



The ARTZ In the Neighborhood Mural Project

A mural project to engage those living with dementia in Philadelphia with enhanced quality of life experiences through art

Beginning Spring 2021

REQUEST FOR QUALIFICATIONS

Deadline: 5 pm EDT, June 14th, 2021

DEADLINE EXTENDED TO MONDAY, JUNE 28 2021 AT 5 P.M. EDT

Please email cathy.harris@muralarts.org with any questions or comments.
No phone calls, please.

1. Introduction

Theme: Dementia in Communities of People of Color

Mural Arts Philadelphia is proud to partner with ARTZ Philadelphia and Esperanza Health Center on a major project to provide quality of life programming and art opportunities to people living with dementia. This project seeks to engage individuals in workshops to provide opportunities for creative expression, dignity preservation and connection with others in an effort to honor the agency and self advocacy of community members living with memory loss. Participants will be encouraged to find ways to “make their mark” and demonstrate that dementia does not dismantle humanity. Only stigmas and other human beings can do that.

The project will especially focus on how the African-American and Hispanic communities are particularly affected by dementia. Data suggest that the prevalence of dementia in these communities is considerably higher than in non-Hispanic white communities. Despite this disparity, these groups often receive delayed diagnosis and inadequate treatment following diagnosis. This is compounded by cultural factors, such as lack of access to proper care the perception of what is normal aging and what is not, a lack of trust between doctors practicing traditional medicine and people of color; and the stigmas associated with dementia.

Project

We are seeking artists to create a **permanent mural project** that provides opportunities for individuals, families and communities of color who are living with dementia to have quality of life experiences through a community engagement process.

The goals of the project are to support individuals, families and care partners by providing :

- Experiences that are joyful and meaningful and contribute to the preservation of people’s dignity
- Opportunities for community building and support
- Activities that will alleviate isolation and depression and dismantle stigmas.

This mural will be installed on the wall of 4455 North 6th Street which is directly across the parking lot of the Esperanza Health Center.

The budget will be \$29,000, which must cover all artist fees, including artist fees, community engagement costs, mural production and installation costs, and project management.

Eligibility

We are seeking artists or collaborative artist teams who have experience in public art and/or community engagement. For the purposes of this RFQ, “artist” refers to an

individual artist or a collaborative team of artists. Both established and emerging artists are encouraged to apply.

The artist / team must be able to make a commitment to working in Philadelphia as necessary to fulfill the responsibilities of this project. The artist, or a member of the artist team, must be bilingual (Spanish speaking). The artist, and all team members, must be citizens of the U.S. or have U.S. work authorization.

Preference will be given to people who have immediate knowledge of the lived experiences around dementia and artists living in the Hunting Park area.

For More Information

Please send queries to: cathy.harris@muralarts.org.

Deadline

Applications must be received by Monday, June 14, 2021, at 5 p.m. EDT.
DEADLINE EXTENDED TO MONDAY, JUNE 28 2021 AT 5 P.M. EDT

2. Background

Project Goals

The goal of this project is to raise awareness of the ethnoracial disparities in the quality of care experience by people of color living with dementia in Philadelphia. By engaging with organizations and communities working towards equity in dementia diagnosis and treatment, this project will shed light on who, where, and why Philadelphians of color are lacking in access to quality programs, early diagnosis, and appropriate care. The project will explore how artists can provide opportunities for quality of life experiences for those in communities working with the ARTZ Philadelphia network. Through the community engagement aspect of this project, we hope that communities will experience joy and an opportunity to share their life stories and memories that can preserve and make change in their families and communities.

About Mural Arts Philadelphia

Mural Arts Philadelphia, founded in 1984, is the largest public art program in the United States. MAP believes that art ignites change. We create art with others to transform places, individuals, communities and institutions. Through this work, we establish new standards of excellence in the practice of public and contemporary art. Our process empowers artists to be change agents, stimulates dialogue about critical issues, and builds bridges of connection and understanding. Our work is created in service of a larger movement that values equity, fairness and progress across all of society. We listen with empathetic ears to understand the aspirations of our partners and participants. And through beautiful collaborative art, we provide people with the inspiration and tools to seize their own future. For most information, visit muralarts.org.

About ARTZ Philadelphia

ARTZ Philadelphia is dedicated to enhancing the quality of life and well-being of people living with dementia and their care partners through joyful interactions around arts and culture. Our evidence-based programs connect people with dementia and those they love with artists, cultural organizations, and each other. We help to build caring, supportive communities that restore and preserve the self-esteem and dignity of our constituents, regardless of their color, culture, where they live, or their economic resources.

ARTZ Philadelphia envisions a world in which people living with dementia and their care partners enjoy the benefits of well-being and quality of life that others enjoy. We are committed to ensuring equal access to the resources that enhance quality of life, inspire individual and communal creativity, and empower self-expression and continued self-realization.

3. Scope of Work, Budget and Schedule

Scope of Work

The artist / team will have two main areas of work.

- Collaborate in designing and participating in a **community engagement process** that supports, connects, and highlights work that is being done to create equitable quality of life care for people of color living with dementia in Philadelphia. This process will be informed by conversations with our stakeholders, which artists will help develop and participate in. This project will include engagement with participants in ARTZ Philadelphia programs at the North 6th Street location as well as some involvement with groups in Northwest Philadelphia (Germantown, Logan, Olney, and West Oak Lane).
- Create a **work of public art** that highlights the experience of living with dementia and the importance of early diagnosis, proper care, and enhancement to the quality of life, particularly for African-American and non-Hispanic white communities. Develop concept and design. Collaborate with the Mural Arts production team on the production of the artwork, with specific responsibilities to be assigned based on the scope of the artwork and the experience of the artist / team. .

Artist / Artist Team Responsibilities

The artist / artist teams will be expected to provide the following services:

- Conduct research as necessary to understand the topic, the project, community history and culture, and other considerations as necessary to inform the artistic approach.
- Develop a proposal for how you will approach the project.
- Make one virtual presentation of the proposal to Mural Arts Philadelphia, ARTZ Philadelphia and Esperanza representatives, and other stakeholders of relevant community organizations .
- Work with Mural Arts, ARTZ Philadelphia, and other stakeholders staff to design and implement a multi-part stakeholder / community engagement process leading up to the creation of the mural.
- Create an approved design for the mural.
- Collaborate with the Mural Arts project management and production team on the completion of the mural, with the following specific responsibilities to be assigned at a later date, depending on the nature of the mural and the experience of the artist.
- Assist Mural Arts staff with marketing, promotion and documentation efforts.
- Secure and maintain insurance necessary for artist design, production and installation services.

- Fulfill artist responsibilities within contracted budget and schedule.

Mural Arts Responsibility

- Manage logistics of public engagement activities.
- Provide creative support to artist / team, drawing on Mural Arts' network of curatorial, artistic and programmatic advisors.
- Facilitate and collaborate on review of artist / teamwork (engagement plan, art concept).
- Collaborate with the artist on the completion of the mural, with specific responsibilities to be assigned at a later date, depending on the nature of the mural and the experience of the artist.
- Lead marketing, promotion and documentation efforts.
- Secure funding, manage project funds.

Artist Fee and Budget

The total project budget is \$29,000

This budget is all inclusive, covering artist fees, artist assistant costs, materials, supplies, technical consultants, wall preparation costs and installation costs, as well as Mural Arts project management.

The fee for the artist / artist team will depend on the ultimate scope of responsibility for the artist in the artwork production:

The artist fees for the planning and design phase will be \$2000. The budget for artists in the production phase will be \$15,000, to be allocated among the design artist, the lead artist, and artist assistants, as appropriate.

Schedule

Artist selection is occurring in early summer, 2021.

We expect that the artist / team will be selected in mid June and will receive a design contract for \$2000 at that time. The artist / teams will be asked to meet with partners and constituents to produce an engagement plan, which should include engagement activities that inform the concept and design for the mural, and activities that involve people in the production of the mural. The engagement plan will be due in mid-July.

Once the engagement plan is approved, design and community engagement will begin..

Design completion and approval is expected by August 31, 2021.

Further engagement is expected to occur in the production phase of the mural.

Installation is hoped to be completed by fall 2021 but no later than spring 2022.

4. Artist Selection Process

Eligibility

We are seeking artists or collaborative artist teams who have experience in public art and/or community engagement. For the purposes of this RFQ, “artist” refers to an individual artist or a collaborative team of artists. Both established and emerging artists are encouraged to apply.

The artist / team must be able to make a commitment to working in Philadelphia as necessary to fulfill the responsibilities of this project. The artist, or a member of the artist team, must be bilingual (Spanish speaking). The artist, and all team members, must be citizens of the U.S. or have U.S. work authorization.

Preference will be given to people with experience in living with a person diagnosed as having dementia and artists living in the Hunting Park area.

Process

This is an open call. Artist qualifications / portfolios are being solicited by Mural Arts Philadelphia on behalf of this partnership with ARTZ Philadelphia, and Esperanza Health Center.. Mural Arts, its artistic advisors, members of the community and ARTZ Philadelphia will review the artist submissions and select the artist/artist team.

Mural Arts will select the artist/teams that will be awarded the final commission, in consultation with its artistic advisors and relevant stakeholders. The decision will be based on a review of artist / team qualifications and proposals using the criteria that are listed below.

Mural Arts is not required to make a selection from the submissions it receives if, in Mural Arts’ judgment, the relevance, quality or the qualifications of the artists are not appropriate.

Qualifications and Review Criteria

The initial evaluation of artist / team qualifications will be based on a review of projects that have been completed or are currently in progress, considering both engagement processes and creative outputs, and their connection to the subject matter. The review will also consider references and published materials by or about the artist.

The artists’ qualifications shall demonstrate:

- Experience in leading an engagement process and creating a mural that helps achieve the transformational goals of the project
- Availability to accomplish projects of similar complexity within the budget, timeline and technical constraints presented, based on examples of prior work
- Experience in research-based art processes

- Experience in art processes that involve collaboration with stakeholders and communities
- Experience in working on programmatic public art strategies
- Connection, interest and/or experience related to dementia, aging, equity in health care systems, , and the connections between them
- Ability to lead a process that provides a joyful, meaningful, dignified experience for participants
- Ability to create a mural that engages a wide audience

5. How to Apply

Preliminary Consultation / Information Meeting

Artists who are interested in submitting their qualifications are encouraged to contact Mural Arts with any questions about the project or how to complete an application.

Submission Requirements

Application Narrative (maximum 500 words)

A short written response that addresses your artistic practice and interest in this specific project. The narrative should also explain:

- What motivates you / interests you most about the project?
- What experiences have you had that connect you with the themes of this project or the people with whom this project seeks to engage?
- How would you specifically explore the theme “When our lives are hard, how do we find joy and how does joy get us through?”
- Your general availability to complete the project, indicating other professional obligations and any other constraints that might impact your availability.

Work Samples

You may submit a minimum of 5 and maximum of 10 work samples.

Images must be:

- Formatted as jpgs
- Less than 1MB each in size
- No more than 2000 pixels on the longest side
- A maximum of 300 dpi and a minimum of 72 dpi

Work Sample Description List

Please include a list of work samples, including the following information:

Project name, Artist’s name, Title of artwork, Location, Date of Completion, Budget, Medium, Dimensions or duration (if applicable), Brief description.

References

Provide names and contact information of up to three people who can speak to your creative abilities, your engagement abilities, your connection to this topic, and/or your ability to complete projects like this.

CV / Resume

Maximum of 3 pages, including education and any other relevant artistic experience. If applying as an artist team, submit a CV / resume for each artist.

Submission Instructions

All application materials except for work samples must be submitted as PDFs. See below for work sample formatting instructions.

Title all files in the folder with your last name, first name, the type of file, and no extraneous spaces or punctuation. For example: *LastnameFirstnameApp.pdf*, *LastnameFirstnameCV.pdf*, *LastnameFirstnameWorksample01.jpg*.

Materials should be submitted in a single folder titled with your last name and first name. Example: *LastnameFirstname*.

“Application Checklist” page (below) should be your Cover Page.

If you choose to submit all materials via Dropbox or Google Drive, please upload the folder to your Dropbox/Google Drive account and then “share” the folder with cathy.harris@muralarts.org.

(For help with sharing files on Dropbox, visit: www.dropbox.com/en/help/19)

OR

Drop off or Mail to:

c/o Cathy Harris, ARTZ Philadelphia Project
% Mural Arts Philadelphia:
1727-29 Mt. Vernon St.
Philadelphia, PA 19130

If making a drop-off or mailed submission, *please alert us by sending an email to* cathy.harris@muralarts.org.

Applications can be dropped off at the Mural Arts office Mon-Thurs, 9am - 5pm. Mural Arts cannot be responsible for mailed entries that do not arrive by the deadline.



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ARTZ Philadelphia Project Application Checklist

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

Information about you:

Full Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Instagram: _____

Check off all material that you are submitting

- A CV or resume (up to 2 pages per artist).
- A short written response
- Work Samples; up to 10 images of past completed work that you consider relevant to this project.
 - Image list
 - References