



Call to Artists: Request for Qualifications (RFQ)

Project Title

Roosevelt/Commerce Underpass Mural

Neighborhood: Hillside / Windsor Park

Address: E. 16th St. and Roosevelt/Commerce Ave., under I-70

Application Deadline

Sunday, October 23, 2022, 11:59 p.m. Eastern. This is **NOT** a postmark deadline.

[Apply here.](#)

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 the Hillside, Martindale-Brightwood or Windsor Park neighborhoods are particularly urged to apply.

Additional desired (but not required) qualifications: (artists with these qualifications will receive priority consideration)

- Excellent large-scale painting skills
- Previous mural painting experience with communities

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

Wednesday, October 12, 6:30-8:00 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 Keep Indianapolis Beautiful (KIB), Indiana Department of Transportation (INDOT), and the Hillside, Martindale-Brightwood, and Windsor Park communities, is requesting qualification packages from artists or artist teams who are interested in creating an outdoor mural on a neighborhood highway underpass. Artists living in or near the Marion County, Indiana neighborhoods of Martindale-Brightwood and Windsor Park are strongly encouraged to apply. The artist will be paid \$14,000 for community engagement, developing the mural design, creating the on-site line work and color-coding, facilitating on-site work by community members, and touch-up work after the communities have participated. Materials and supplies for painting will be provided separately.

Project Background

The I-70 underpass at the intersection of Roosevelt and Commerce Sts. was recently refreshed by INDOT as part of the North Split reconstruction project. INDOT has contracted with KIB to further beautify the underpass area in conjunction with adjacent tree plantings and other North Split landscape improvements. KIB and the Indy Arts Council frequently work together on public art projects that are identified by communities as significant to their interests; this project enjoys great enthusiasm for its importance to the future health of its communities.

About the Communities

Hillside, located on the west side of the underpass, is one of the sub-neighborhoods making up the historic community of Martindale-Brightwood. Brightwood was platted in 1872 and was a thriving, separately-incorporated railside town of mostly German and Irish immigrants. It was annexed by Indianapolis in 1897. Martindale, recognized with the name since 1874, was a non-incorporated, largely Black working-class residential, industrial and commercial center that owes its population to forced segregation in the 1890s. Hillside was a thriving neighborhood of Black homeowners until the 1960s, when the decline in rail service, compounded by the implementation of the highway system and de-industrialization, led to a fall in jobs, income, and public investment. Many local churches in Hillside were very active in the national civil rights movement, with Rev. Andrew J. Brown a national leader. As opportunity decreased, Hillside residents moved to other Martindale-Brightwood communities and the immediate area experienced depopulation. Hillside is quickly being gentrified due to high-dollar home construction adjacent to the Monon Trail, and longtime residents are threatened with displacement due to a rapid increase in property taxes. In addition, as older residents naturally pass, their homes are not being repopulated with younger newcomers, who prefer the newer construction. Nevertheless, the spirit and pride of the community, not to mention their welcoming disposition, is undaunted.

Windsor Park, located on the east side of the underpass, was one of Indianapolis first “streetcar suburbs,” platted in the early 1880s. The community includes a mix of home styles including large mansions, worker cottages, and arts-and-crafts-style singles and doubles, as

well as commercial areas, schools, churches, a library, and Spades Park. Several of these structures now appear on the National Register of Historic Places. The neighborhood was populated by working- and middle-class people who commuted Downtown on the 10th St. streetcar or worked along the Massachusetts Avenue industrial corridor. The neighborhood that was thriving in the early 20th c. slowly slid into decay after World War II due to a number of factors, including the decline of the industrial corridor, the compounding effects of redlining and racism, and the general population shift to the suburbs. Many homes and businesses fell into disrepair or were demolished, and investment in infrastructure and commercial development was largely neglected. Beginning in the 1990s with the general Downtown resurgence, Windsor Park was increasingly seen as an affordable place to live and start small businesses. Existing houses were quickly fixed up by speculators and resold at very high prices, and new development has made an impact. It is now one of the most popular places to live in the city. As with Hillside, longtime residents are wary of gentrification, but in this community such a threat is combined with preservation initiatives. If they are successful the community's historic character might be preserved, but could also result in further displacement.

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. KIB partners with the Indy Arts Council on public art projects that support communities' visions of who they are.

Site Information

The 16th St./Roosevelt-Commerce/I-70 underpass is a shared gateway to the communities on either side: Hillside to the west and Windsor Park to the east. The goal of the mural is to provide a vibrant expression of character and welcome to the communities: going from Hillside to Windsor Park and vice versa.

Surfaces are concrete and consist of round pillars below a rectangular bulkhead. Slope walls on either side are available, but are not recommended for inclusion due to drainage from above making it difficult to maintain any painting on the sloped surface in good condition. *Sidewalks are not available for painting.*

Theme/Aesthetic Information

Based on preliminary engagement with the communities, we have learned the following:

- The imagery should be applicable to both communities (Hillside/Martindale-Brightwood and

- Windsor Park) and not prefer one of them to the exclusion of the other
- Characteristics of the individual communities (places, people, history/events) can be highlighted or referenced; specific imagery mentioned includes Douglass Park/Douglass Little League, Kennedy-King, and architectural features of the communities (e.g., homes and churches)
 - Values and aspirations of both communities--such as elder respect, intergenerational unity, collaborative neighbors, happy children, a hopeful future—can be highlighted
 - However, the devastation of the neighborhoods that was caused by the intentional placement of elevated highways through economically dispossessed communities should be acknowledged
 - Bright and saturated colors are preferred, also, the use of colors that are meaningful to the community context
 - Attractive regular patterning is much appreciated, as is patterning meaningful to the communities' culture and values
 - “the Triangle” = a physical location at the west end of the underpass where many have died, for various reasons; a recognition and remembrance of them might be appropriate to consider
 - A mix of materials—for example, the selective use of glass/ceramic/mirror tile—may be desirable if it's cost-feasible
 - Overall, the mural should maintain a positive tone in content and style

The commissioned artist/team is expected to further engage the communities to learn more and develop a design for approval by both neighborhoods.

Compensation

The artist fee for the project is \$14,000. The commissioned artist/team is expected to use this fee for project coordination, community engagement time, their labor on the mural, and the materials and equipment they need to set up the site for painting with the community. **Keep Indianapolis Beautiful will provide paints and equipment for the community paint effort.** 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.

- **September 14, 2022:** Release Request for Qualifications
- **October 12:** Artist application workshop, 6:30-8:00 p.m. [via Zoom](#) and livestreamed on the [Arts Council's Facebook page](#). [Register here](#).
- **Sunday, October 23:** **Artist qualification packages due online by 11:59 p.m.:** see below under “How to Apply” for details
- **Week of November 7:** Artist applications reviewed
- **By November 14:** Artist notifications; artist contracted by Keep Indianapolis Beautiful

- **By December 15:** Additional community engagement and design discussions
- **By December 30, 2023:** Artwork design due
- **January-March:** Artwork permitting with Indiana Department of Transportation (may require design revisions)
- **April-May:** On-site painting work (paint day/s TBD as weather permits)
- **By May 30:** Painting completed (weather permitting)
- **June, 2023 or TBD:** Artwork dedication and community celebration

Selection Process

Applications will be reviewed by Indy Arts Council and KIB staff with Hillside and Windsor Park community members, along with representatives from the Arts Council's Public Art Selection Committee. One artist/team will be recommended for commissioning. The selected artist/team will work further with KIB to engage with the communities and develop an artwork concept. When the concept is approved, the artwork will be painted on the underpass.

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, 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 artist/team will be selected for this project based on the following:

- **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 of this project
- **Technical ability:** artist/team's past work indicates they have used materials and community painting 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

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

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. Indicate also if you have a connection to the specific communities this project will include.
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
Please note: even if you provide a URL for your website, you must attach at least **one** image or document illustrating your style!
 2. Single PDF or DOC/DOCX file containing multiple images/projects (with images and descriptions)
 3. Individual images (JPEG, PNG, PDF)
 4. Documents (PDF, DOC/DOCX) with images and descriptions uploaded individually through the form
 - ii. Attached images must be digital, minimum size 4" x 6" and minimum resolution of 72 dpi.
 - iii. **Videos should not be uploaded through the form.** To show videos, please upload 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. This project is for large-scale mural work for an underpass location.
 - 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 or creating live links?** contact Julia Moore, 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

- 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 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 for assistance or to discuss alternative ways to provide your application.
- The form will automatically close at **11:59 p.m. on Sunday, October 23, 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

(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

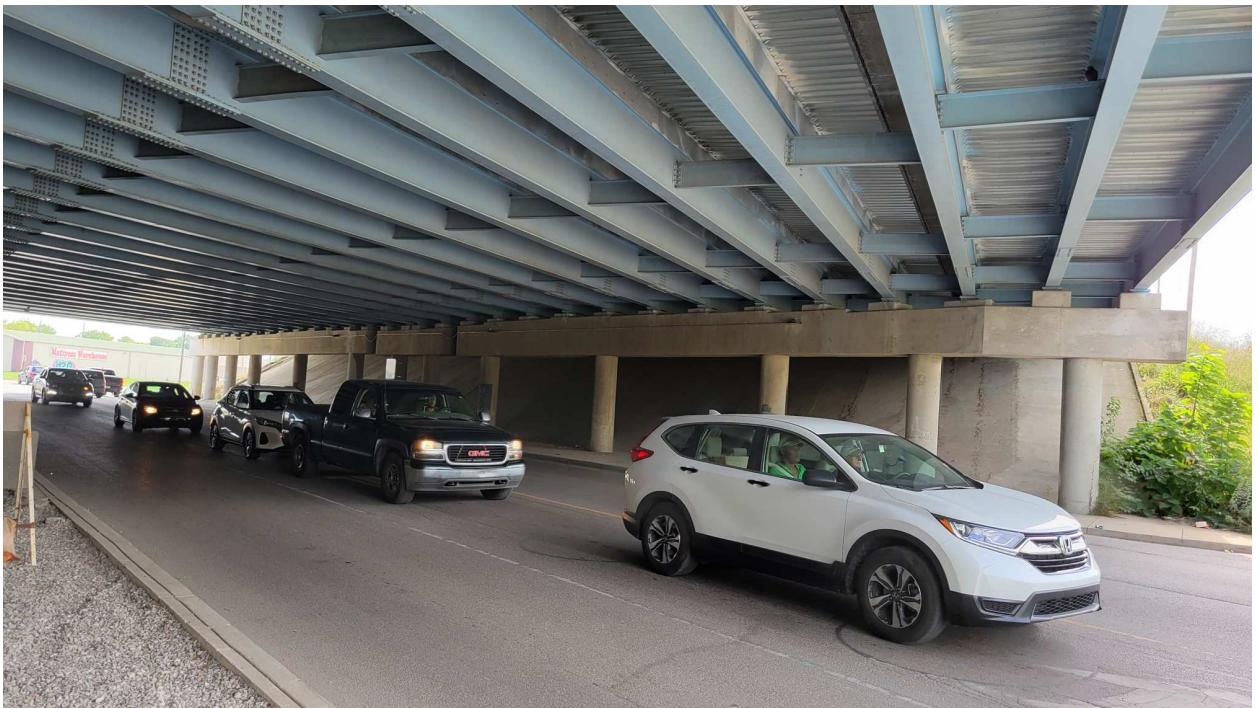
The mission of the [Indy Arts Council](#) is to foster meaningful engagement in the arts by nurturing a culture where artists and arts organizations thrive. The Arts Council is committed to working with the arts and cultural community to cultivate a sector that serves, celebrates, and values every resident 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

View from the east side of the underpass looking west



View from the west side of the underpass looking east



View under the bridge deck

