

OPEN CALL

An open call for artists to apply to paint the FCA murals, one of the largest municipal art installations in Detroit

Deadline to apply: **March 31, 2020**

Fiat Chrysler (FCA), City Walls Detroit, and the Office of Arts, Culture and Entrepreneurship are seeking an artist or collaborative team for a creative place-keeping project in and around Southeastern High School and Detroit Enterprise Academy.

It will be one of the largest municipal mural installations in city history.

City Walls Detroit, as part of the Community Benefits Agreement associated with the new Jefferson auto plant is a partner with FCA in a two-year initiative to enhance the neighborhoods around the plant and find ways to increase public art, youth engagement and workforce development.

The theme for the mural installation will be the result of engagement with the neighbors in the Beniteau and Lillibridge neighborhoods and the students at the schools.

The community is in the driver's seat.

A selection committee anticipates choosing artists or teams of artists for the seven projects in April 2020. The project is slated to be completed by October 2020.

The City of Detroit and FCA have a shared vision for neighbors to feel connected to each other, to take shared responsibility for the neighborhood, to feel empowered to make changes in their environment and to envision a positive future for themselves and their children as the FCA expansion evolves the area's landscape.

The project will be managed by City Walls Detroit in conjunction with FCA, the City's Planning and Development Department, the City's Department of Neighborhoods and the City's Office of Arts, Culture and Entrepreneurship.

Goals of the SE High School & Detroit Enterprise Academy Sounds Wall Mural Project:

- To ensure that residents and students feel safe in their neighborhood and live in an environment that promotes wellness
- To enhance the storm water retention pond to help transform it into a destination
- To thoroughly and thoughtfully engage with residents and students
- To create artwork that contains elements of educational value
- To ensure that residents and students feel connected to and have stake in the artwork that is created
- To create artwork that reflects the values and identity of the community

- To galvanize the community
- To create a welcoming space
- To amplify community assets
- To create a vibrant public space

STATEMENT FROM FCA ON THEIR PROJECT GOALS

Mark Stewart, Chief Operating Officer, FCA - North America has said, "Our commitment to this city goes well beyond our facility. Our future lies in the hearts and minds of the young people who grow and thrive in Detroit."

In keeping with this spirit, FCA's goals for this project are as follows: Ensure that the mural designs represent both the rich history and bright future of the east side neighborhoods; Engage the neighborhood, especially students, in the conception and creation of the mural designs; and Endeavor that mural designs inspire residents to further redevelop and beautify the east side neighborhoods.

The Project

City Walls Detroit has worked with FCA to identify seven sub-projects within the larger context of the new sound walls.

The North Wall consists of six canvases. For these projects, artists will work closely with Southeastern High School students to refine the concept for the mural. Each team is required to incorporate, at a minimum, one Paint Day with students so that students will have the opportunity to help create the mural installation. Each artist will be offered an artist award of \$15,000.

The South Wall is a comprehensive, single project for an artist or artist team. We are looking for an artist or art team to work closely with Detroit Enterprise Academy and the residents facing the retention pond and wall to refine their concept. The team is required to, at a minimum, incorporate one Paint Day with students so that students will have the opportunity to help create the mural installation.

This is a fantastic opportunity to create a destination within the community.
The South project offers an artist award of \$50,000.

The Project Vision

The City of Detroit and FCA held three community-visioning sessions to craft the vision statement. Meetings were held with the students at Southeastern High School, Detroit Enterprise Academy, and with the Neighborhood Advisory Committee. Many wonderful ideas, thoughts, and themes were offered at those meetings. Below is a summary of the ideas. Full notes from the meetings are in Exhibit C. Please use this information to inform your submissions. Before the deadline to submit applications there will be an optional community question and answer session to present artists an opportunity to hear from the community firsthand to further inform your vision for your submission.

Dignity, Struggles, and Aspirations

A reoccurring theme among all three groups was perseverance. Showing the community's resilience and what it can become was important to the neighbors. They wanted the city to know that, throughout history, the neighborhoods can grow into anything and that they want children to dream big and learn the tenets of respect and acceptance. They also want the children to aspire to be leaders and learn to

stand up for what you believe. **The community felt it was essential to connect with where the community has been, currently is, and where it could go without limits.**

An alternative and complimentary theme that emerged was nature and the cycle of growth, how the seasons and stages of life could possibly complement the adjacent storm water retention pond and how adventures around the world involving sunsets, oceans, waterfalls, safaris and the solar system can inspire children to dream big.

The communities made clear that these murals above all should be high-energy, uplifting, and vibrant.

Project Schedule

February 14, 2020 CTA Released

February 28, 2020 Deadline for Questions

March 10, 2020 Community Q+A

March 31, 2020 CTA Closes

April 14, 2020 Artist Awards Announced

May 2, 2020 Community Charrette

June 6, 2020 Final Presentations

July 2020 Art Production

Project Location Scope

Please see Exhibits A (North Wall) and B (South Wall)

Artist/Artist Team Responsibilities:

The selected artist or artist team will be required to:

- Work in collaboration with the residents, schools, FCA, City Walls, Planning and Development Department, Department of Neighborhoods and the Office of Arts, Culture and Entrepreneurship to engage in a series of art and community-based activities and a creation process aligned on themes submitted from the local community.
- Share their personal practice with the community, as this is, inherently, a group project.
- Conduct research to better understand the site, the project and the community's history and current culture, along with any other elements deemed helpful to their creative process
- Develop concepts and rendering of mural for the project site
- Craft a community engagement strategy with project partners
- Participate in the community charrette

- Present concepts and refinements
- Create a final approved concept and design for the mural
- Include a minimum of one community participation day when creating the artwork
- Work with City Walls and Planning and Development to Identify and secure the services of suppliers, fabricators, installers, and other professionals as necessary to fulfill the artist's responsibilities in the production and completion of the work
- Fulfill the responsibilities within the contracted budget and timeline
- Participate in community engagement and educational activities

City Walls Detroit responsibilities:

- Coordinate reviews and permissions in regard to artist selection and concept development with partners
- Coordinate marketing, documentation, and public engagement

Budget

The overall budget for the North Wall is \$15,000 per sub-project (6)

The overall budget for the South Wall is \$50,000 (1)

This budget is all-inclusive, including but not limited to artist's fees, artist's assistant costs, artist's studio costs, materials and supplies and installation of all artwork.

Artist Selection Process

This will be a global open call. City Walls Detroit will solicit qualifications, portfolios and statements of support. The selection panel will review the artist submissions and identify one artist or team per project (7). The winning artists or artist teams will be selected based on the following criteria:

Having experience conducting effective community engagement in research for the project and the process itself	25 points
Having experience in creating permanent, durable, outdoor public artwork	25 points
Having experience in accomplishing projects of a similar complexity within the budget, timeline and technical constraints presented, based on examples of prior works	25 points
Artist Statement	10 points
Being a Detroit-based artist	10 points
Preliminary sketches	5 points

The selection panel will consist of one member from each category below:

- Mayor's Office
- Office of Arts, Culture and Entrepreneurship
- City Walls Detroit program
- Southeastern High School
- Detroit Enterprise Academy
- NAC Member
- NAC Member
- FCA
- Arts Professional from District 4

Application

Submission Requirements:

Interested artists/artist teams should submit:

- A project brief with a Table of Contents that includes the names and contact information for the artist/artist team and a listing of all materials being submitted (one page per project) (PDF)
- A CV or resume for each artist (one page per artist, one file per team) (PDF)
- An Artist Statement, including which project you are applying for, the North or South Wall (PDF)
- Completed online application form questions
 - What interests you about the project?
 - What are your preliminary ideas for the project?
 - How do you envision working in collaboration with the community and with students?
 - What is your past experience working on complex projects with criteria and constraints dictated by the site owner?
 - How would your project benefit the community?
- Up to 3 images of past work you consider relevant to this project along with up to 2 images of your proposed preliminary mural design:
 - 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 image must be titled with the artist's name and image number. Example: SaraSmith001, SaraSmith002.
 - Upload one sheet with the following information per image (PDF):
 - Image name
 - Title of artwork, location, date of completion, budget, medium, and dimensions
 - Up to four sentences of project description
 - Two references from previous public art clients

Submission Instructions

Submissions will be accepted electronically by following the link to APPLY NOW on the City Walls web site or at the web address: detroitmi.gov/citywalls/calltoarts

Questions can be submitted to citywalls@detroitmi.gov

EXHIBIT A

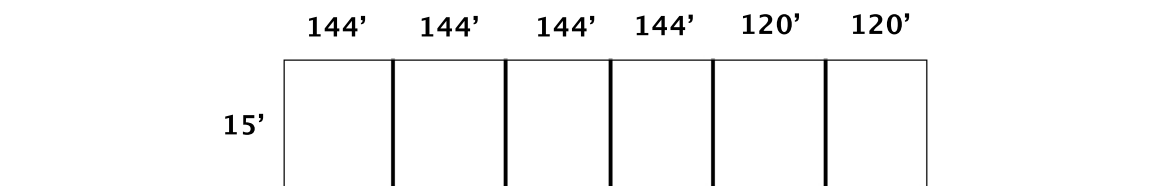
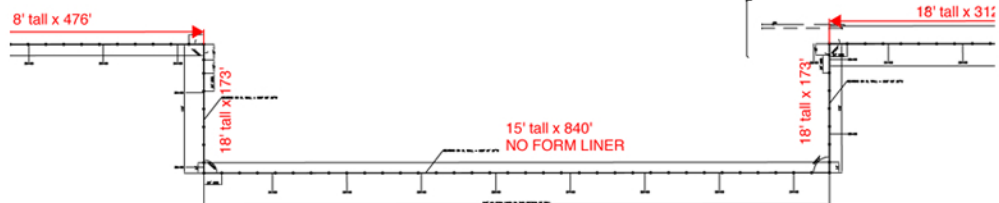
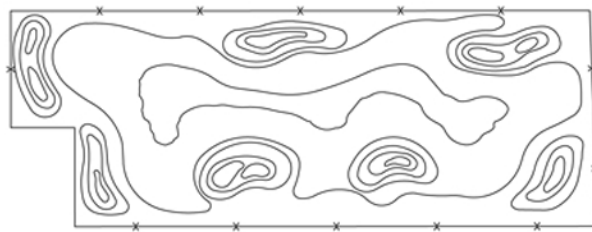
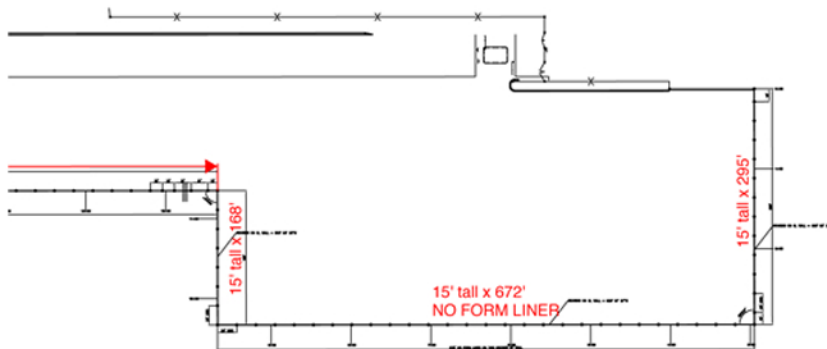
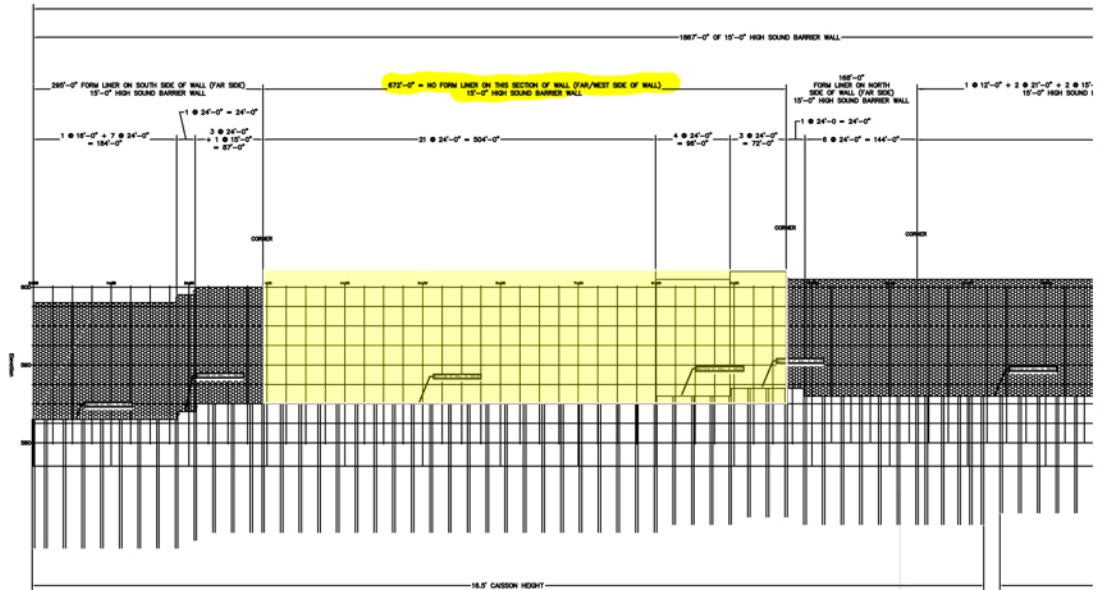




EXHIBIT B

SOUTH END



672'

15'



EXHIBIT C

Local landmarks
Detroit's Landmarks
→ Spirit of Detroit

FCA MURAL PROJECT

REFUGEE
3D
Anime Nature Cartoons
Safari → Earth Solar System
High Energy Warm Happy Uplifting
History of Detroit
3D Vibrant Car Related... Color
Everyday People Different housing...
Blue Pink Pastels Gold Black History
Music Videos Better Made
Community History Earth + Climate Change
find a way to fit... complement Unique Design
Ice Cream
Gaining Release your inner self... find who you are?
who you can be? Inspired... "Do Good"
Motivation... Believe in yourself... You Matter... Dream Big...
Change can happen... transition from here to M4K... Represent everyone
Maya Angelo... Eye... How to Make Peace... No Wars...
Show Potential... space... Ancient inspiration... Leadership
Stand up for your beliefs... Portraits... Acceptance...
Foods... Work Hard... Sports... Famous... Detroit Rappers... Everyone Matters Not just rich people
Skip Violence... Complement pond... Fish... Seasons...
Paddle Boats
Bridges + Infrastructure... Try even if you can't at first, keep trying
Cycle of Growth... Love/Care for others... Community Makes...

Kids Outside... Activitys... Transformation... Adventurous Around the World
Salsa Dancing...

Disney
Represent
Different
Black Kids

FCA CITY OF DETROIT MURAL PROJECT

~~stages of things being born~~ perseverance

Painting... Rainbows... Graffiti... Flowers... Roses...
People... Anime... Picasso... Cruise Ships... Daisy...
Imagination... No Limits... Drawing... People... Games
Animals... Birds... Flytigh... Obama Family... ^{Twin Towers}
Squares... Cubist... 3D... Food... Pear... Apple...
Colorful... Veterans... Sacrifice... Oil Pastell...
Foxes... Local wildlife... Pistons/Hca... City... Skyline
Beautiful Lights... The fist... be Lewis... Stores... ^{Music Artist}
Cultural Hubs... ^{Motown Museum} Museums... Black History Month + kons...
Theron Martin... Nate/Colors/Marot... Songs... Sada/Grizzle ^{You can smarter then you think}
Passing away at young age... Tragic loss... Detroit Artist... fathers
Homeless Shelter... supporting those with beer... Butterflies... Growth...
^{School} Shoes/Design/Colors... Sports... Run fast play fair... Soldiers...
Doctors/Health system... cats... Humor... Stranger things... Sad...
My Hero... Academia... Powers... Heros... Defeat Villians... All 4 one ^{One of all}
MLK... March 4 Rights... Muhammad Ali... Black Male Boxer... Equality
Don't Get on Boats... Titanic... Light... Rainbows... stand up
Wide Variety of Subjects to learn in books... ^{Black Women} powerful ^{For your rights}
Malcom X... Rejloaf... Donate... Thomas Edison... ^{struggle} Believe in
Aktha Franklin... Henry Ford... possibility... Respect Yourself... Express
Harriet Tubman... Last stop on Underground Railroad... ^{Calling} Yourself

FCA Mural Wall

FCA

CARS

Comeback City
Dollars-Flames
Rising Up

STUDENTS - SMILES

Kids w/
Backpacks

IN THE MIDDLE - MEDIUM

Blending Colors

Smart facts > Advice > Up Lifting > Positivity

"We don't Die" "We come back"

Good Decisions

Like to Learn

Symbolism - Running > Moving Forward > Butterflies/Caterpillars

Inspire People - Parents/Role Models/ Future what to
Become

Abstract

Sports

Don't be a follower

My Mistakes inspire not to do them... learning

"My Achievements" ↳ Detroit
More inspiration

Pushing Myself
to do better
Go hard
I work hard
but I can
do more

"What could be... a better Day"

"Bigger than
where we
Live" FCA

Don'ts:

Abandoned House

Violence Played Narratives

Don't Plagiarize... Be Original

Automotive Artist Veterinarian

photographer: Portraits Glamour...

Obgyn: Birth... Baby...

Pediatrician...

Stages of
Life

Removal of Blight... Resources... Coming together

Giving to Each other... Sharing... Support

Opening Doors... Supporting Each other...

Natures important

Bowitz Murals Visioning Session with the NAE | JAN. 29, 2020

Michelle Jackson
Darnell Gardner
Jerry King

Remember
Community history ^{what used to be.}

- we know what Chrysler replaced: barber, bakery, drug store, movie theater, ^{Fairview Gardens} Callagher Park, ^{Edler rink}
- the wall of dignity (Mack & Lillibridge)
- post 67 Rebellion. AA leaders
- Capture community leaders that have been fighting for the n'hood
 - struggle of the past (sometimes antagonism between corporate entity + n'hood)
 - emerging relationship w/ corporate entity
 - electric vehicles
 - tell story from ⁶⁷ struggle to ~~rebuilding~~ what future can bring
- include interview w/ selection panel in the artist selection process
- n'hoods are talking to each other for the first time. the FEA process enabled that
- DIGNITY
- connect new FEA employees to the community. encourage them to invest here, not just extract their income and spend in the suburbs

- Selected artists must understand the community / what they're dealing with
 - home grown. not outside.
 - must reflect what community is saying
 - safeguard against misinterpretation
- create the best opportunities. take advantage of the attention we're getting. position ourselves for ~~the~~ next evolution of growth
- Visualize the future. plant the seeds.
- Struggles and aspirations
- connect the mural artwork to the interior of FCA. tell these stories to factory workers so they understand and value the community
- tell story of 3 phases of FCA
 1. stamping plant
 2. 80's expansion
 3. 2020 expansion
- give a nod to UAW
- Great migration. salaries from factory multiple times better than sharecropping in the south