourists to the area, especially once the artwork in Ferndale and Oak Park are completed.

We believe that the process of creating and executing these artworks would serve to solidify the 8 Mile community identity. Further, increasing the sense of community among residents and business owners will increase safety, provide the platform for resource sharing, and strengthen the voice of the region. Highly visible investment in these areas will instill a sense of pride and demonstrate that the region cares about 8 Mile and that the Boulevard is a highly valuable thoroughfare with a history worth celebrating.

### **Project Scope**

8MBA and MBFS seek to commission an artist or artistic team for a mural on an exterior, eastern-facing concrete block wall, 80' long x 15.5' high that can be painted by adult volunteers under supervision by the artist in one day, (a paint-by-numbers scheme, for example). This will be the first mural in the **ART ON 8** series. The scope of this project includes:

- Design of an original work of mural art with community context.
- A complete plan for execution and installation specific to the location and its physical conditions.
- All necessary preparations of the surface, materials, and timing.
- MBFS volunteers will paint the mural as part of the Week of Caring program that will take place on June 20, 2017.
- On-site supervision of the volunteers during the installation and cleanup.
- Availability for any press and ribbon-cutting events.
- Dimensions: 80 feet long by 15.5 feet tall.
- Exposure: Exterior, eastern-facing.
- Surface: Concrete block wall.
- While a protective coating is not required, specifications to accommodate for exposure, damage, and the scope of the mural should be a part of the artist responsibilities.
- The Selection Committee must approve the artistic theme.
- The design must be suitable for public viewing of all ages.

- Title of ownership for the artwork will pass to 8MBA
- The mural is intended to be executed and completed on one day - 6/20/2017.

### **Budget**

- The Total Project Budget (TPB) is not to exceed \$5,800
- TPB must be inclusive of:
  - Artist(s) fee;
  - Supplies: Primer, paint, anti-graffiti clear-coat (if necessary);
  - Travel and/or related accommodation expenses such as food and comfort items;
  - Preparing the wall as needed;
  - Preparation for the painting day by volunteers;
  - Clean up; and
  - Any other related expenses must be identified and approved in proposal.

### **Selection Committee**

Selection Committee members represent the following organizations:

- Mercedes-Benz Financial Services
- Eight Mile Boulevard Association
- Almass Downtown Real Estate LLC
- Representatives/community stakeholders TBD

### **Aesthetic range:**

- Historical depictions of Detroit's cultural history
- Two- and three-dimensional imagery of colorful depictions.
- Reflect a sense of neighborhood and community.
- Provide excitement and interest for the community as a whole.
- Celebrate the identity and rich heritage of the neighborhood and of 8 Mile Boulevard.
- Be an original art piece suitable for outdoor installation and achievable for execution by adult volunteers.

### **Submission requirements**

- All required application materials as outlined in the RFP.
- Applications must include a Total Project Budget (TBP)
- All components must be in digital form and sent via one email, if possible.
- Digital conceptual artwork in a zip emailed to [Cindy@eightmile.org](mailto:Cindy@eightmile.org).
- Upon announcement of the finalists, higher resolution images might be requested.
- Submittal materials will not be returned and incomplete applications will not be considered.

### **Selection Criteria**

A selection committee has been assembled for the **ART ON 8** project. Members of the Committee are property owners and/or stakeholders of the neighborhood in addition to 8MBA and MBFS. The following criteria will be used in the selection process:

- Submittal of all required application materials as outlined in the RFP;
- Attention to context: architectural, historical, geographical, and cultural;
- Proven ability to create distinctive site specific artwork;

- Originality: creativity and uniqueness of proposed artwork concept for this project;
- Quality and craftsmanship of product as exhibited by past work;
- Maintainability: structural and surface soundness, durability and resistance to vandalism, Weathering, sun exposure (mural will be on an eastern facing wall) excessive maintenance, repair costs;
- Soundness of implementation plan, i.e., to supervise volunteers to complete mural in one day;
- Feasibility: artist has proven track record/ability to complete the work on time and within the budget.
- Preference will be given to local artists, i.e., from the Metro Detroit area.

## Project Timeline

March 24	ART on 8 Releases RFP to Artist Community
April 21	Deadline for Submission of Mural Proposals
April 26	Proposals are reviewed by Selection Committee
May 2	Finalists are contacted to schedule a presentation to Committee
May 16 (week of)	Finalists present their artistic proposal to Committee
May 22 (week of)	Finalist is notified, final approval of mural design, contract is signed
June 1	Implementation scheduled is finalized and initial payment is made
June 12-19	All prep work, buying of supplies, surface prep, planning, etc. is completed
June 20 <sup>th</sup>	MBFS Week of Caring Day! Mural concept is executed & completed
June 23	Final payment issued
TBD	Neighborhood dedication, ribbon-cutting, press event

**Your application should include:**

- A cover page with your name, address, phone, email, and website (if you have one);
- Your CV or resume or brief bio;
- Examples of your mural work including addresses of any locations;
- Your process for transferring your work from small to large scale;
- A list of proposed project materials (include paints, tools, surface sealants, etc.);
- A Total Project Budget including all of the items listed in the above-referenced section;
- A fully thought-out (and realistic) implementation/execution plan that includes a time line;
- A detailed full-color sketch to scale of your proposed mural submitted in digital format;
- An overview of the design concept conveying the artistic intent, i.e. design renderings preferred colors, etc.

**Questions:**

Please submit your questions via email; answers will be provided up to the due date.  
A list of FAQs will be compiled and answered on the website if demand dictates.

**Deadline for Submission of Proposal: April 24, 2017**

**Send to:**

Selection Committee at  
[Cindy@eightmile.org](mailto:Cindy@eightmile.org)

**Thank you for your interest in  
8MBA's  
*ART ON 8!***