

Request for Proposal for Mural at Malchow Plaza

Deadline for submissions:

November 1, 2021

Objective:

The Aberdeen Development Corporation is seeking proposals from artists for the design and execution of a mural on the exterior of a building in the Malchow Plaza located at Fifth Avenue and South Main Street. The Aberdeen Area Arts Council is leading a selection committee on behalf of the Aberdeen Development Corporation.

The mural will reflect Aberdeen including elements such as its natural beauty, landscape or historic relevance. The purpose of the mural is to display a snapshot of the community that engages residents and travelers to enhance their appreciation of the qualities that make Aberdeen a great place to live and visit. It may also provide a photo opportunity for visitors and residents.

Site Specifications:

The mural will be located on the north side of the Aberdeen Convention & Visitors Bureau office at 510 S. Main Street. The mural will be highly visible from the plaza. The mural will be prepared on 4' x 8' MDF panels, which will be provided to the selected artist by the Aberdeen Development Corporation. It may be composed of 4-6 panels that will be installed as a single mural. The artist may propose the final size and dimensions of the mural within these specifications (to clarify, this is the maximum area in which the mural must appear; however, no configuration of the boards will match these dimensions):

- Maximum width 24'
- Maximum height 12'
- The mural must be installed 2.5' above ground level (in alignment with another mural already on the site).

The mural will be painted off site at a location provided by the artist. Materials for the creation of the mural will be provided by the artist. The Aberdeen Development Corporation will provide for installation of the mural, which the artist must assist with.

The north-facing side of the building is visible in the image below, which shows the space, with the dimensions indicated above, in which the mural must appear (plus the existing mural that was installed in June 2021).



Eligibility:

This competition is open only to artists residing in South Dakota as full-time residents of the state.

Mural Content:

The mural’s final design will need to go through the approval process of the City of Aberdeen Planning Commission and the City Council. The content of the mural cannot contain any advertising, logos, copyrighted or trademarked items. Designs may not have any reference (real or implied) to drug, alcohol, and tobacco use or address any social issues. The mural should reflect Aberdeen themes which can include elements such as its people, natural beauty, landscape or historic relevance. The hashtag #AberdeenSD must be included. It will also likely become a backdrop for photo opportunities for both visitors and residents so interactive elements can be included.

Compensation:

Selected artist will be paid \$10,000. This will cover artistic fees and supplies, including but not limited to paint, prep work, weatherizing, and transportation if necessary. Artist must prepare the mural to withstand extreme weather. The artist must be present for installation.

Proposal Requirements:

1. A brief narrative and concept drawing/image, including media and colors along with final finish. Please include any maintenance suggestions.
2. Resume, contact information (phone, email, address) and artist statement
3. Support materials such as examples of works similar in scale and scope

4. References that can support your ability to complete this project (professors, other entities you have done work for, and so on.)
5. Submit your proposal as stated in the “Submitting Proposals” section.

Selection Criteria:

The selection of a mural will be based on the following criteria:

1. Design
2. Artist’s past work experience
3. Installed art demonstrated durability

Project Timeline:

Proposals due to Aberdeen Area Arts Council	November 1, 2021
Project officially awarded	January 31, 2022
Mural completed	May 13, 2022
Mural installation	May 16-25, 2022

Note: If feasible, the award will be announced earlier than January 31, 2022.

Submitting Proposals

Your proposal may be submitted by mail, email or in person. It must be received (not just postmarked) by the Aberdeen Area Arts Council by 5:00 p.m. on **November 1, 2021**.

Aberdeen Area Arts Council
Attn: Stacy Braun, Executive Director
225 3rd Ave SE
Aberdeen, SD 57401
605-226-1557
artscouncil@nvc.net

The Aberdeen Development Corporation reserves the right to accept or reject, in whole or in part, any and all proposals received in response to this Request for Proposal; to conduct discussion with any or all qualified artists in any manner necessary to serve the best interests of the project. This Request for Proposal creates no obligation on the part of the Aberdeen Development Corporation to award a contract.