

Open Call: G7 Mural Project

“Improve, Don’t Move! Keep the 48205 Alive!”

Deadline to apply: June 19, 2023

City Walls Detroit is seeking artists (or collaborative teams) to install new murals in the Gratiot/7 Mile Neighborhood Framework Plan area on the city’s eastside.

The guiding principle of the City Walls program is for the artwork created to represent the values and identity of the community where it is showcased. As such, this project seeks to promote the vibrancy and civic pride of Gratiot/7 Mile communities and deepen connections with residents in the process.

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, their children, and the built environment in which they live.

The community will be fully engaged in describing which aspects of their collective identity will be showcased through the murals. This will foster organic representation of the area and increase pride of place, while simultaneously establishing a brand identity to be furthered by future public and private investments.

The mural commissions are being managed by City Walls Detroit in partnership with the Planning & Development Department, Department of Neighborhoods, Detroit Economic Growth Corporation, Invest Detroit, and Fifth Third Bank.

Goals of the G7 Mural Project:

- o Artwork contains elements of empowerment, resilience, and self-determination
- o Residents feel connected to the artwork that is created
- o Artwork reflects the cultural heritage of the community
- o Creates vibrant public spaces
- o Gives visibility to the corridor as a viable commercial destination
- o Elevates the aesthetic value of vacant, publicly owned commercial buildings
- o Encourages art-centric tourism
- o Celebrates the spirit of the neighborhoods surrounding the Gratiot Avenue corridor
- o Provides opportunities for young people to grow professionally and thrive personally

o Supports Detroit artists in their careers

G7 COMMUNITY VISION STATEMENT

“Improve, Don’t Move! Keep the 48205 Alive!”

The neighborhood has a strong desire to progress and achieve upward mobility, which is fueled by the belief that art has the power to propel change. The community is galvanized, embracing pride and ownership for all the residents in the area. The community hopes the area can become a dependable resource for neighbors and visitors alike.

Once a bustling business district, G7 neighborhoods were filled with homes and people who cherished memories of friendship and vibrant energy. Residents who live near Gratiot/7 Mile are determined to change the negative narrative of crime and blight by addressing it head on with joy and a bold sense of community. This open call is an opportunity for collective action to set a foundation for building a better future and stronger sense of community and togetherness.

We hope the murals that are created invoke feelings of happiness and pride for those who experience them. The murals should inspire a moment of discovery and appreciation for the interconnectedness between art, nature, and business. Residents should also find a sense of encouragement that fosters unity and support from the murals.

Bright murals that promote literacy, show signs of cultural strength, and motivate the community to come together are ideal themes for providing the uplifting atmosphere that the residents of G7 would like to see. Artists may also choose to honor those from the area lost to violence. There is a strong presence of community accountability for ensuring safety and assisting concerned residents who stand up to improve their community, driven by their desire for a higher quality of life and peace. The community is advocating for prevention and intervention strategies to get young people into jobs instead of guns. Safety is paramount and the residents are determined to sound the alarm to stop crime and build a peaceful environment. They assert their right to oversee what's going on in their community, knowing that love and restoration are well within their reach.

STATEMENT FROM THE CITY OF DETROIT AND ITS PROJECT PARTNERS

The Gratiot/7 Mile Neighborhood Framework Plan is a city-led plan of action, co-crafted by residents to guide future growth and investment in the neighborhood. The G7 Neighborhood Framework Plan focus area is a 3.4-square mile region on Detroit’s eastside bound by East Eight Mile Road (north), Houston-Whittier Road (south), Kelly Road (east), and Schoenherr Road (west). This area is comprised of several neighborhoods, including Franklin, Mohican Regent, Mapleridge, and Regent Park. The planning area is referred to by its familiar arterial streets: “Gratiot / Seven Mile” or “G7.”

Supported by the Strategic Neighborhood Fund, the recommendations of this plan seek to stabilize single-family neighborhoods, reactivate multi-family housing & retail opportunities, and make catalytic improvements to parks, greenways, and streetscapes. Planning activities began in 2019 and concluded in 2021. Enhancing commercial corridors emerged as a most-desired improvement.

Several murals are planned for Gratiot Avenue as part of the City of Detroit’s strategic neighborhood investments. Gratiot Avenue is a bustling commercial corridor that spans from downtown Detroit to G7 and beyond to neighboring suburbs. Installing murals along Gratiot is intended to bring beauty to the corridor, increase visibility of existing businesses, promote tourism, and enhance public space.

Mural Exhibits:

G7 Mural Program – Planned Installation Locations

13881 Gratiot Avenue

14143 Gratiot Avenue

14735 Gratiot Avenue

14999 Gratiot Avenue

14284 E. 7 Mile Road

Public-owned Private-owned

City of Detroit
Department of Planning & Development

The Project

Project Location Scope

City Walls Detroit has worked with the Planning & Development Department, Department of Neighborhoods, and Detroit Economic Growth Corporation to identify the 4 walls within the larger context of the corridor.

Project Schedule

- May 29, 2023: CTA Released
- June 13, 2023: Deadline for Questions

- June 19, 2023, 2022: CTA Closes
- Early/Mid July 2023: Selection Panel Meeting(s)
- Mid/Late July 2023: Artist Announced
- Late July 2023: Artist Creation

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 renderings for the project site
 - Present concepts and refinements
 - Create a final approved concept and design
 - Fulfill the responsibilities within the contracted budget and timeline
 - Participate in an unveiling

City Walls Detroit responsibilities:

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Assist in the coordinating applicable permits and right of entry for install

Budget

The overall budget: \$6,000 to \$14,500 per mural depending on square footage

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

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 the selection panel will review the artist submission and identify one artist/artist team per project to be selected for the project.

There are a total of 5 projects available.

Selection Criteria

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

- 30pts Experience in creating permanent, durable, outdoor public artwork
- 30pts Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
- 10pts Experience in community engaged art process and research
- 10pts Artist Statement
- 10pts Detroit Based Artist
- 10pts Preliminary Sketches

The Selection panel consists of 1 member from each category below:

- Planning & Development Department (East Region)
- Department of Neighborhoods
- City Walls: Bethany Howard
- 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 name(s) and contact information
- A CV or resume for each artist (1 page per artist)
- Up to 3 images of past work you consider relevant to this project

- Up to 3 images of preliminary designs for the project
 - Digital images must be JPEG files
 - Each image must be unlocked and downloadable for viewing
 - Upload 1 sheet with the following information per image
 - Image name
 - Title of artwork
 - Location
 - Date of completion
 - Budget, medium, and dimensions
 - Up to 4 sentences of project description
 - 2 references of previous public art clients

Questions can be submitted to citywalls@detroitmi.gov