

# Warner Main Street Mural Project

## Request for Artist Proposals (RFP)

### Main Street 250th Anniversary Mural

October 2019

#### **Table of Contents**

- A. Overview
- B. Project Goal
- C. Mural Site location and specifications
- D. Project Considerations
- E. Budget
- F. Eligibility
- G. Ownership
- H. Selection Process/Criteria
- I. Deadline
- J. Timeline
- K. Proposal requirements

## **A. Overview**

The Warner Economic Development Advisory Committee (EDAC) in partnership with the Warner Historical Society and citizens of Warner seeks proposals for a public art mural project. NH artists are invited to submit a proposal for this exciting opportunity to provide a large scale work of art to be displayed prominently in the center of our village. Located in the heart of town, this permanent outdoor installation will be highly visible to locals and visitors alike for years to come.

The town of Warner is a small rural town located in Merrimack county with a vibrant Main Street, proud past and bright future. It is soon celebrating it's 250th Anniversary for which this mural installation will be a part. Warner's long history is rooted in agriculture, small scale industry and has also long been a home to many artists and writers.

## **B. Project Goals**

The goal of the Warner Main Street Mural Project is multifold. The EDAC is interested in pursuing projects that support and maintain a successful main street economy. It has identified this unused wall as a potential space to both celebrate the towns history and beautify the area in support of tourist initiatives underway through the creation of an attractive and professional mural installation.

With thousands of people passing and parking in front of this currently unused wall this public art project will encourage visitors to stay a little longer and give them a sense of the place they are visiting. For residents the mural will enhance their knowledge of our shared roots and history.

## **C. Mural Site and specifications**

The existing western wall of the building located at 2 East Main Street and is approximately 50' long and 12' high.



It is directly in front of one of the larger parking areas in town and is also prominently visible while passing on Main Street, state route 103. The building is currently home to local businesses including “The Local”, “Family Tree Health Services” and “Local Motion”. The Mural Committee has determined that installing painted PVC panels, rather than painting directly on the wall will be the most archival and cost effective method.

#### **D. Project considerations**

- Develop a distinctive painted mural artwork that celebrates the history and promotes the town of Warner, NH. See attached addendum for possible themes, historical figures, and events to include.
- The design, colors, and subject matter need to be appropriate for a wide public audience of varying ages and backgrounds. The goal is for the mural to be inclusive and appealing to a wide audience.
- Generate a work that is artistically engaging and sufficiently stimulating to ignite interest in the upcoming anniversary, the history of the town, civic engagement and evoke appreciation by the general public.
- Complete the project within the specified time and within budget.
- Given the expected attention that this project will attract, artist agrees to participate in any press/media related opportunities as they arise.
- Artist will not be responsible for the general maintenance of the mural.
- As part of this agreement, artist agrees to be available within 12 months after the completion of services for consultation, if the need arises.

#### **E. Budget**

All funds will be raised through community fundraising activities and local support. \$6,000 will be supplied for the artist’s commission. In addition, the Committee will provide up to \$2,500 for materials to include PVC panels, and paint of a quality to ensure 20 years of durability.

#### **F. Eligibility**

The RFP is open to all NH artists or artist teams with legal status to work within the United States without preference to racial or ethnic origins, gender, sexual orientation, religious affiliation or disability. Artists must be 18 years of age or older to submit a proposal.

#### **G. Ownership**

Artist will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist and the Warner Historical Society. At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of the Warner Historical Society as a work made for hire as defined by copyright laws of the United States. The Warner Historical Society shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of artist’s services hereunder. In addition, the artist will represent being the sole author of the work and that all services are original by artist and not copied in whole or in part from any other work.

## **H. Selection process**

A selection committee of 7 local judges has been assembled by the EDAC. The committee includes a diverse selection of stakeholders from the community, including local business owners, the historical society, town officials, and local artists. The selection committee will review all completed proposals and up to three semi-finalists will be invited to submit a final design and be interviewed. Semifinalists will be compensated \$250 for final design work. One finalist will be selected for the commission.

The following criteria will be considered in the selection process:

- Submittal of all requirements outlined in the RFP.
- Attention to the desired theme of historic, celebratory art.
- Proven ability to create distinctive, quality and durable artwork as exhibited by past work.
- Originality, creativity and uniqueness of proposed artwork.
- Artist proven ability to complete work on time and within budget.

## **I. Deadline**

All proposal material must be submitted electronically by March 1st, 2020. Submit applications and supporting materials via the online form at <https://www.warnerhistorical.org/mural.html> in pdf or jpeg format.

## **J. Timeline (subject to change)**

October 2019 - Announcement and distribution of RFP

March 1st 2020 - Artist RFP deadline

April 15th 2020 - Semi-finalist selection

June 1st 2020 - Finalist submission due

June 15th 2020 - Selected artist announcement

October 1st 2020 - Art work completed and installed

## **K. Proposal requirements**

By submitting a proposal at <https://www.warnerhistorical.org/mural.html> for the Warner Main Street Mural Project, artist acknowledges that the information contained in this RFP will be used as the basis for any formal agreement between you and the Historical Society of Warner.

Proposal must include the following information:

1. Contact information: name, address, telephone number and email address
2. Biographical information or resume including previous experience
3. Maximum of 5 images (jpeg or pdf) of previously completed works
4. Minimum of 2 professional references
5. Additional support material (ie: news articles or other relevant information on past projects)
6. Written narrative describing your artistic vision and proposal for this project
7. Minimum of 3 sketches or images of the proposed work (jpeg or pdf) showing scale, dimensions and elevations
8. Proposed installation timeline
9. Line itemized budget

### **Thematic recommendation Addendum**

- Warner, incorporated in 1774, has a long and varied history.
- Our first homestead was in Davisville in the 1740s, and the Davisville Tavern was part of the underground railroad.
- We've seen a number of industries come and go along the way such as saw mills, maple sugar producers, telephone operators, a stage coach hub factory, a leather factory, a dye factory, and a number of other wood-related factories.
- Farms and agriculture have flourished here and continue to grow. The Fall Foliage Festival is our yearly agricultural fair in fall, while in Spring we celebrate Maple Weekend, and host farmer's markets throughout the summer.
- Our town's ancestors hail from many backgrounds including the Abenaki Native Americans, African Americans, Polish, Italians, Swiss, and French Canadians.
- The Warner River has always been a resource and draw, whether for industry or for life.
- For more information we would like to share these resources: <https://warner.nh.us>, <https://www.warnerhistorical.org>

### **Conclusion**

We appreciate your interest in our community project and look forward to working with you. If you have any questions or seek clarifications please contact us by email at: [emmabatesvac@gmail.com](mailto:emmabatesvac@gmail.com)