



Call for Artists – Homewise Orpheum Community Hub Mural

The Albuquerque Arts Board and Homewise have initiated a Request for Qualifications to commission a mural artwork on the north façade of The Orpheum building.

Deadline Sunday, April 29th, 2018 – 11:59 pm submitted through CaFE

(Call for entry.org)

LOCATION/CONTEXT:

The Homewise Orpheum Community Hub, located at the SE corner of 2nd Street and Coal Avenue (500 2nd Street SW) in Albuquerque, NM will be the site of a future Public Art Mural. Homewise seeks to transform the Orpheum building into a community development hub that will help revitalize the historic downtown, railyard, and Barelás neighborhoods that surround it as well as contribute to Albuquerque's overall economic vitality. Homewise has purchased this building, which will serve as their Albuquerque-based homeownership office, and will complete extensive renovations that will preserve and enhance both the building and its cultural and economic contributions to the broader community. The project site is highly visible via motor vehicles, bicyclists, pedestrians, skateboarders, and prominently located by the economic core of 2nd Street businesses: Zendo Coffee, Sidetrack Brewery, Sanitary Tortilla Factory Art Gallery/ Studios/ Artist Residency, Gertrude Zachary and A Good Sign. The Selection Committee seeks a vibrant mural, appealing to/ and being a point of pride for neighborhood residents, the Barelás Neighborhood, business owners of the immediate area, and staff and visitors of the Homewise Orpheum Community Hub. As part of the mural project, the stucco on the mural façade will be resurfaced with an appropriate base layer material as advised by the CABQ Public Art Staff.

About the historic Orpheum building: it was built in 1898 and has served as one of New Mexico's first movie theaters, the Denver Hotel, the Viaduct Garage (an auto repair shop), and more recently, as a performance and studio space for artists with affordable housing catering to the area's historic and current blossoming arts community. Homewise is in process of rehabilitating and transforming the one-time landmark building, back to its former vibrancy as a center for revitalizing its surrounding neighborhoods, creating new jobs and businesses, providing new homeownership opportunities, and improving the availability of quality affordable housing in the area.

About Homewise: their mission is to help create successful homeowners so that they improve their financial wellbeing and contribute to the vitality of our communities. They are a non-profit Community Development Financial Institution (CDFI) that offers a comprehensive suite of

homeownership services for low-to-moderate income individuals and families, many of whom have been largely underserved by traditional lending institutions.

The Albuquerque Public Art Program will maintain the surface of the mural for 5 years, at which time the owner/partner of the building will choose between removing the mural, hosting a new mural project at the same location or taking over maintenance of the existing mural work.

INTENT/THEME:

The City of Albuquerque Arts Board and Homewise seek mural proposals for the north facing wall (where indicated in attached diagram), parallel to Coal Avenue. The design should activate the entire indicated wall area, and represent an awareness of current mural production in both application and material handling. The selection committee for this commission encourages themes exploring/ or inspired by the human element of a neighborhood, culture, place, landmark or idea of 'home' in this location. However, the committee is interested in seeking a range of artistic perspectives as it relates to the site, and considering the multiple-use history of its past, present and future. The mural will be an anchor and focal point, as a main entry/ exit gateway to the Barelas Neighborhood. Successful entries will be judged on aesthetic vision, excellence of past projects and suitability for the site. Full colored imagery that is uplifting, celebratory and inspires a desire to embrace this old economic hub into a new point of growth for the community will be favorable. All styles and technical approaches will be considered for successful expression of the theme.

SITE/SIZE:

The Southeast quadrant of the intersection at 2nd Street and Coal Avenue; the wall identified for the new mural is located on the north facing façade of the building (parallel to Coal Ave), as indicated on the diagram provided. The wall includes a number of windows, which should be incorporated into the full design of the mural. The wall measures 24 feet high by 93 feet long; with the exclusion of window space, a total of approximately 19,850 square feet total of wall allotted for this mural commission (See attached diagram and photographs).

PROJECT FUNDS:

\$13,000.00 is available from the Albuquerque Public Art Program for the selected artist or artist's team. All travel and lodging, equipment rental, supplies and fabrication of the final mural design on the wall will be responsibility of the artist.

\$15,000.00 is available from Homewise for the selected artist or artist's team as matching funds to the project budget by the Albuquerque Public Art Program.

Up to 4 finalists will be paid by the Albuquerque Public Art Program - a \$500.00 design stipend upon selection as a finalist to develop a site specific artwork design, from which a commissioned winner will be selected.

ELIGIBILITY: Open to individual artists/artist's teams who are current residents of the greater metropolitan area of Albuquerque and Bernalillo County.

You must be at least 18 years of age to be eligible for this opportunity.

ATTACHMENTS:

Site photographs and information links to the Albuquerque Public Art Program.

APPLICATION/SELECTION PROCESS:

Applications can be submitted through CaFE (Call for entry.org)

Acceptable Submission Materials:

- A letter of intent, not to exceed two pages or 500 words, which includes a description of your past work and the themes and ideas that generated them, to be addressed in your proposed designs, should you be selected as a finalist.

- Up to 10 digital images of your past artwork, successful large scale/mural projects that demonstrate your skills and ability to successfully work with stakeholders to create mural artwork. Including visual representations and examples of your artwork, showcasing your artistic style and mediums you've worked in.

- An annotated image key to correspond with your visual images describing the pictured site and scale of the project. Describe the media used and the application process.

- A current resume including artwork/art education or CV. Three pages maximum.

DO NOT SUBMIT A PROPOSED DESIGN, as they will not be shown to the committee. This is a Request for Qualifications based on artistic style and approach. Finalists will be paid to develop a design concept for review.

PROJECT TIMELINE:

- **RFQ submissions must be uploaded to CaFE by midnight, Sunday, April 29th, 2018.**
- **4 (four) finalists will be selected and notified by beginning of May, 2018.**
- **Finalists proposals due TBA notification to selected artists, June, 2018.**
- **From the four finalists a competition winner will be selected.**
- **The selected artist/or artist's team commissioned for this project will begin work immediately upon execution of the Art Commission contract in late June 2018.**

- All of the required materials should be in electronic format: Please follow the submission guidelines on CaFE.org

QUESTIONS/FOLLOW UP: Questions about the project may be directed to Francesca Searer at the Albuquerque Public Art Urban Enhancement Division (505) 768-3566 or email: fsearer@cabq.gov.

