

Open Call: West Warren Mural Project

Deadline to apply: June 15, 2022

City Walls Detroit together with the Cody Rouge Community Action Alliance CDC (CRCAA), is seeking artists (or collaborative teams) to create seven new murals in the Warrendale/Cody Rouge area on the West Warren corridor.

This project will be executed in the service of promoting the City of Detroit as a vibrant community. The murals theme is based and derived from a place of civic pride and it strives to have a deep connection with residents. The number one principal of the City Walls program is that the artwork that is created represents the values and identity of the community it is created with and this project is no exception.

The City of Detroit has a vision for neighbors to feel connected to each other, take shared responsibility for their neighborhoods, feel empowered to make a change in their environment, and envision a positive future for themselves, the built environment, and their children.

The commission is being managed by City Walls Detroit in conjunction with the Cody Rouge Community Action Alliance CDC.

Cody Rouge Community Action Alliance CDC has been serving this area for over ten years and has a long track record of successful program implementation. Formed with initial support from the Skillman Foundation, CRCAA works alongside foundations, schools, block groups, nonprofits, and businesses. CRCAA's also has a strong relationship with the City of Detroit, and CRCAA connects residents to the City's foreclosure prevention resources, youth employment services, and more. Our mission is to revitalize and sustain a healthy community where residents have access to and promote a high quality of life. Our goals include creating and assisting strong families, promoting high-quality education, and strengthening our block clubs; Creating and implementing plans for safety, economic revitalization and workforce development.

Goals of the West Warren Mural Project:

- Artwork contains elements of empowerment
- Residents feel connected to the artwork that is created
- Artwork that reflects the values and identity of the community
- Create a vibrant public space
- Give visibility to the corridor as a community hub
- Promote the enjoyment of green space
- Engaging community members to activate a project together
- Celebrating Warrendale/Cody Rouge and its diverse residents
- Providing opportunities for young people to grow professionally and thrive personally
- Supporting Detroit artists in their careers.

STATEMENT FROM THE CODY ROUGE COMMUNITY ACTION ALLIANCE CDC ON PROJECT GOALS

Warrendale/Cody Rouge is a 40+ block area located on the Far West side of Detroit. The boundaries go from M-153 (Ford Road) on the South to I-96 (Jeffries Freeway) on the North and includes Rouge Park on the West over to Greenfield Road on the East. Home to close to 40,000 residents, the area is connected through dozens of neighborhood block clubs and associations, churches, youth development organizations, older adult service agencies, and small businesses. About 80% of people living in the community are Black/African American.

This project will specifically focus on the West Warren commercial corridor between Longacre and Mettetal. While featuring strong density and heavy traffic, there remains opportunities here for further economic growth and community benefit. Of the 55 total structures in the area, 35 are commercially occupied, three are used for religious purposes and 17 are vacant. This grant aligns with the Cody Rouge Community Action Alliance CDC (CRCAA) and its holistic approach to revitalizing and sustaining a healthy community in the project area.

This project will highlight the values and resources which make Warrendale/Cody Rouge a special place to live and work. The community will be fully engaged in describing which aspects of our collective identity will be showcased through the murals. This will allow our area to feel organically represented and increase pride of place, while at the same time establishing a brand identity which can be furthered with future projects/investments.

Vision Statement for Inspiration:

Across 4 Vision planning meetings, community members in the Cody Rouge and Warrendale neighborhoods were able to suggest the below list of ideas and concepts

- Colorful, nature, happy with less trauma, Represent the 4 natural elements of life
- Color has a Language of its Own: vibrant, monochromatic, wide spectrum
- Positive story telling, The Feeling when the Sun Shines Through the Trees
- Highlight Community Leaders
- Lift up black music
- Changing the narrative of Detroit by highlighting historic leaders
- Youth Affirmations, Interactive How we are connected
- Motown themed, Recognizable sports team homage. Interactive photo-op
- Ode to the neighborhood partners
- School Spirit
- Photo-op/selfie station, Celebrating diversity in styles, natural hair embrace, interactive
- History of how the neighborhoods got their name
- Highlight parts of Detroit history we don't have any longer
- Pink=tenderness, vulnerability, youth; Green=hope for life, CODY.
- Diversity Element Highlighting: Ramadan, livestock middle eastern culture
- A dinner table depiction with Food being a communal gathering piece
- Incorporate flags of origin that represent the different nationalities in the area
- Cody Rouge family portraits, Highlight the importance of family

The Project

City Walls Detroit has worked with the Cody Rouge Community Action Alliance CDC to identify the walls within the larger context of the corridor.

Project Schedule

- May 16, 2022: CTA Released
- May 30, 2022: Deadline for Questions
- June 20, 2022: CTA Closes
- Late June: Artist/Artist Teams Announced
- Mid July: Art Production
- August: Celebration and Unveiling

Artist Scope of Work

Artist/Artist Team Responsibilities:

The selected artist/artist team will be required to work in collaboration with City of Detroit. Artist/artist teams should be prepared to share their personal practice with the community as this is inherently a group project.

Artist/artist teams are responsible for:

- Conducting research to better understand the site, the project, 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
- Present concepts and refinements
- Create a final approved concept and design for the mural
- For any art component identify and secure the services of suppliers, fabricators, installers, and other professional 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 an unveiling and a community Artists Talk with short Q&A

City Walls/CRCAA responsibilities:

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

Budget

The overall budget: \$7,500 per artist award

Walls will vary in size but are not to exceed 750 square feet.

This budget is all-inclusive, including but not limited to artist's fees, artist's assistant costs, artist's studio costs, materials, and supplies, specify consultants, community engagement participation, and installation of all artworks.

Artist Selection Process

Eligibility

We are seeking artists or artist teams who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.

Process

This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. City Walls Detroit and its selection panel will review the artist submission and identify one team per project to be selected for the project.

Selection Criteria

Winning artists/artist team will be selected based on the selection panel's evaluation of the following criteria

- 25pts Experience in community engaged art process and research
- 25pts Experience in creating permanent, durable, outdoor public artwork
- 25pts Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
- 10pts Artist Statement
- 10pts Detroit Based Artist
- 5pts Preliminary Sketches

Selection panel consists of 1 member from each category below:

- CRCAA Representative: Kenyetta Campbell
- Arts Advisor: Marlo Broughton
- City Walls: Zak Meers
- Community Member
- Community Member
- Community Member
- Community Member
- Community Member

Application

Along with completing the online form Interested artist/artist team should submit:

- A project brief page including the names and contact information for the artist/artist team)
- A CV or resume for each artist (1 page per artist)
- Up to 3 images of past work you consider relevant to this project
 - Digital images must be JPEG files and must be no more than 300dpi and no larger than 1024x768 pixel resolution. Each image must be unlocked and downloadable for viewing
 - Each JPEG image must be titled with the artist's name_projectname_image number.
Example: SaraSmith_ProjectA_001, SaraSmith_ProjectB_002.

Submission Instructions

A link to the Submission form can be found electronically at this web address:
cityofdetroit.org/citywalls/CTA