



## **PROSPECTUS FOR THE**

### **UNIVERSITY HEIGHTS/PNM MURAL PROJECT:**

**The Albuquerque Arts Board, the University Heights Neighborhood Association and the Public Service Company of New Mexico (PNM) have initiated a Request for Qualifications to commission a mural art work.**

#### **LOCATION/CONTEXT:**

The electric substation, PNM's Cornell substation, located at the NW corner of Silver Avenue and Cornell Avenue (121 Cornell Dr. SE) in Albuquerque, NM will be the site of a future Public Art mural. The University Heights Neighborhood is adjacent to Central Avenue/Route 66, in close proximity to the University of New Mexico Main campus. Silver Avenue is a designated bike boulevard currently undergoing improvements by the City which will allow it to better serve bicyclists, pedestrians, and skateboarders. Cornell Avenue is home for two of the area's most iconic university restaurants. This bustling neighborhood is home to thousands of UNM students, residential homeowners and the colorful businesses that comprise the economic core of historic Central Avenue. The southern exposure of the compound wall will be re-surfaced to support a new mural artwork for the area. The Art Selection Committee seeks a vibrant mural, appealing to neighborhood residents, the general student population and the business owners of the immediate area.

The Albuquerque Public Art Program will maintain the surface of the mural for 5 years, at which time the owner/partner 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 design should activate the entire south facing wall (large, isolated areas tend to invite "additions" to mural works in the form of tagging/markings) and represent an awareness of current mural production in both application and material handling. The selection committee for this competition/commission has determined that there will be no specific themes imposed on the project. Successful entries will be judged on aesthetic vision, excellence of past projects and suitability for the site we are offering.

**SITE/SIZE:**

The intersection of Silver Avenue and Cornell Ave SE; the wall identified for the new mural is located on the Northwest quadrant of the intersection, facing south. The wall is divided into six segments, each measuring approximately 17.5 feet wide; separating pilasters are 17” wide. Overall width of the mural wall is 108’, 7.5” with a uniform height of 11 ft. This is approximately 1,200 square feet of wall to be treated. (See the attached diagram and photographs)

The Albuquerque Public Art Programs Mural Guidelines require high quality mural pigments intended for outdoor use, a final UV sealing varnish and choices that acknowledge the reality of our HIGH UV CONCENTRATION due to altitude and famously sunny skies. All aesthetic styles will be considered.

**PROJECT FUNDS:**

\$20,000.00 is available from the Albuquerque Public Art Urban Enhancement 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 the responsibility of the artist.

\$2,000.00 from the University Heights Neighborhood Association will provide each of up to four finalists with a \$500.00 stipend to develop their final design concept, from which a competition winner will be selected.

\$15,000.00 from a “Power Up” Grant (through the PNM Corporation), awarded to the University Heights Neighborhood Association will provide for the wall resurfacing in preparation for the new mural. The mural wall preparation will be completed by the time the selected artist is ready to begin the mural project.

**ELIGIBILITY:**

Open to individual artists/artist teams from the following southwestern states: Arizona, California, Colorado, Nevada, New Mexico, Texas and Utah. Applicants must be at least 18 years of age to be eligible for this opportunity.

**PROJECT TIMELINE:**

RFQ submissions must be received by February 10, 2017

4 (four) finalists will be selected by February 24, 2017.

Finalists will be notified in early March, 2017.

Finalist proposals due by April 21 2017

From the four finalists a competition winner will be selected by May 5, 2017

The competition winner will have until August 12, 2017 to complete their on-site mural work.

## APPLICATION/SELECTION PROCESS:

DEADLINE: All Application materials are due at the Albuquerque Public Art Program by

**4:00 pm local time, February 10, 2017 emailed to [publicart@cabq.gov](mailto:publicart@cabq.gov)**

Submission Materials: All submissions must include the following:

- A letter of intent, not to exceed two pages or 500 words, which includes a description of your past work and the proposed theme and/or ideas of your approach to this project. No designs or sketches should be submitted at this time. Finalists will be paid to develop sketches.
- Up to 10 visual representations (digital) of your past, successful projects that demonstrate your skills and ability to successfully work with stakeholders to create a mural art work.
- 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.
- The City of Albuquerque Public Art Program is conducting this application process through a dedicated City of Albuquerque email address managed by the Public Art Program staff. This email submission process requires that all application images and materials be submitted in digital format. Please use a standard ‘Word.doc’ or PDF format for all written documents. All images, drawings and diagrams should be created in a standard JPEG format (no larger than 8” X 10” at 300 DPI). Individual emails should not exceed 10 MB. *If you send multiple emails to accommodate your submission, please label them in the subject area of your email with your last name and the sequence. (Example: Univ. Hts. Mural, Smith 1 of 3)*
- Submissions must be received on the following email address by February 10, 2017 at 4:00 p.m. Mountain Standard Time. [publicart@cabq.gov](mailto:publicart@cabq.gov)

QUESTIONS/FOLLOW UP: Questions about the project may be sent directly to the project coordinator, Dan Fuller, at the Albuquerque Public Art Urban Enhancement Program email: [dfuller@cabq.gov](mailto:dfuller@cabq.gov) or by calling (505)768-3837.



The South facing wall of PNM's Transformer Station is 108.75' in length x 11' in height. The wall is divided into six segments, each measuring approximately 17.5 feet wide; separating pilasters are 17" wide. The wall will be resurfaced to provide a new, fresh surface to support the new mural.

