



PHILADELPHIA CONTEMPORARY



Request for Qualifications

The HUB Playground Wali Jones Mural
Partnership with We Embrace Fatherhood, Philadelphia Contemporary, and Mural Arts
RFQ Issued: July 18, 2022
RFQ Deadline: August 5, 2022
Contact information: Annie@philadelphiacontemporary.org

1. Introduction

We Embrace Fatherhood, Philadelphia Contemporary, and Mural Arts Philadelphia are collaborating on the installation of an exterior mural at the 37th & Mt Vernon Park Playground, better known in the community as the HUB Playground, located in the heart of the Mantua neighborhood in West Philadelphia.

The mural will be a tribute to Wali Jones, a West Philadelphia native and former 76ers starting guard. He won a championship ring alongside Wilt Chamberlain on the vaunted 1967 Philadelphia 76ers team, which was voted into the Hall of Fame as the best team in the NBA's first 25 years. Wali remains active on the court and in his community as the founder of Shoot For The Stars Institute, a youth workforce program aimed at providing human development and positive peer leadership training through an athletic approach.

Project

We seek one lead artist to create and execute a mural design for a building wall that faces the HUB Playground basketball court at 3722 Mt. Vernon Street, Philadelphia, PA 19104. An assistant artist selected by the artists and the MAP team will support the lead artist in painting the mural.

The goals for creating the mural, and for the process that leads up to it, are to

- Provide a prominent visual feature at the HUB Playground to celebrate and acknowledge the accomplishments of Wali Jones a native West Philadelphia community leader and athlete.
- Use public art to bring greater visibility to We Embrace Fatherhood’s longstanding commitment and impact in the community as part of a fundraising strategy for capacity building.

The lead artists will be paid \$10,000, which covers all artist fees, including design and mural production and installation.

Artists who are based in West Philadelphia, with a familiarity with the Mantua neighborhood, and work in visual, two-dimensional mediums with a focus on portraiture are encouraged to apply.

For More Information

Please send queries to:

Annie Chiu-McCabe, Project Manager

annie@philadelphiacontemporary.org

Deadline

Applications must be received by Monday, August 1, 2022, at 5 p.m. EDT





2. Background

About the HUB Playground

The 37th and Mt. Vernon Playground, known as the HUB Playground due to the longstanding efforts of programming provided by the HUB Coalition, includes a full basketball court and two-aged specific play areas. The vibrant community green space has served as a safe space to play, exercise and connect with neighbors. The multifunctional space serves as a refuge for the community to provide mutual aid, including functioning as a meal distribution site and a resource center giving out school supplies and books.

About We Embrace Fatherhood

The HUB Playground is a central location where We Embrace Fatherhood (WEF) offers a range of open and free holistic wellness programs, including basketball clinics, fit camps, mental health support circles, and pop-up food distributions. WEF is a non-profit family services organization founded by a coalition of West Philadelphia fathers, activists and artists committed to providing experiences and fostering relationships that allow youth, families and staff to redefine and reach their highest potential. WEF leaders, as a collective, have successfully provided services to residents in the city of Philadelphia for over two decades. Programs include public art exhibits, community events, youth-development programs and ongoing dialogue about fostering strong male engagement.

For more information: <https://home.weembracefatherhood.org/>

About Philadelphia Contemporary

Philadelphia Contemporary (PC) is a contemporary art organization whose mission is to connect the people and places of Philadelphia through art and partnership. Currently nomadic, Philadelphia Contemporary presents visual art, performance art, and spoken word across the city, with ambitions to establish a freestanding, globally oriented, and locally aware non-collecting arts institution. PC has a commitment to supporting the Mantua community and

co-created with the Mantua Civic Association a youth ambassador program aimed at providing a hands-on approach to engaging youth ages 11-14 years old to work together in a meaningful way to shape their environment by utilizing the power of the arts.

For more information: <https://www.philadelphiacontemporary.org/>

About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in nearly 100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

In recent years, Mural Arts has evolved into a multi-disciplinary arts organization exploring the intersection of muralism, public art and contemporary art. In addition, Mural Arts has collaborated with an increasing range of community, civic, cultural and development organizations to realize projects that have expanded the city's public art portfolio in new and exciting ways. Increasingly, Mural Arts has assisted in private organizations in commissioning artworks that engage the communities where they are working.

For more information: <https://www.muralarts.org/>

3. Scope of Work, Budget and Schedule

Scope of Work

The mural project at 3722 Mt. Vernon Street will involve painting a mural on the wall of a privately-owned building that faces the basketball court. The size of the wall is approximately 73' wide by 25' ft at the tallest corner on the right and 22.5' at the shortest corner on the left side of the wall (1,665 sq ft).

The artist will be expected to create a design for the mural, which will need to be approved by community and project partner stakeholders. The design concept should include a prominent portrait of Wali Jones, placement of an inspiring quote from Joe Walker, a prominent Mantua community leader and founder of the HUB Coalition, and a simple background that complements the portrait of Wali. The artist will be provided with the approved photograph of Wali to use as reference for the mural design and other contextual information about his legacy and the Mantua community. An assistant artist selected by the lead artist and MAP will support the production and installation of the mural.

Artist Scope

The artist will be expected to provide the following services.

- Conduct research as necessary to understand the site and the project, and other considerations as necessary to inform the artistic approach
- Create a design for the mural and prepare the digital files that are necessary for design review and projection.
- Present concept to Mural Arts and to a stakeholder committee that includes project partners and community leaders.
- Collaborate with Mural Arts production team on the completion of mural
- Participate in two community and stakeholder engagement activities:
 - Meet the Artist community outdoor event at the HUB Playground
 - Mural dedication event at the HUB Playground
- Fulfill artist responsibilities within contracted budget and schedule

Mural Arts Scope

Mural Arts will provide the following support to the selected artist:

- Assist with reviews and permissions
- Provide production support, including the provision of technical assistance, materials, supplies, equipment and labor as required
- Coordinate community engagement logistics
- Coordinate marketing and documentation

Philadelphia Contemporary (PC) and We Embrace Fatherhood (WEF) Scope

PC and WEF will collaborate to provide the following support to the select artist:

- Organize logistics of community engagement events and access to community and stakeholder participants

Artist Fee and Budget

The lead artist will be paid \$10,000, which covers the artist fee. The fee includes artist research, concept design, mural production and installation of the mural, and participation in the two public events as described in the scope. The assistant artist will be paid \$5,000 to support the lead artist with the installation of the mural.

Preliminary Schedule

The HUB Playground 3722 Mt. Vernon Street Mural

| Milestones | Deadline |
|--------------------------------------|-----------------------------|
| RFQ Issued | July 18, 2022 |
| RFQ Due | August 5, 2022, by 5 pm EDT |
| Artist Selected, Contracted | August 12, 2022 |
| Research & Design Process | August 15 - Sept 2, 2022 |
| Design Approval | September 9, 2022 |
| Meet the Artist Community Engagement | September 2022 |
| Mural Installation | September - October 2022 |
| Mural dedication | Mid to Late Oct 2022 |

4. Artist Selection Process

Eligibility

Lead artist who lives or works in the West Philadelphia area, with a familiarity of the Mantua community is preferred. An artist with experience with a visual medium, especially in portrait painting, is highly preferred.

Selection Process

The artist will be selected based on their response to the RFQ by a committee comprised of We Embrace Fatherhood, Philadelphia Contemporary, Wali Jones, Mantua community leaders and Mural Arts staff.

Qualifications and Review Criteria

Artists will be selected based on their body of past work, expressed interest and approach to the project and willingness to collaborate with stakeholders and community members.

5. How to Apply

Preliminary Consultation / Information Meeting

Artists who are interested in submitting their qualifications are encouraged to contact Annie at annie@philadelphiacontemporary.org with any questions about the project or how to complete an application. Periodically, questions and answers of general interest will be posted to the Mural Arts website where this RFQ is posted:

<https://www.muralarts.org/for-artists/artist-opportunities/>

Submission Requirements

Interested artists should submit:

- The attached application checklist, including artist contact information and an inventory of all material that is being submitted.
- A CV or resume (up to 2 pages)
- Current artist statement
- Application Narrative: A one-page response that addresses your artistic practice, relevant past experience with community-engaged projects and interest in this specific project. The narrative should include responses to:
 - What motivates you / interests you most about the project?
 - What experience have you had that connects you with the theme of this project or community?
 - Your general availability to complete the project, indicating other professional obligations and any other constraints that might impact your availability.
- Work Samples: Up to 10 work samples. Images must be:
 - Digital images must be JPEG files and must be no more than 300dpi and no larger than 1024 x 768-pixel resolution. Each image must be unlocked and downloadable for viewing.
 - Each JPEG file must be titled with the artist's name and number that corresponds to the annotated image list. File name example: JonesJane001, JonesJane002.
- Work Sample List: Please provide a list of the work samples you are submitting, including the following information:
 - Project name, Artist's name, Title of artwork, Location, Date of Completion, Budget, Medium,

- References: Please provide contact information for two people who can speak to your ability to do work like this. Please provide the person's name, address, email address and telephone (preferably other public art partners)

Submission Instructions

Submissions will be accepted electronically by email, Google Drive, DropBox or WeTransfer, sent to Annie at Annie@philadelphiacontemporary.org.

We will reply with an acknowledgment of all submissions we receive. Interested artists must submit their materials by **5 pm EDT on August 5, 2022**.

The HUB Playground Project Application Checklist

Please complete this checklist and submit it as the cover sheet of your application.

Name: _____

Address: _____

Phone: _____

Email: _____

Web: _____

Instagram: _____

- A CV or resume (up to 2 pages)
- A current artist statement
- A 1-page application narrative
- Up to 10 images of past completed work that you consider relevant to this project.
- Image List
- 2 References

Submission Instructions

Submissions should be submitted electronically by email to annie@philadelphiacontemporary.org

Applications must be received by Friday, August 5, 2022, at 5 p.m. EDT