



## Call to Artists: Request for Qualifications (RFQ)

### Project Title

Far Eastside Orchard Public Art

**Neighborhood:** Far Eastside

8902 E. 38<sup>th</sup> St., Indianapolis

### Application Deadline

**Sunday, May 22, 2022**, 11:59 p.m. Eastern. This is **NOT** a postmark deadline.

### Eligibility Requirements

To be eligible to apply, artists must:

- Live in Marion Co., Indiana, or an adjacent county at the time of application. Artists living in or with a strong personal connection to Indianapolis' Eastside or Far Eastside are particularly urged to apply.

Additional desired (but not required) qualifications:

- Have excellent large-scale painting skills
- Have previous mural painting experience
- Have experience co-designing artwork with youth
- Have a basic or introductory knowledge of Spanish (speaking, reading, and/or writing)

Artists under 18 are welcome to apply; however, a parent or other legal guardian will be required to sign the commissioning agreement on behalf of the youth artist and will be legally responsible for the successful completion of the project.

### Application Workshop

**Tuesday, May 10**, 6:00-7:30 p.m.

- This is a virtual workshop offered via Zoom, and livestreamed to the [Arts Council Facebook page](#).
- [Register here](#).
- The workshop recording will be available [from this Dropbox](#) 48 hours after the workshop, or from the Facebook page as soon as the workshop has concluded.

## **Project Overview**

The Indy Arts Council, working in collaboration with the Community Alliance of the Far Eastside and Keep Indianapolis Beautiful, is requesting qualification packages from artists or artist teams who are interested in creating an outdoor dimensional mural. Artists living in or near the Far Eastside of Marion County, Indiana are strongly encouraged to apply. The artist will be paid \$10,000 for community work and painting (including materials).

## **About the Far Eastside Orchard**

The Far Eastside Orchard is a product of the Far Eastside community's vision to transform an unused green space into a space to be used for residential access to nature, community events, and youth programming. The community formed a local committee that consisted of Community Alliance of the Far Eastside, La Plaza, Finish Line, Head Start Early Learning Center, and community residents. Together these stakeholders came to research the needs of the area and developed a plan to bring the Far Eastside Orchard to the community. After implementation, the green space will be cared for within a collaborative initiative and partnership with youth programs within the community, Groundworks Indy, Finish Line youth, and a contracted landscaping service.

The project consists of seven different elements including the community orchard; a naturescape area; an area for trees and wildflowers; an event space; sculptures; a playground; and a mobile farmstand.

**Community Orchard:** Fruit-bearing native trees and plants have been planted and a vegetable garden will be added. The produce from the orchard and garden will be sold to community members providing access to fresh fruits and vegetables in a neighborhood that is considered a food desert. Residents will have the ability to purchase produce using SNAP benefits and at affordable prices.

**Naturescape:** An interactive naturescape will be created and utilized as a play area for children and families. The naturescape area will have seating elements and walking paths to encourage outdoor activities and recreation.

**Trees and Wildflowers:** Shade trees, shrubs, and native wildflowers and grasses have been and will continue to be planted throughout the community orchard and greenspace to make the area more visually appealing and environmentally friendly.

**Event Space:** An event lawn and shelter structure will be created and CAFE along with other neighborhood groups will convene community events focused on arts and culture, entertainment, and recreation. Additionally, the space will be used for a farmer's market, festivals, and an outdoor classroom space.

**Sculptures:** Local artists will be commissioned to create sculptures that will be placed in focal areas around the orchard and greenspace.

**Playground:** In 2020, CAFE partnered with Keep Indianapolis Beautiful to build a new playground. The playground is located within the two-acre piece of land.

**Mobile Farmstand:** CAFE will convert a bus into a mobile farmstand that will travel around the Far Eastside neighborhood to increase access to nutritious food. The produce will be from the orchard and garden.

There will also be pathways for residents to utilize for dog walking as well as a way to access the IndyGo bus stop on 38<sup>th</sup> Street, which will be home to a stop on the future rapid-transit Purple Line. The Purple Line will be completed in 2024 and is a much-needed addition to the Far Eastside community to ensure that residents have increased access to transportation.

### **About the Community Alliance of the Far Eastside (CAFE)**

The [Community Alliance of the Far Eastside's \(CAFE\)](#) mission is: "to enhance the quality of life on Indianapolis' Far Eastside." In the 1980s, four women residing in Indianapolis' Far Eastside neighborhood came together with the shared commitment of advocating for residents in the community. As a result of their efforts, many social service agencies and neighborhood groups were formed, including CAFE. For more than thirty years, the organization has provided an array of services for every member of the family starting with infants to older adults, all under one roof. CAFE has evolved to become the backbone of the community, working tirelessly with partner organizations to increase the vitality of the neighborhood and assist families to realize their highest potential through increased economic mobility and stability and by achieving self-sufficiency. CAFE provides resources and referrals, direct supportive services, and financial assistance. CAFE's basic-needs services are implemented to help overcome barriers that impede a family or individual's positive trajectory to improving their quality of life. For more information about CAFÉ, contact Cheria Caldwell, Vice President of Communications and Engagement, [ccaldwell@cafeindy.org](mailto:ccaldwell@cafeindy.org) or (317) 890-3288 x128.

### **About Keep Indianapolis Beautiful**

The mission of Keep Indianapolis Beautiful is to engage diverse communities to create vibrant public places, helping people and nature thrive. KIB is an award-winning affiliate of Keep America Beautiful, Inc., a national organization dedicated to preserving the natural beauty and environment in American communities. KIB believes in shared responsibility, and that sustainability starts with love. Each year, KIB supports over 800 community projects with nearly 20,000 volunteers. For over 40 years, they have partnered with neighbors, the public sector, and Indianapolis community groups and businesses to achieve a shared vision of a beautiful city. Programs include planting trees and native landscapes, creating community spaces, picking up litter, and engaging students of all ages in nature.

### **Site Information**

The mural will be painted on a series of stacked blocks to form a dimensional mural surface, approximately 8 ft wide, 8 ft deep, and 5 ft high. The arrangement will be located at the entrance to the Far Eastside Orchard public greenspace, and will be placed inside a small

circle bounded by a larger, circular sidewalk. The blocks will be installed onsite prior to August 1, 2022.

The goal of the mural is to provide a vibrant expression of welcome to the space, to CAFE, and to the Far Eastside. The commissioned artist will be soliciting community input as to the mural imagery during the Far Eastside Festival on August 6, 2022 and designing and painting the mural immediately afterwards. It is anticipated that the majority of the community input will be from youth, and it will be important for the artist to reflect their thoughts in the final mural.

The mural will be created to be highly durable and impervious to weather, but also to be seasonally refreshed as needed to correct fading, using community volunteers. Therefore, the design should be simple and easily replicable. The artist should prepare to leave excess paint and a full color specification with CAFE at the end of the project.

It is anticipated that the mural will last onsite for around three years, and then it will be updated with a new design from another artist using the same community-based inspiration process. The mural will therefore form an always-changing understanding of the Far Eastside, its goals and aspirations, and its values.

### **Compensation**

The artist fee for the project is \$10,000. The commissioned artist/team is expected to use this fee for their labor and their materials, supplies, travel/transportation, and equipment needed to work with the community and to complete the painting portion of the artwork and all cleanup. *The artist is not responsible for developing the form of the dimensional mural surface, and is not responsible for installing the stacked blocks.* The artist/team will also be required to provide a one-year warranty for the artwork. Contracts will be executed with Keep Indianapolis Beautiful.

### **Project Timeline**

*This timeline represents the project as it now appears. Changes may be necessary as the project progresses.*

- **April 27, 2022:** Release Request for Qualifications
- **May 10, 2022:** Artist application workshop, 6:00-7:30 p.m. [via Zoom](#) and livestreamed on the Arts Council's Facebook page. [Register here.](#)
- **Sunday, May 22:** **Artist qualification packages due to the Indy Arts Council:** see below under "How to Apply" for details
- **Week of May 30:** Artist applications reviewed
- **By June 10:** Artist notifications; artist contracted by Keep Indianapolis Beautiful
- **August 6, 11am-3pm:** Community work at the Far Eastside Festival
- **September 5:** Artwork concept due to Keep Indianapolis Beautiful
- **By September 9:** Concept approved by Keep Indianapolis Beautiful and CAFE
- **September 17 – October 2:** On-site painting work

- **By October 2:** Painting completed
- **October 2022, TBD:** Artwork dedication and community celebration

## **Selection Process**

### ***No designs are required as part of the artist's application materials!***

Applications will be reviewed by CAFE and KIB staff and Far Eastside community members, along with representatives from the Arts Council's Public Art Selection Committee. One finalist artist/team will be recommended. Once identified, the artist/team will work further with KIB and CAFE to engage with the community at the Far Eastside Festival, and then develop an artwork concept. When the concept is approved, the artwork will be painted on the three-dimensional surfaces.

The Public Art Selection Committee includes artists, arts advocates, curators, administrators, and other arts and community development specialists.

Note: While this is the intended selection process, in the event of an insufficient number of qualified applicants the Indy Arts Council, CAFE and KIB reserve the right to change the process to a Request for Proposals, to invite an artist to propose, or to directly select an artist or artwork; and also reserve the right to cancel the opportunity entirely at any point and for any reason, as the best interests of the project may dictate.

## **Selection Criteria**

The finalist artist/team will be selected based on the following criteria:

- **Artistic quality:** artist/team's past work is innovative, creative, and stylistically distinctive
- **Aesthetic sensibility:** artist/team's past work indicates that they can meet the design goals and methodology of this project
- **Technical ability:** artist/team's past work indicates they have used materials and techniques similar to those that would be needed for this project, or they have access to the technical resources needed to achieve the desired results
- **Experience:** artist/team is familiar with communities and conditions similar to those that would be encountered on this project, or has demonstrated the ability on past projects to quickly acquire the skills needed to be successful on a project similar to this one
- **Process:** artist/team's application shows that they are a good communicator, can deliver projects on time and on budget, and can complete documentation in time to keep the project moving smoothly

## **What to Provide**

Applicant artists/teams must provide the following information digitally using [this application form](#). A complete application consists of ALL of items 1, 2, 3, and 4. Incomplete applications will not be reviewed.

1. **Applicant Information:** Provide the lead artist's name, address, phone number(s), email address(es), and, if desired or applicable, website address and/or professional

social media accounts. If you plan to develop this project with a team, include the names of your other team members.

2. **Artist biography and experience:** Type or copy/paste your bio and experience into the form, or you may choose to attach a resume, narrative biography, or CV. Typed information has a maximum of 5000 characters. Attached documents should be no longer than 2 typed pages and should be provided in DOC, DOCX or PDF format.

**APPLICATION TIP:** Make sure your statement of experience addresses the needs of the project as they have been outlined in this document, and how you meet the required and desired qualifications.

### 3. Samples of Previous Work: List and Information

- a. Images of previous projects (*minimum 1, maximum 5 images including alternate views or details of the same artwork*)
  - i. Images can be provided in one or more of the following ways:
    1. URL(s) for a website(s) that has images of your work
    2. Attached single PDF or DOC/DOCX file containing multiple images/projects
    3. Images or documents uploaded individually through the form (even if you provide a URL for your website, **you must attach at least one image or document illustrating your style!**)
  - ii. Attached images must be digital, in PNG, JPEG, DOC, DOCX, or PDF format, minimum size 4" x 6" and minimum resolution of 72 dpi.
  - iii. **Videos should not be uploaded through the form.** To show videos, please provide a DOC, DOCX or PDF document with live links (for example, to videos on your website, YouTube, Vimeo, etc.).
  - iv. Provide images of artwork that best represent your experience, style, and ability as they apply to this project.
  - v. You may also provide images of any other work (large-scale or otherwise) that best represents your style and production over the past 5 years.
  - vi. **Need help selecting images?** contact Julia Moore, [jmoore@indyarts.org](mailto:jmoore@indyarts.org)

*For best consideration, all images should be professional quality. If you need a referral to a professional photographer who specializes in working with artists, please email [jmoore@indyarts.org](mailto:jmoore@indyarts.org)*

- b. Information about projects documented in the images (*typed or provided digitally in .txt, .doc, .docx, .xls, .xlsx or .pdf format*)
  - i. You may choose to type information directly into the form, or you may choose to attach a document with the information typed out. (*please contact [jmoore@indyarts.org](mailto:jmoore@indyarts.org) if you need support or pointers for how/where you can type a list out free of charge*)
  - ii. Provide as much information as possible about each of the projects; for example:
    1. the name/title of piece

2. the client if applicable
  3. the location of the piece, if it is site-attached
  4. the medium or material of the piece
  5. the dimensions of the piece
  6. any important process information (how it was made)
  7. the project budget or sale price
  8. if applicable, a description of the concept or site challenge along with how you solved it
- iii. If you choose to attach a document, make sure your name and contact information appears at the top
4. **Demographic information:** To help us keep our programs and services equitable, the final section of the application asks for personal demographic information about the applicant artist/team. It is required, but there is a “prefer not to say” option for each question. We may report this information internally or externally for accountability purposes, but it will be reported in the aggregate without personally identifying information. We encourage you to complete the section honestly.

### **How to Apply**

- Use the application form [located here](#). The form is accessible across a range of platforms and devices, including on a cell phone.
- If you have trouble using the form, email [jmoore@indyarts.org](mailto:jmoore@indyarts.org) for assistance or to discuss alternative ways to provide your application.
- The form will automatically close at **11:59 p.m. on Sunday, May 22, 2022.**
  - You may start your application and save it mid-completion if you need to return to it later; however, incomplete applications still in process at the closing time will not be uploaded.
  - We strongly recommend that if you intend to save your form and return to it later, you wait to attach images and documents until you are ready to press “submit.” *Attached files are not saved between work sessions.*
  - There is a limit of **25 MB TOTAL** that can be attached to the form. If you exceed this limit, the form will not upload. We recommend keeping careful track of the files you are attaching.

### **QUESTIONS? We are here to help!**

Please contact Julia Moore, Director of Public Art, Indy Arts Council:

[jmoore@indyarts.org](mailto:jmoore@indyarts.org)

(317) 624-2556

### **Equal Employment Information**

The Indy Arts Council does not discriminate in employment opportunities or practices on the basis of race, color, religion, gender, national origin, sexual orientation, age, disability, citizenship status, military status, or other characteristics protected by law. Employment decisions at the Arts Council of Indianapolis will be based on merit, qualifications, and abilities.

The Arts Council of Indianapolis will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship.

### **About the Indy Arts Council**

The mission of the [Indy Arts Council](#) is to foster meaningful engagement in the arts by nurturing a culture where artists and arts organizations thrive. The Arts Council is committed to working with the arts and cultural community to cultivate a sector that serves, celebrates, and values every resident of Indianapolis. We envision a city where engagement in the arts is not pre-determined by socio-economic status, race, ethnicity, gender, sexual orientation, or disability. We also believe that Black lives matter and we are committed to supporting Indianapolis' Black artists—whom we appreciate more than ever to help imagine a different world. Read our [full statement about our commitment to racial justice in the arts](#) and our [full equity statement](#).



# Site Images

