



2025 ART THIS WAY MURAL PROJECT

Request for Proposal

222 Pearl Street

Location:

222 Pearl Street
Fort Wayne, IN
46802



Dear Applicant,

A note on this Request for Proposal:

*With the exception of our drain mural programming, Art This Way traditionally hosts a **Request for Qualifications**, then after reviewing the qualifications of the applicant, a select few artists are paid to develop a proposal design. Every few years, the Art This Way program hosts a general **Request for Proposal**, RFP, as the first step in the application process. Issuing a RFP allows emerging artists an opportunity to share their vision with the review committee, and it reduces the barrier to applying to participate in our public art program. This project may not be the right fit for an applicant who is not interested in developing a proposal. If an applicant feels that they must be paid to present a proposal, we encourage that applicant to apply for our typical RFQ applications.*

Thank you, ATW Team

THEME: MUSIC

Downtown Fort Wayne, FWDID, developed Art This Way in order to facilitate the installation of public art in Fort Wayne, IN. The goal of this program is to activate the public realm through creative placemaking. Murals should be family friendly; murals depicting violence, salacious imagery, expletives or hate speech will not be considered.

ABOUT THE LOCATION: This mural will be on the west-facing and north-facing exterior elevations of 222 Pearl Street, Fort Wayne, IN 46802. This project is meant to make use of the six (6) orange cinder block squares along this wall and one (1) area on the north wall. Mural should account for the scale and scope of the wall. The west wall is located within a parking area that faces the Pearl Arts Center. It is in proximity to The Landing, The Bradley, and numerous coffee shops, restaurants, and retail. Just north of this wall is Promenade Park. Please see template and photos below.



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Applicant Eligibility

- Applicant(s) must be willing to sign an indemnification agreement, a hold harmless waiver, and a photo release waiver;
- Applicant(s) must be prepared to provide proof of insurance;
- Applicant(s) must be 18 or older;
- Applicant(s) must be able to travel to Fort Wayne, IN to install the mural in the summer of 2025;
- Applicant(s) must be able to provide tax documentation and be eligible to work in the USA in 2025;
- Applicant(s) must be willing to participate in a dedication ceremony, interviews, or conduct demonstrations/presentations.

Downton Fort Wayne is an equal opportunity employer.

Statement of Work: The scope of work for the selected artist or artist team may generally include, but not limited to, the following:

PHASE I RFP Applicant:

Submit RFP before the deadline (see project timeline below).

Phase I artists must submit a fully rendered, in color design concept proposal.

A Phase I finalist may be selected to install their proposal concept.

PHASE II finalist:

Enter into contract with FWDID.

Install the mural within the contractually stated timeline.

Install the mural in accordance with the terms and conditions of the contract. The Artist or Team will work collaboratively with Art This Way and FWDID to ensure that the mural is installed correctly and in a timely manner.

Artist(s) may be asked to work with local volunteers and/or artists while implementing the mural.

Artist(s) will attend a dedication ceremony at the mural site.

Project Timeline:*

JULY 2025

Phase I: RFP Release

AUGUST 24, 2025

Phase I: Deadline for RFP submissions

SEPTEMBER 3, 2025

Phase I: Review RFPs and make finalist selection. Phase II
Finalist selected and notified; Finalist signed into contract;
**Fort Wayne PAC review of finalist(s) design proposals; all
Finalist(s) will be notified about the status of their application.**

FALL 2025

Phase II: Mural is installed.

**Dates may be changed due to inclement weather; FWDID reserves the right to modify this schedule if necessary. If a satisfactory project is not submitted, or if PAC approval is denied, the project may not proceed.*

INSTALLATION: Our program requires the use of high-quality spray paint, Nova Color paints (<https://www.novacolorpaint.com/>) or similar high-quality product. Art This Way requires the artist to use a prime coat that is compatible to the mural wall; the program may also require the artist to coat the finished mural with a UV resistant & graffiti resistant clear paint. The budget for artist supplies is listed in the budget (below). After the artist agreement is signed, the muralist is required to give their



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supply order to Art This Way on time. Any supplies not used remain the property of the Art This Way program. . Any amount over supply budget will be paid for by the artist.

Art This Way will make a best effort to clean the mural wall. Art This Way will provide lift equipment, as needed. The artist is required to notify Art This Way if rented lift equipment is required.

Project Budget:

Phase I:

There is no fee for RFP applicants to submit their qualifications in Phase I.

- Phase I artists must submit a fully rendered, in color design concept proposal.
- A Phase I finalist may be selected to install their proposal concept.

Phase II:

- Phase II finalist, the selected muralist(s), will sign a mural contract and waivers. Supplies, cleaning the site, lift equipment rental, and permits will be paid for by the FWDID/Art This Way program, and those costs are not included in the project budget. The project budget for the mural project is negotiable based on scale and intricacy of design. Baseline Artist Stipend: \$6,000.00. The budget is to cover all costs associated with the mural, inclusive of, but not limited to, artist fee, materials, insurance, project documentation, associated project equipment rentals and purchases and the contingency to cover unexpected expenses and any other costs related to the mural not covered in the preceding list. The muralist will be given 25% of the budgeted amount upon signing their contract and providing any necessary documentation. Upon completion of the mural and a final review by Art This Way, the artist will receive the final artist stipend. Travel and lodging will not be covered by the program. Food will not be paid for by the program.

SELECTION PROCESS: The jury is made up of professional artists, university representatives, Fort Wayne Downtown Improvement District members, Art This Way committee members and community representatives. This project will also be subject to review and approval by the Fort Wayne Public Art Commission.

APPLICATION CHECK-LIST:

Applicants must submit their qualifications by **AUGUST 24, 2025, at 11:59PM EST**, via JotForm:
<https://form.jotform.com/252014319654150>

- 1.) Contact Information;
- 2.) **THREE (3) images of artist's previous artwork** (each image should not exceed 5MB; in the file name please include image description: your name, medium & size; ex. 'JohnDoe_Oil_50x69ft'); These work examples **DO NOT** need to be works of public art;
- 3.) **Timeline for Installation:** Artist is required to indicate a window of time that best fit their current schedule;
- 3.) **Written Narrative:** The Artist is asked to write a 200-word statement describing The Mural Project Proposal;
- 4.) **Mural Project Proposal Renderings;** Please indicate the Mural Proposal Title. Artists can submit up to two concepts for consideration;
- 5.) **One work reference;** this may be any professional reference and does not need to be an art-related reference.



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Site Specifications:

In 2020, seven murals were installed on the east-facing elevation of 222 Pearl Street.





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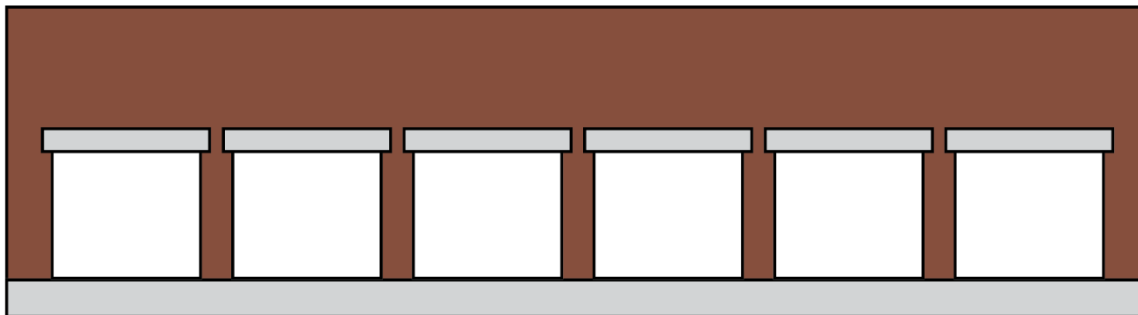
222 Pearl Street

2025 Project:

There are **SEVEN** cinderblock areas on the historic building. Six of the bays are on the west side of the building, and a seventh bay is located on the north side of the building. Each area is approximately 15' x 12'; each bay varies slightly. This RFP requests the artist to submit a design concept that will fill all seven of these zones with a music-themed design.



WEST ELEVATION



**NOTE: NOT TO SCALE*



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Template for the paintable areas on the West Wall (6) and one (1) paintable area on the North Wall: ~15' x 12'

